



10561-172 Street, Edmonton, Alberta T5S 1P1

Tel: (780) 455-8562 **Toll:** 1-888-858-8787

Email: info@rvda-alberta.org **Website:** rvda-alberta.org

ASSOCIATE MEMBERSHIP

Member Criteria

- Any business that offers services that align to the RV Industry may apply to be an Associate member
- The business must have a valid business license as required by its local jurisdiction
- Business must join the RVDA of Canada as a member at the same time of application to the RVDA of Alberta

Dues

- Membership with the Association is from August 1 – July 31 annually
- All Associate members are \$465.00 / year
- Membership will be prorated on a monthly basis

Fee Structure

Membership Type	RVDA of Alberta Dues	RVDA of Canada Dues	GST	Total
Associate	\$465.00	\$245.00	\$35.50	\$745.50
Associate (Multiple Locations)	\$465.00	\$395.00	\$43.00	\$903.00

What organizations should join?

- Companies that wish to market products or services to other RVDA members
- Companies that would like to exhibit their products at RVDA run trade shows
- Companies that wish to stay informed on RVDA activities and the latest industry news
- Companies that promote tourism
- Companies that may help influence and shape policies concerning RVDA members
- Other government bodies or agencies that are responsible for laws and regulations that pertain to the RV industry

As a valued member, we hope that you enjoy the many benefits offered with your Associate membership.



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RV Careers: RVCareers.ca

RVDA OF ALBERTA & CANADA BENEFITS



RVDA of Alberta Membership Benefits

Your membership in the Recreation Vehicle Dealers Association of Alberta include the benefits listed below:

- Membership not only in Alberta, but also in the RVDA of Canada
- Paid registration to the Annual General Meeting & Convention (\$175.00)
- Priority booking and discounted rates for small booth rentals for RV Shows hosted by RVDA of Alberta
- Training and educational courses, plus funding up to \$1,000.00 per member for Spader training
- \$500.00 Paul Sinclair Bursary after successful completion of RV Service Technician Program that are employed by a member of the RVDA of Alberta
- \$1,000.00 in Art Dack Bursary to a student in each period of the RV Service Technician Program that are employed by a member of the RVDA of Alberta (SAIT chooses recipient)
- \$1,000.00 to one top apprentice after successful completion of RV Service Technician Program that are employed by a member of the RVDA of Alberta
- \$1,000.00 in Gene Skog Bursary (paid by SAIT) to one Period 1 RV service technician that is employed by a member of the RVDA of Alberta
- Mileage subsidy for all apprentice technicians in training at SAIT (must be pre-approved)
- \$250.00 fuel gift card for apprentice technicians in training at SAIT who are employed by a member of the RVDA of Alberta
- \$250.00 grocery gift card for apprentice technicians in training at SAIT who are employed by a member of the RVDA of Alberta
- 10% off discount at Mark's to all RVDA of Alberta members (distributed Jan-Feb by the RVDA of Canada)
- \$5,000.00 grant program for campgrounds that are members of the Parks and Campground Owners' Association of Alberta; with PCOAA matching the grant with additional \$5,000.00.
- Alberta Hotel & Lodging Association (AHLA) Electricity and Gas programs partners with Enmax and Gas Alberta Energy
- Newsletters (in conjunction with RVDA of Canada)
- Promote and share member's successes through social media
- The RVDA's Annual Dan Merkowsky Golf Classic
- Surveys
- Government/Industry Liaison
- Membership Rosters (Alberta, Canada)
- Technician Requirement Program through RV Career website: rvcareers.ca
- Member access to the RV Career website to be used as an employee recruitment tool
- Membership rate through Federated Insurance for Errors and Omissions insurance (required under Insurance Act Section 465)
- Website exposure through both the RVDA of Alberta and RVDA of Canada
- Membership rate through Federated Insurance for Consignment bond by A.M.V.I.C.
- Dealer Tie-In Program Agreement (Go RVing Canada & RVDA of Canada) – **PROFESSIONAL FULL-SERVICE DEALERSHIP MEMBERS (PFSD) ONLY**

As a valued member, we hope that you are enjoying the many benefits offered with your membership. To ensure the continued growth of our association, we encourage you to act as a good will ambassador and recommend the RVDA of Alberta to other RV-related businesses within your community. If you are aware of a business that would benefit from being a member of the RVDA of Alberta, please advise the Association office staff.



RVDA of Canada Programs and Benefits

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 members, 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
- "New Member" information packages
- Email, fax and mail-outs of programs and members benefits
- Go RVing Canada member update
- RVDA of Canada website, including member listing and "Members Only" area access to proprietary content



2. RVDA of Canada Endorsements:

- iA Dealer Services, Appearance Protection and Theft-Deterrent Solutions (Diamond Kote Appearance and Protection Products / InvisiTrak Theft Deterrent Program)
- iA Dealer Services, Creditor Group Insurance: Life, Accident & Sickness, Critical Illness, and Involuntary Unemployment
- SAL Protection Plan (SPP) Extended Warranty Program, underwritten by Industrial Alliance Pacific General (IAPG)
- Baseline Payments Inc., competitive merchant processing solutions
- CORPAY currency risk management solutions
- Federated Insurance Employee Group Benefit Program
- Federated property and casualty insurance
- KYCS (Keep Your Community Safe), offers long range Bluetooth identification technology
- DriveOn Protection for PermaSeal Tire Sealant utilizes the latest nanotechnology to create the only green, water soluble, permanent fix tire sealant available today
- PURIFYD Systems®, is an innovative subscription-like, health protection service
- Spader 20 Groups with Spader Companies help dealers improve management skills
- Wells Fargo Commercial Distribution Finance (CDF) delivers inventory financing solutions service



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

Events that raise the public profile of RVDAs and the RV industry (e.g., participation in Skills Canada Competitions)

- Promotion of provincial and regional RVDA events
- Research of programs and technologies of benefit to the RV industry
- Association Advantage: unique coverages, services & preferred pricing, with Federated Insurance
- RVDA of Canada window decals



Discount programs with:

- ✓ FedEx Express courier service
- ✓ John Deere
- ✓ Petro-Canada
- ✓ Marks (WorkWearhouse)
- ✓ Member Deals ([access programs](#))
- ✓ Perkopolis
- ✓ Petro Canada
- ✓ Purolator

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:
 - Go RVing Canada Dealer Tie-in Program, featuring RV marketing programs and resources
 - Placement on the Go RVing Canada website – enhanced for above Tie-in Program participants
 - RV video footage available for promotional projects (TV quality)
 - 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
 - National Dealer of the Year Award
 - George Goodrick Emerging Leader 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 and database





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
- Includes member resources such as tips for grassroots advocacy and an Election Kit as needed.
- 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 (sales, marketing, F&I, parts management, technician training)
- 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 information on career opportunities in the RV industry
- NTP–Stag Canada RV Technician and Fixed Operations Personnel Bursaries



A catalogue of available publications and materials, including most order forms, can be requested from the national office, or downloaded at the “Services – Professional development” link on the member side of www.rvda.ca.

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) – member
- Canadian Recreational Vehicle Association (CRVA)
- Canadian Standards Association (CSA)
- Recreation Vehicle Dealers Association (RVDA) of America
- Recreation Vehicle Industry Association (RVIA)



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
- ✓ Member Services
- ✓ RV Education Foundation (Mike Molino RV Learning Center)



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RVDA.ca | RVCareers.ca | BuyLocalRV.ca



CODE OF BUSINESS ETHICS

1. Association members shall, at all times, refrain from making any statement or conducting themselves in any manner which may bring discredit to the Association or other members of the association
2. Association members shall merchandise their R.V. industry products and services honestly, without false promise or misrepresentation, giving good value to their customers
3. Association members and their employees shall offer their merchandise and service on its merits, and shall not degrade other R.V. industry products in the process
4. Association members shall maintain their premises and conduct their business in a professional manner
5. Association members shall not discriminate against a customer or class of customer
6. Association members shall support a continued program of education and professional development within the Recreation Vehicle Industry
7. Association members shall maintain a policy of complete compliance with all existing laws and regulations governing their business operation
8. Association members shall not recruit other member's staff at any RVDA function or contact an employee at his place of work
9. Association members shall not run or advertise a competing RV Show or Sale at their dealerships or any other location on the same days/weekends as the Association endorsed shows and sales
10. Association members shall not run a competing offsite RV Show or Sale thirty (30) days before or after the Calgary or Edmonton RV EXPO & Sale, or advertise a competing offsite RV Show within fourteen (14) days of the completion of either RVDA of Alberta RV Show, within the designated Calgary or Edmonton show regions

Members, to be in good standing, must give their pledge to the Association's Code of Ethics.



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