

RVAA to Present Aftermarket Tract at RVDA 2008 Convention

RVAA will be presenting a series of seminars at the 2008 RVDA Convention at the Rio Hotel and Suites in Las Vegas, NV. The seminars are aimed at parts managers and specialists and hope to improve professionalism and performance of the aftermarket store at dealerships throughout the country. RVAA has contracted two of the industry's most knowledgeable and respected speakers to present the nine seminars to RVDA's attendees. The seminars are based on the DACUM curriculum developed by RVDA Education Foundation in the DACUM research project for Parts Managers and Parts Specialists (the DACUM is broken down into 9 categories, for the purposes of presenting this program with 8 seminar slots, the "Managing Human Resources" and "Pursuing Professional Development" categories have been combined into one seminar program).

The program will be promoted by RVDA to its dealer membership over the next several months and will provide a great deal of recognition for the aftermarket segment of our industry.

The seminars to be presented include:

Merchandising the Store – Gaylon Hughes – RV Parts Academy

Marketing Parts & Accessories – Gaylon Hughes – RV Parts Academy

Managing Parts Inventory – Chuck Marzahn – Marzahn & King Consulting, Inc.

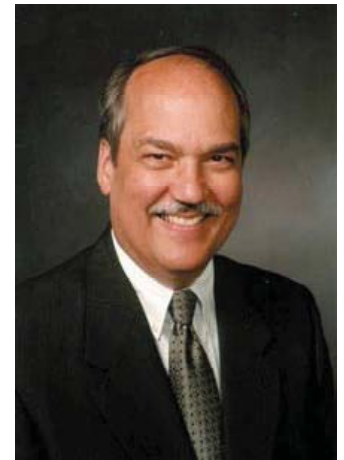
Selling Parts & Accessories – Gaylon Hughes – RV Parts Academy

Managing Customer Relations – Chuck Marzahn – Marzahn & King Consulting, Inc.

Managing Human Resources/Pursuing Professional Development – Betty Mills – Marzahn & King

Managing Financial Resources – Chuck Marzahn – Marzahn & King Consulting, Inc.

Performing Administrative Functions – Chuck Marzahn – Marzahn & King Consulting, Inc.



Chuck Marzahn



Gaylon Hughes

RVAAHQ Bulletin is a publication of:

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