

RVDA NEWS

RECREATION VEHICLE DEALERS ASSOCIATION OF NORTH AMERICA 

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President George Bush praises the RV lifestyle at FMCA rally June 21.

President Bush praises RV lifestyle at rally

President George Bush confirmed his dedication to the environment in a speech delivered at the Family Motor Coach Association Convention in Richmond, Virginia.

Bush spoke to members of the association about such topics as ways to protect and enhance the environment, scenic byways, voluntarism and commitment to fellow man.

"You know, as these miles roll out beneath you, it seems that your ideals, traditional American ideals, become evermore firmly rooted," Bush said. "Their ideals of freedom and Self-reliance. The love of nature - and of this nation. And above all, the nurturing of family values.

"Today these fundamental American values must be reaffirmed. We're at a point in our history when there can be no standing still. We must move forward, or risk sliding backward," the President commented.

"And it's time to renew our commitments - both to nature and to our fellow man. The American spirit of exploration must be joined with a new sense of restoration."

The President praised members of the association for their involvement in voluntary environmental efforts and in the fight against homelessness and illiteracy in America, among other worthwhile projects, calling

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RVDA efforts bring dealers' training needs to the forefront

By Tim Truman
RVDA News Editor

RVDA representatives played an integral role in the development of the industry's new technician training program.

Carl Pfalzgraf, Atwood Mobile Products Vice President of Marketing and OEM Sales and chairman of the RVIA subcommittee which designed the course, lauded the efforts of the RVDA representatives.

"Mike Molino, Rich Albright, Mike Packard and Jim Fogdall played very important roles in the design of the program," Pfalzgraf said. "They brought the dealers' needs to the forefront.

"They helped us to better understand the needs of the dealers which helped us to design the school itself," he added.

"If the RV industry had not addressed the issue of customer satisfaction and quality of service, in the long run, consumers would have lost confidence in the industry," he said.

"Now the dealers have to realize the importance and make the investment to send their technicians to be trained," he concluded.

See pages 10-11 for related articles.

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LEGISLATIVE UPDATE

Legislation may hamper passing business onto heir

As a service to its members, RVDA keeps its eyes and ears open around the Nation's Capitol.

The following summarizes one issue that may affect RV retailers.

Estate "Freeze" Rules Provision

A recent change in tax law can make it very difficult for a family member to pass its business from one generation to the next.

The change, Section 2036(c) of the Internal Revenue Service Code, also known as estate "freeze" rules, was enacted in 1987 and amended by the Technical and Miscellaneous Revenue Act of 1988.

The law eliminates a commonly used and legiti-

mate method of passing a family business on to the next generation.

Prior to its enactment, a company's founder often used an estate freeze or similar transaction to transfer ownership of the future increase in value of a family business to his or her heirs while retaining some control and income from the business.

Without an estate freeze, the entire value of the family business could be included in the founder's estate upon his or her death, despite the fact that it was often the heirs who have contributed significantly to the growth in the value of the business.

Additionally, Section 2036(c) is written so as to make it susceptible to extremely broad interpretation

under which few family transactions involving family business entities would be outside its reach.

Legislation, (HR-60/S-659), repealing Section 2036(c) has been introduced by Rep. Bill Archer (R-TX) and Senator Steve Symms (R-ID). Its purpose is to avert the potentially devastating effect Section 2036(c) will have on the future of family-owned businesses.

Our members have a special interest in getting their Congressmen to co-sponsor and support bills to repeal Section 2036(c) of the IRS Code.

You can write your Representative at U.S. House of Representatives, Washington, DC 20515, and your Senators at United States Senate, Washington, DC, 20510, or call them at (202) 224-3121.

RVDA's Position: Introduction of New Models

Some RV manufacturers have moved up the date of introduction of new models significantly, bringing out their new lines as early as late spring or early summer.

This can create a severe financial burden on dealers and RVDA requests that manufacturers re-evaluate these decisions on timing.

Dealers have a tendency to keep inventories as low as possible just before new model introductions.

Once a new model is out, last year's model is viewed by some purchasers as passe and retail value accordingly drops.

With proper notification by their suppliers, dealers can make plans to minimize this problem.

However, if model change-overs occur at the height of the selling season, it adversely impacts both dealers and manufacturers.

Dealers have a more difficult time planning proper reduction of inventory levels during these periods of high volume.

If they guess low, sales are lost. If they guess high, the dealer suffers in write-downs of outdated models.

Manufacturers lose when dealers pare back their inventories and lose sales.

For decades, model introductions in the RV industry have been in the late summer or fall.

For the benefit of all RV dealers, RVDA urges all RV manufacturers not to introduce the next year models until after the peak selling season.

UNANIMOUSLY APPROVED by the Recreation Vehicle Dealers Association of America Board of Directors this 26th day of September, 1987.

RV AfterMarket to be highlighted at Expo

By Tim Truman
RVDA News Editor

RVDA will be host to an RV AfterMarket showcase at the 1989 RVDA Convention/Expo to be held in Las Vegas October 16-20 at Bally's Casino Resort.

The Exposition will offer exhibitors a chance to meet the most successful dealers from across the country.

The Expo is the industry's only show dedicated exclusively to RV AfterMarket products. There will be no rolling stock to compete for the attendees' attention.

This will be the third year for the exposition and show producers are anticipating the best show ever.

The primary function of any Expo is to sell products, equipment and services and to generate qualified leads for future selling.

Jeanne Kolls, RVDA Convention and Show Coordinator, explained the advantages of exhibiting in Las Vegas.

"Participating in the

George Bush is committed to the RV lifestyle

Continued from page 1 them "part of a constellation of concerned citizens, committed to building a better America - both in her natural beauty, and in the qualities of her citizens."

Bush also discussed his proposal to Congress of an increase of nearly \$200 million a year for recreational land acquisitions in 27 states through the National Park Service, the Fish and Wildlife Service, the Bureau of Land Management, and the Forest Service.



The 1989 RVDA Convention/Expo will showcase the RV AfterMarket.

industry's only exclusive AfterMarket Expo is the most cost-effective way for exhibitors to demonstrate the superiority of their products, equipment and services to hundreds of the industry's most qualified buyers - RV dealer/owners, AfterMarket Service Center owners and Rental operators," she said.

"It also provides exhibitors the unique opportunity of spending premium time

with their customers on both a business and a social basis," Kolls added.

Exhibitors are invited to attend the Welcome Party Monday evening with convention attendees and are encouraged to participate in all other convention activities.

For more information about exhibiting at the Expo, contact Jeanne Kolls at RVDA by calling 1-800-336-0355.

The President mentioned that these funds would be used for everything from "Parks for People" in urban areas to valuable habitats ranging all the way from Big Hole River in Montana, to the Bizz Johnson Trail in California, Pelican Island in Florida and Mount Baker in Washington.

He also mentioned the federal task force that has been set up to deliver on his pledge of "no net loss of wetlands." The President has asked for \$200 million in new

funding for acquisitions under the Land and Water Conservation Fund, and he added that he is looking to Congress to provide a comprehensive wetlands bill that he can sign this year.

American Recreation Coalition (ARC) president Derrick Crandall was instrumental in securing the President and the First Lady's visit to Richmond.

RVDA is a member of ARC and the two organizations work hand in hand to promote the RV lifestyle.