NOVEMBER 2026 RV-PRO.COM

RV PRO

40 UNDER 40

Meet the Class of 2026

Casey Colton
Colton RV & Marine
Chief Operating Officer

Nomadic Camper & RV Repair Is Built for the Tough Repairs

Soaring Eagle's Success Gains Momentum

RV Seals & Why They Matter

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ON THE COVER
40 Under 40 honoree Casey Colton of Colton RV & Marine.
Photo courtesy of Casey Colton.

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Michele Moore
Managing Editor

"You're not supposed to play favorites," people often say, as if we haven't been asked to pick a favorite color, animal, season, book or movie since we were old enough to make such decisions. I understand the sentiment behind the statement, but I would be lying if I said that I didn't occasionally play favorites when I shouldn't.

I truly love all the RV PRO special honoree sections equally, but the November issue and our 40 Under 40 recognition hold a special place in my heart. Maybe it's because we have the opportunity to choose the honorees from an impressive pool of nominees, but I suspect it's likely due to the response we get: people asking when they can nominate someone six-plus months in advance, eager to get their submission in; honorees expressing genuine shock, excitement and joy; and event attendees thanking us for recognizing the next generation of leaders in the industry. It's an undertaking that requires all RV PRO hands on deck, with lots of moving parts and no small amount of blood, sweat and adrenaline — and I look forward to it every year.

Each 40 Under 40 class is a unique mix of up-and-comers from all parts of the RV industry, and the Class of 2026 is no different. We're thrilled to recognize sales managers, CEOs, co-founders, marketing managers, engineers and more with industry experience spanning as many as 21 years. Check out each honoree's profile starting on page 34. We'll celebrate with them in person later this month during the RV Dealers Association's Convention/Expo in Las Vegas.

Our November issue also features Soaring Eagle's truck campers on page 20 and advice for keeping your dealership operations running smoothly, beginning on page 60. On page 16, learn about Virginia-based Nomadic Camper & RV Repair's six years in business and how fixing water damage is one of its specialties.

It's been one week since Open House in Elkhart, Indiana, as I write this, and I think I can safely speak for the rest of the RV PRO team in saying we thoroughly enjoyed getting to see so many of you and wish we'd had time to see more. For anyone we missed, please be sure to say hi if you see us in Las Vegas!

As always, thanks for reading!

Michele Moore

The RV PRO team at Open House

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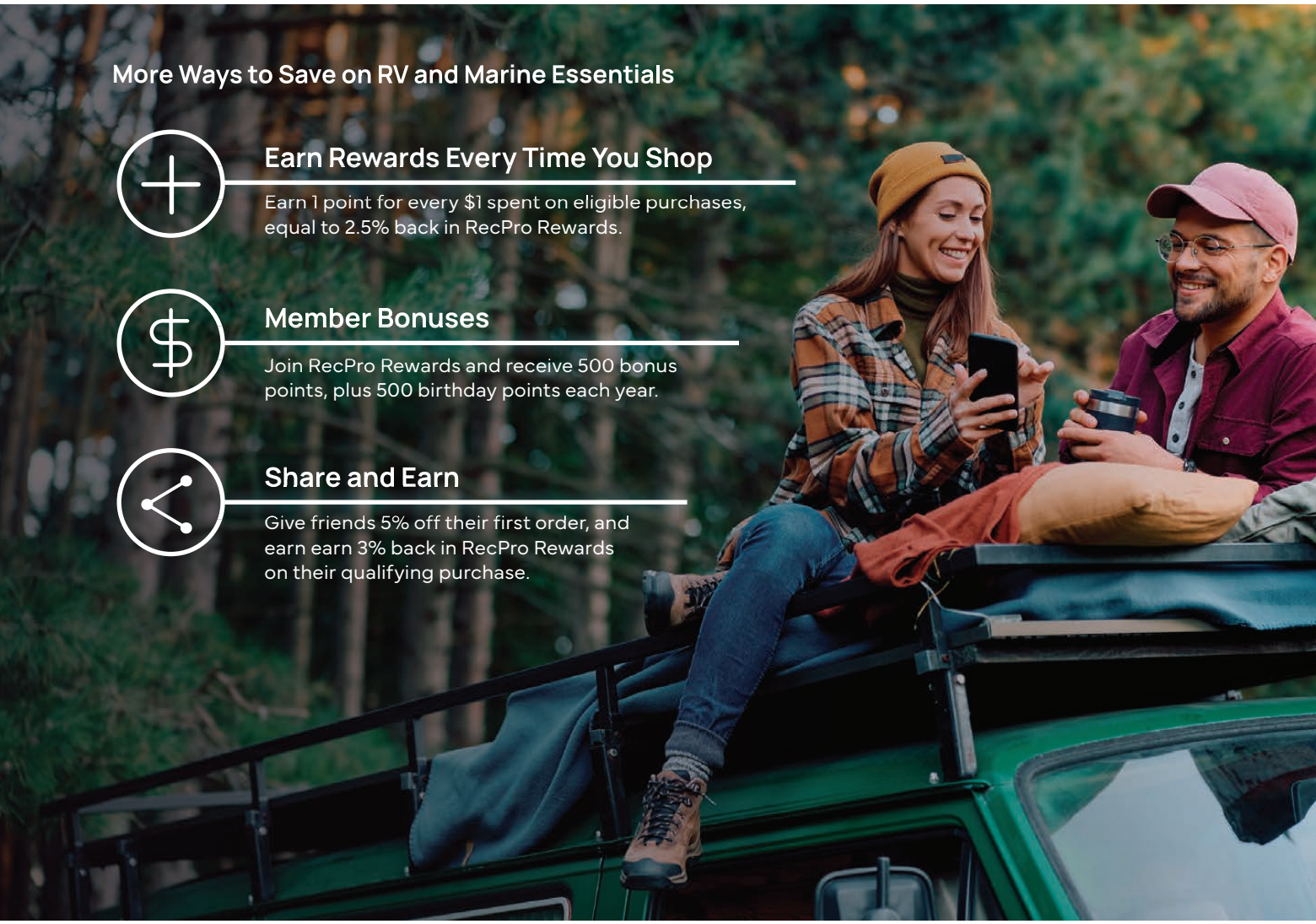

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HIRES & PROMOTIONS

Adam Gudger & Simone Silva
Winnebago Industries

Winnebago Industries announced the promotion of Adam Gudger to general manager of the Winnebago-branded towables division and the appointment of Simone Silva to vice president, aftermarket and enterprise customer experience. In his new role, Gudger will lead the division's strategic direction and product portfolio, guiding the continued growth and evolution of the Winnebago brand's towables business. Silva will lead the company's efforts to grow its aftermarket business across its portfolio of premium brands while advancing a unified vision for customer experience excellence.

Shawn Kaylor, Austin Groves & Joe French
Forest River

With the retirement of longtime Puma General Manager Todd Martin, Shawn Kaylor has been named general manager of Puma stick-and-tin travel trailers. Austin Groves will become general manager of the Palomino Overlanding division, consisting of Pause travel trailers and Palomino truck campers. Both appointments are effective Oct. 1. Joe French, who served as Rockwood's Southeast sales representative, has been promoted to sales manager for Puma.

Ken Walters, Mike Ritchie, Trey Miller & Troy James
THOR Industries

Ken Walters assumed the role of president of THOR Industries North American RV operations in September. Mike Ritchie was named CFO of North American RV operations, and Trey Miller was promoted to chief marketing officer of the THOR North American RV operations. Troy James was named president of Keystone.

Nic Martin, Ryan Eash, Brendon Gendel, Mary Nally & Devon Miller
Jayco

Nic Martin was appointed president and CEO of the Jayco Family of Companies. Ryan Eash was promoted to vice president of sales, and Brendon Gendel takes over as general manager of the Motorhome Group. Mary Nally was named vice president of finance, replacing Mike Ritchie. Devon Miller was promoted to chief operating officer.

Jenna Berneck
Care Camps Foundation

Care Camps Foundation announced the promotion of Jenna Berneck to executive director on Oct. 1, following the retirement of Gwynn Sullivan, who led the nonprofit for four years. Berneck joined Care Camps Foundation as director of development in April 2025 and brings more than two decades of nonprofit fundraising and business development experience.

Want more? For more information on any of these news items, visit rv-pro.com/news.

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EVENTS

2026 Keller Marine & RV East Coast Show
Nov. 2-3
Palmetto, FL
kellermarine.com

Marine & RV Dealer Virtual Trade Show
Nov. 6
Insdistributionevents.com

Outdoor Hospitality Conference & Expo
Nov. 9-11
Fort Worth, TX
ohi.org/event/ohce

RV Dealers Convention & Expo
Nov. 9-13
Las Vegas, NV
rvda.org/convention

Care Camps Foundation's Under The Stars: Where Hope Makes Light
Dec. 4-6
Tampa, FL
carecamps.org/under-the-stars-event

Florida RV SuperShow
Jan. 12-17, 2027
Tampa, FL
frvta.org/show/florida-rv-supershow

NTP-STAG Expo
Jan. 18-19, 2027
Kissimmee, FL
ntpswexpo.com

Quartzsite Sports, Vacation & RV Show
Jan. 15-23, 2027
Quartzsite, AZ
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WEBINARS

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RV MANUFACTURING

Forest River has formed Forest River Financial Services, a corporate subsidiary designed to provide its dealer network with expanded tools and support while improving the customer experience. The subsidiary will launch two distinct programs developed through partnerships with **Octane**, a fintech unlocking the power of financial products for retailers and consumers, and **Aven**, a consumer finance company that builds lending, credit and banking products.

Aliner announced the return of one of its most requested models, the Alite, after nearly a decade out of production. The 2027 Alite is the lightest and most compact hard-sided camper in Aliner's lineup, weighing 672 pounds and measuring 11 feet in overall length with an 80-inch interior peak height.

RV DEALERS

RV Connection celebrated the opening of its second location in Wichita Falls, Texas, in September, expanding the dealership from its longtime location in Lawton, Oklahoma, into North Texas. The new location offers RV sales, service and parts, and represents RV Connection's next chapter after serving customers throughout Southwest Oklahoma and North Texas for nearly four decades.

Premier RV celebrated five years in business in September, marking a significant milestone for the family-owned RV dealership and the Thompson family, whose roots in the RV industry span generations. "We're extremely proud of what we've accomplished, but even more proud of the people who have helped make it possible," said Brad Thompson.

Airstream of Arkansas, Airstream's newest exclusive dealership, located in Conway, Arkansas, is now open. Operated by **Moix RV,** this expansion marks Airstream's return to Arkansas after more than six years without dealership representation in the state, restoring dedicated coverage and increasing accessibility for both prospective buyers and current owners throughout the region.

Rossmönster has partnered with Sandy, Oregon-based **Johnson RV.** "Partnering with Johnson RV allows us to reach more people who are ready to embrace the road less traveled. Their team understands what makes a great overland vehicle, and they share our passion for helping customers explore without limits," said Luke Farny, Rossmönster CEO.

SUPPLIERS & AFTERMARKET

In late September, **Patrick Industries** launched Patrick Printing Solutions (PPS). Featuring direct-to-panel printing technology, PPS can print high-quality graphics and physical textures directly onto a wide variety of panel materials. The process works across a range of panel materials including composites (specifically Patrick's proprietary composite panel NTXT), MDF, particleboard, wood products and other compatible materials. RV manufacturers now may source from a broader range of substrates while digitally changing the finished "look and feel."

Lightspeed DMS announced the launch of a fully automated unit registration integration with **Forest River**. The Forest River integration operates entirely in the background. Forest River will pull sales and customer data directly from Lightspeed on a daily basis and automatically register units on behalf of the dealer, with no additional steps, logins or data entry required. The integration is covered under existing Forest River dealer consent.

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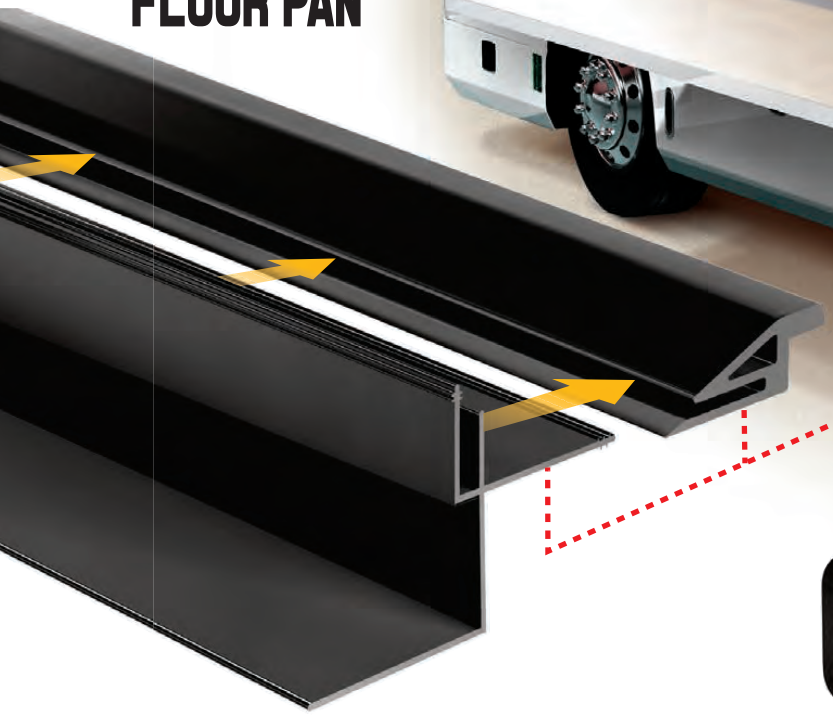

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Where Hope Makes Light

PHOTOS COURTESY OF CARE CAMPS FOUNDATION

We all remember the magic of being outdoors as a kid. How the dirt, trees, critters nearby and friends in tow were a bedrock for storytelling, imagination and an unspoken connection to each other and the world around us.

All the more important are these things for children who are facing cancer — and equally so for the siblings and parents who care for them.

For these kids, a childhood can become defined by hospital rooms, treatments and uncertainty. But beyond those clinical walls, there is still a childhood to be lived: campfires to sit around, land to explore, friendships to make and moments when cancer isn't the main thing on the mind.

This is where Care Camps Foundation (CCF) comes in.

For more than 40 years, CCF has funded medically supported oncology camps across the U.S. and Canada, making it possible for kids with cancer and their families to experience what can often become difficult during treatment: the freedom to simply be kids. And because camp is just as meaningful for siblings and parents — along with families who can't leave the hospital and instead receive Camp-in-a-Box with toys and activities — the impact extends well beyond the camper.

This year, CCF's inaugural Young Professionals Board — established in May 2026 to tap the next generation of leadership carrying the Care Camps mission forward — is launching **Under The Stars,** a three-day event taking place Dec. 4-6 in Tampa, Florida. The weekend will bring together Care Camps supporters and new advocates, including outdoor industry partners, business leaders, family and friends. It's an incredible opportunity to celebrate the support that brings joy, belonging and the healing power of nature to more kids and their loved ones.

The event will culminate in an ambitious world record attempt for longest chain of glowsticks: 45,000 individual lights. The number is intentional — each glowstick represents one of the children or family members Care Camps helps each year.

It's both a powerful 5.6-mile-long visual and a fitting symbol for what the new generation of Care Camps advocates hopes to accomplish. The goal is one light becomes thousands, and one weekend can help more deserving kids have the chance to step away from treatment and into *Where Hope Makes Light* — a place they can laugh, get dirty, be with friends and make memories.

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The Young Professionals Board is proud to help build that future — and Under The Stars is just the beginning.

There is a place for everyone around this campfire! Whether you attend the event, become a sponsor, donate $10 to be part of the glowstick chain or simply help spread the word, you're helping create more opportunities for families to access these year-round healing spaces.

Learn more or donate at carecamps.org/under-the-stars-event. RVP

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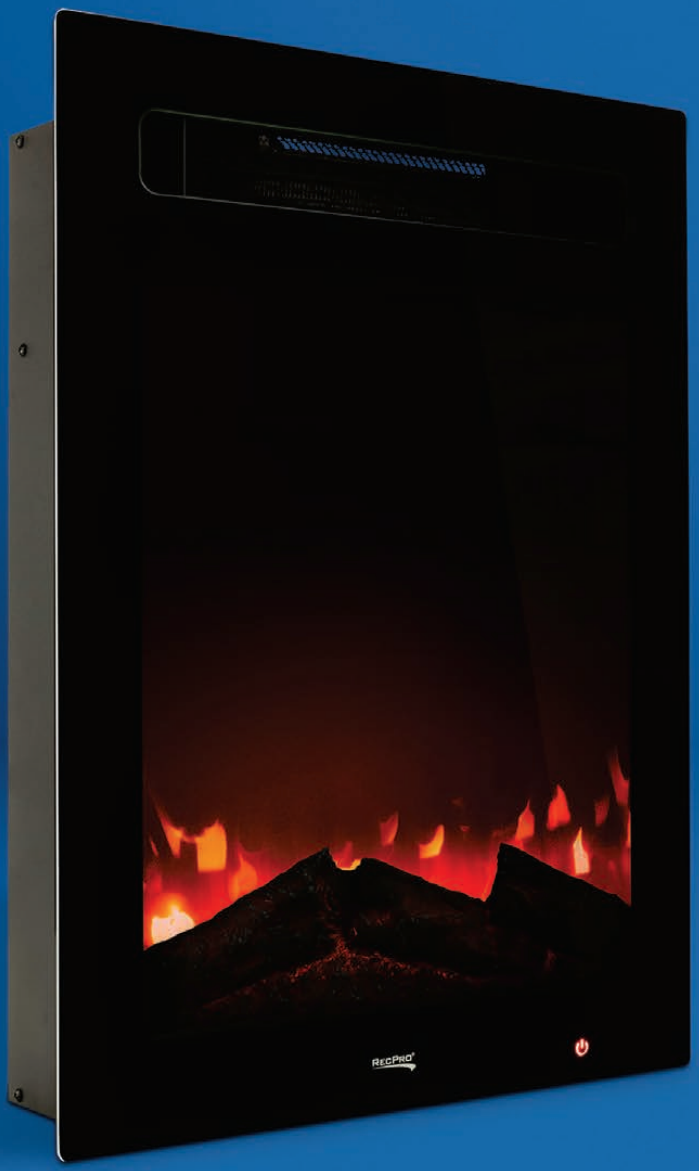


RecPro.com

Dec-O-Art Gives Back
With Donation Day, $16K for Care Camps

PHOTOS COURTESY OF DEC-O-ART

Dec-O-Art of Elkhart, Indiana, has shown it is more than just a for-profit company, but a business that cares for its community. Dec-O-Art marked its fourth annual Donation Day on Sept. 18 and also made a $16,000 donation to Care Camps through a co-branded decal program that helps fund healing camp experiences for children with cancer and their families.

On Donation Day, Dec-O-Art closes its doors for a day of hands-on service at three local nonprofits chosen by employees: A Rosie Place for Children, Angels in the Attic and Cultivate Food Rescue. Donation Day gives employees the opportunity to give back to the community in a direct, hands-on way, the company says, reflecting Dec-O-Art's belief that community involvement is just as important as the products the company creates.

At A Rosie Place for Children, Indiana's specialty hospital dedicated to respite care for medically fragile children, the team helped prepare for its annual "It's A Wonderful Life" Christmas party for the children and families the organization serves. Dec-O-Art volunteers painted canvas panels for a Christmas craft and assisted with other projects as the organization prepared for upcoming events.

At Angels in the Attic, a nonprofit organization founded by Kristine Kuroski that provides clothing, food, hygiene products, and other essentials to individuals and families across Northern Indiana and Southern Michigan, the team assisted with the organization's furniture operations, pulling furniture and loading moving trucks to help prepare deliveries for local families. The remaining volunteers supported the main facility with sorting, organizing, stocking and other projects that needed attention.

And for Cultivate Food Rescue, a Northern Indiana nonprofit dedicated to rescuing surplus food and providing nutritious meals to families facing food insecurity in St. Joseph, Elkhart and Marshall counties, volunteers sorted frozen meals and packaged them into bags for distribution throughout the community, then worked assembly-line style to fill meal trays, seal and stack finished meals, and assist with other production tasks.

Dec-O-Art also presented each nonprofit with a $25,000 donation to help strengthen the services these organizations provide.

"Donation Day is a reflection of who we are as a company," said Angela Marazita, marketing director at Dec-O-Art. "It's been a privilege to coordinate this event and work alongside so many incredible community organizations. I'm grateful to be part of a company that prioritizes giving back and empowers employees to make a meaningful impact beyond the workplace."

The $16,000 Care Camps donation will help support 125 pediatric oncology camps across the United States and Canada, reaching more than 47,000 children, parents and siblings. At camp, children are not defined by their diagnosis. They are simply campers, making friends, building confidence and creating lasting memories alongside others who truly understand what they are experiencing.

Every sale of the co-branded decal created in partnership with Dec-O-Art and Care Camps Foundation will help fund healing camp experiences for children facing cancer and their families.

Through the decal sales, Dec-O-Art is contributing $11,610 to the Care Camps Foundation. Beyond the decal program, Dec-O-Art is providing an additional $5,000, bringing its total contribution to $16,610.

"Supporting Care Camps Foundation is incredibly meaningful to our team," said Alexis Sindle, sales operations manager of Dec-O-Art. "Every purchase goes further than the product itself. It helps give a child and their family a moment of joy during an incredibly difficult time. We are proud of what this partnership makes possible, and we look forward to growing it."

The company designed and printed custom decals in-house, and Dec-O-Art team members personally applied them to three custom Jenga sets. The company also created handwritten inspirational cards for children with cancer attending camp.

"Partnerships like this demonstrate the incredible impact that is possible when businesses come together to support children with cancer," said Jenna Berneck, development director of Care Camps Foundation. RVP

How do I know what an RV is actually worth when all the comps online are just asking prices?

If online listings show what sellers want, not what buyers actually paid, how can a dealer determine an RV's real market value?

By Kishore Rajgopal, Founder & CEO, Rapidious

I come across this question during my discussion with dealers quite often, and it's an honest one.

You pull up comparable units online, and every one of them shows an asking price. None of them have sold. So you do what experienced dealers have always done: lean on your experience, your feel for the local market, and your sense of what this unit should bring.

That experience is valuable. It's often the reason a dealership has lasted. But even the sharpest instinct is only as good as the information in front of it. When that information is asking prices, the answer can drift in either direction. Price a little high, and the unit sits while carrying costs quietly add up. Price a little low, and margin goes out the door on a unit that would have sold anyway. Most of the time, you don't find out which it was until weeks later.

Here's what I keep coming back to: the dealer's judgment isn't the problem. One just needs to add the layer of market intelligence to it.

Look at what the market is doing, not what it's asking.

A unit's real market value comes from four signals:

- How many comparable units are available within your buyer's shopping radius
- How long those units have been sitting
- How many have actually sold, and how quickly
- What they were priced at when they sold

Put together, those four signals show you real demand.

This is what market intelligence is designed to do. It follows the market continuously, tracking comparable units as they are listed, repriced, and sold across a dealer's trading area.

Here's what that looks like in practice.

Say you're pricing a three-year-old fifth wheel. A search turns up eight similar units within 200 miles, listed between $42,000 and $48,000. The middle of that range points to about $46,000, and that feels like a fair number.

Now look a little deeper. Six of those eight units have been listed for more than 150 days. Similar units that actually sold in the last 90 days were last listed between $39,000 and $42,000, and most of them sold within 60 days.

The listings say $46,000. The market says closer to $40,000.

What market intelligence brings to the decision

- Sold data. It shows which comparable units actually sold, what they were last listed at, and how long they took to sell.
- A view of local supply. It shows how many competing units sit within your buyer's realistic shopping radius, and whether that supply is building or thinning.
- Time on market alongside price. It shows how quickly similar units are moving, so expected days to sell can be built into trade value and holding cost from the start.
- Context that stays current. Because it tracks the market as it moves, the picture reflects this week's conditions, not last month's.
- A consistent basis for every decision. Appraisals, first list prices, and repricing decisions can all be measured against the same view of the market.

None of this replaces a dealer's experience. It gives that experience something solid to stand on. An asking price tells you what someone hopes. A sold price tells you what the market decided.

Kishore Rajgopal is the Founder and CEO of Rapidious, a market intelligence company built for RV dealers. Rapidious tracks live listings and sales across more than 2,600 dealer rooftops, helping dealers see what comparable units are actually selling for, how quickly they are moving, and how much competing inventory sits in their market. To learn more about how market intelligence supports pricing and appraisal decisions, visit www.rapidious.com.

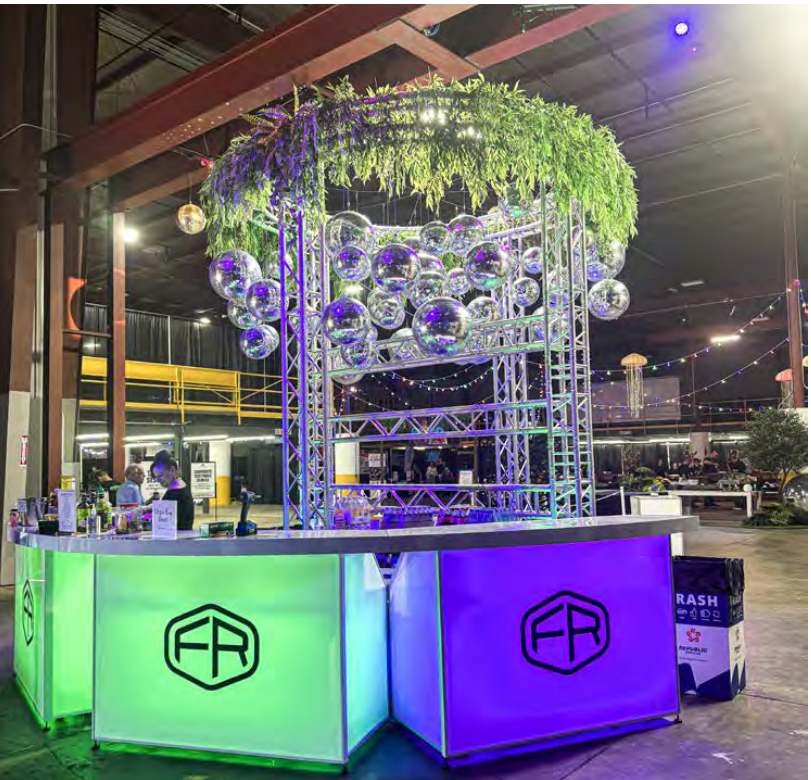
OPEN HOUSE Comes to Elkhart

In late September, dealers gathered in Indiana to climb inside new-and-improved RVs as OEMs opened their doors to show off what's to come for model year 2027. Most attendees had a positive outlook on the year to come. Here are a few snapshots from the first few days of Open House. RVP

The Condor 23A was among Entegra Coach's many models on display.

Forest River's Open House theme was festive with tie-dye, disco balls, glowing seating and more colorful displays.

Open House flags mark the area where indepedent OEMs show off their units.



Golf carts sit ready to transport attendees to and from the THOR Industries display near the Hall of Fame.

Newmar's Dutch Star 35th Anniversary edition

ADDAX showcased the versatility of its Basecamp trailer.

Alliance welcomed dealers to a "state of the union" from Ryan and Brady Coley on Tuesday of Open House Week.

RVWA Breakfast speakers
Dr. Rachel Lindvall and Bill Coughlin

BUILT FOR THE TOUGH REPAIRS

Nomadic Camper & RV Repair has carved out a niche in water damage, restoration and complex RV service.

BY RONNIE WENDT

PHOTOS COURTESY OF NOMADIC CAMPER & RV REPAIR

When Luke Underwood launched Nomadic Camper & RV Repair in 2021, his equipment list was short.

"I started with $75 in tools and a $500 2001 Jeep Cherokee," he says. "That was my service vehicle."

Five years later, the Christiansburg, Virginia, company looks considerably different. Nomadic operates from a 9,100-square-foot, four-bay facility and employs four technicians, a service adviser, a full-time parts employee and an operations manager, in addition to Underwood and his wife, Madison.

The company's services have also grown to include plumbing and electrical repairs, major water-damage reconstruction, collision work, custom fabrication and FlexArmor roof installations, in addition to basic RV repairs and mobile service.

COVID-19 LAUNCH

Underwood was working as a tool-and-die machinist when the pandemic shut down the shop where he was employed. He quickly moved to a friend's company, driving a rollback truck.

But at home, he and Madison were busy installing a solar system they'd built onto a teardrop camper and fixing an electrical issue in a fifth wheel.

Underwood says that working on those systems rekindled an interest he had developed years earlier through his father, an aircraft mechanic. Growing up around avionics technicians instilled in him an interest in electronics and electrical troubleshooting.

As Underwood worked on his own campers, an idea took shape.

"I really liked it, so I started doing a little training and thought, 'I could take this knowledge and start a business,'" he recalls. "I made a listing on Google, and the next day I started getting calls. It's been wildfire ever since."

A nearby pipeline project provided an immediate customer base. Within a week of the Google listing, Underwood's workdays stretched from 6 a.m. to 11 p.m.

It was a mobile-only business until cold weather prompted a shift to indoor operations. Underwood rented a bay at a local auto auction and operated there for a year before renting a building across the road. He says that move opened the door to more complicated work.

Madison & Luke Underwood and the Nomadic Camper & RV Repair team

BUILDING AROUND PROBLEM-SOLVING

Underwood attributes Nomadic's success to his machining experience.

"Being a machinist helped me manufacture parts and solve problems," he says. "In the machining world, if we had issues, we either made the part or we repaired it."

That mindset matters, because manufacturers often discontinue ceiling panels, cabinetry and other components used in older RVs, making exact matches difficult to find. A climate-controlled shop allows Nomadic to fabricate parts as needed.

The large facility also enables the company to specialize in water-damage repair, collision work and restoration. These specialties have led customers to bring Nomadic increasingly challenging projects, including the restoration of a 1946 Rolling Homes Invader — a now-vintage RV with aluminum framing built by American Aircraft Products/Rolling Homes.

The RV arrived with rot, water damage, failing floors and aging systems. Nomadic stripped it down, rebuilt the floor and frame, replaced insulation and updated the electrical and plumbing while retaining the exterior shell and vintage metal cabinets.

"Restoration projects are definitely challenging, and I just love challenges," Underwood says.

The goal was to preserve the camper's vintage appearance while rebuilding what lay beneath it. Nomadic kept the customer involved throughout the restoration, mocking up portions of the project, walking through the proposed work and securing approval before moving forward.

"This project opened the door to many more restoration projects," he says. "Now customers send me pictures of their restored RVs traveling around the country."

FINDING A SPECIALTY IN WATER DAMAGE

Water intrusion has become one of Nomadic's largest specialties.

Underwood says owners don't always understand the maintenance required to keep water out of their RVs. Even roofing systems marketed as long-lasting may still require owners to inspect and maintain sealant around penetrations and seams.

Nomadic's website describes water damage as one of the most common and expensive problems RV owners face and lists soft floors, delamination, water stains,

Luke Underwood

failing sealant, sagging ceilings and rot around windows, doors and roof openings among the warning signs.

The shop's ability to rebuild damaged walls and roofs eventually led Underwood to add FlexArmor, a spray-applied, seamless polyurea roofing system for RVs.

"I knew I had to do it," he says. "I knew that it was going to give my customers more peace of mind."

Becoming an installer required a significant investment, but Underwood saw the service as an extension of the company's philosophy: Don't simply repair the damage; address what caused it.

INVEST IN THE PEOPLE DOING THE WORK

As Nomadic's capabilities expand, so does its need for technicians who can handle complex repairs.

When recruiting, the Underwoods look for transferable skills and problem-solvers. Knowing how to use a multimeter is a strong start. Carpentry experience, craftsmanship and attention to detail are also sought-after skills.

During the interviews, Underwood sells prospective technicians on the purpose behind the work.

"These are vehicles that people are taking to spend time with their families and create memories," Underwood says. "I tell them their work will make a difference."

The variety of the work helps with recruiting, too. Underwood explains that no two units or problems are exactly alike.

Still, he says finding the right people remains one of his biggest challenges. Underwood explains that the labor shortage and complexity of the work make it hard to find a technician that is the perfect fit.

As a result, Underwood invests in internal training and apprenticeships to grow the technicians the company needs.

He and Madison traveled to Tennessee for in-person Dometic training and completed training through the RV Technical Institute and other industry suppliers and manufacturers. They then built a training area inside their shop for manufacturers to provide instruction on-site. Here, Underwood holds lunch-and-learn sessions for employees every Wednesday and provides ongoing product and process training.

SELL THE EXPERIENCE

An exemplary customer experience keeps customers coming back, according to Underwood.

"We sell a better experience," he says. "In the service world, just like in the automotive industry, it's not about your service rates. It's about the experience and the speed of service you provide."

Nomadic greets customers when they enter, offers a waiting area with snacks, beverages, Wi-Fi and charging stations, and performs a complimentary 15-minute inspection on every RV.

A customer who arrives with a water heater problem, for example, may leave knowing the technician also spotted deteriorating sealant or aging, dry-rotted tires. Underwood pays technicians for that inspection rather than billing the customer.

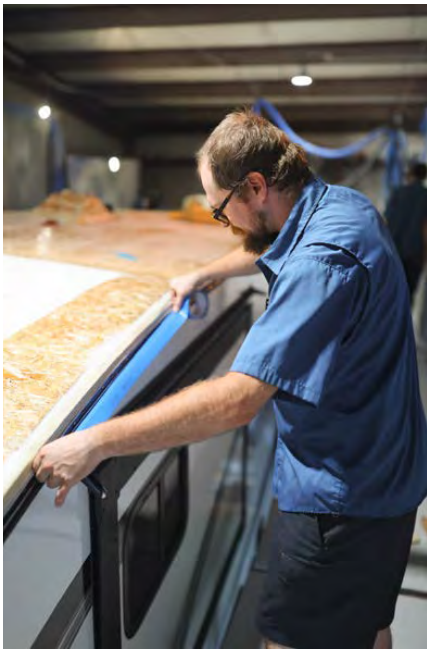
"Our goal is to create transparency and show that we're looking out for you by looking for safety concerns coming down the road," he says.

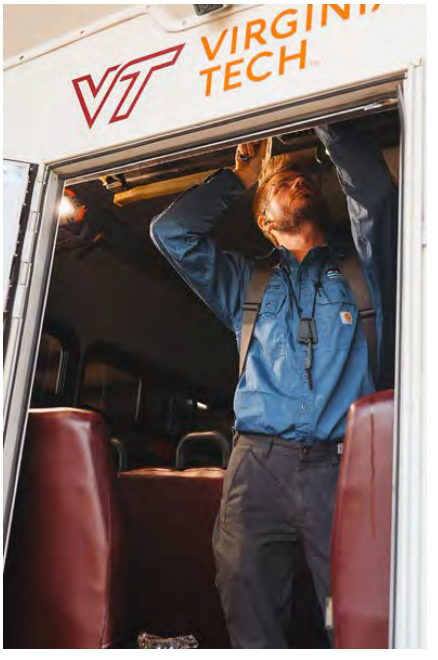
Underwood credits that approach with generating repeat customers and word-of-mouth referrals, including customers who travel from other states for repairs.

Nomadic supplements that word of mouth with Google and Facebook advertising, social media videos, campground map ads and old-school marketing, including flyers and yard signs. The company also puts its name into the community by sponsoring school sports T-shirts and providing branded cups and tumblers to local diners.

Underwood says Nomadic also participates in back-to-school supply drives and Christmas programs, sponsors charity golf events and volunteer fire departments, and once cleared its shop for a weekend to host a Sleep in Heavenly Peace event that built 200 beds.

"I didn't create Nomadic just to have some income," Underwood says. "I created Nomadic to have a family atmosphere and give back to others."





STILL GROWING

Underwood says he isn't finished with what he started.

His goal is to double Nomadic's physical capacity, ideally by adding another facility nearby. He wants to separate water damage and FlexArmor work from general service work, while keeping the operations close enough to feed work back and forth. He also wants to expand the company's mobile service capabilities.

And despite the company's name, RVs no longer define the limits of what comes through the company's doors. Nomadic also works on food trucks, utility and equipment trailers and livestock trailers, and has completed work for local fire and rescue departments and, more recently, the U.S. Army.

Nomadic has come a long way from a $500 Jeep Cherokee and $75 worth of tools. But the principle behind the business has not changed. Someone comes into the shop with a problem, and Underwood and his team figure out how to solve it. RVP

Truck Campers That Are a Soaring Success

Scott Tuttle's latest venture into lightweight truck campers is gaining momentum.

BY JOHN MCCURRY

PHOTOS COURTESY OF SOARING EAGLE CAMPERS

Scott Tuttle has pretty much seen it all during his 40 years in the RV industry. He's founded several RV companies over the past few decades. His motivation is to build something different and better than the typical RV. That strategy has paid off, attracting dealers and customers.

His most recent company, Soaring Eagle, builds its models out of aluminum and composites, which Tuttle says makes them more durable than traditionally built RVs. You won't see any wood in the Soaring Eagle factory.

Tuttle is building on his impressive resume as one of the Heartland RV founders, as a founder of Living Lite RV and as a former co-owner of inTech RV. Soaring Eagle began prototyping in 2021 and introduced its first product in 2022.

"In 2022, we started out with just very basic truck campers, designed for trucks that a lot of truck camper manufacturers weren't building models for," Tuttle recalls. "That was half-ton trucks and compact trucks. Since then, we've continued to grow every year. We're in our fifth year of production, and we have models that are larger and have bathrooms and showers and more amenities. We cover more segments of the market.

"It's been fun because we've been growing every year at the same time the RV industry has been contracting," Tuttle says. "It shows there are consumers out there willing to investigate and then spend a little more money on a camper that's better built. That's why we're having the success we're having."

Tuttle says friends in the industry encouraged him for years to get into the truck camper game because truck camper manufacturers keep building bigger, heavier, more expensive models.

"Well, those require bigger, heavier, more expensive trucks. All the guys with smaller trucks were kind of left in the dirt," Tuttle says. "So that's where we started at Soaring Eagle. That's still our bread and butter. We've got a line (Adler) that not only fits and rides well in these smaller trucks,

but it still gives customers room to put their gear in there."

MEETING GROWING DEMAND

Soaring Eagle, based in Wakarusa, Indiana, has 55 dealers in North America, but that number will grow as the company boosts capacity to meet demand. Tuttle describes it as controlled growth. New production space will come online next spring. The company, which shipped more units during the first five months of this year than it did all of 2025, is currently on pace to build about 500 units in 2026.

Dealers can be found across the United States, plus seven locations in Canada.

Sales in Canada are surging, so Soaring Eagle hired a Canadian salesperson for the first time earlier this year. Tuttle notes that nearly every dealer has approached the company after learning about its reputation for quality.

"We're still a small manufacturer, but we're perfectly fine with that," Tuttle says. "We build two campers a day. We are growing to meet our dealers' needs for capacity. As retail sales grow, we will add some dealerships, but we won't add dealerships just to add them."

Soaring Eagle is introducing its first motorized product this fall. It is partnering with Bozeman, Montana-based Acela Truck Company. Acela, a specialist in building off-road chassis, is working with Stellantis, owner of Jeep, to modify the Jeep Gladiator to include a longer bed and more cargo capacity. It is designed for the Western fire market, to ascend mountainous regions where big trucks can't go.

Acela called Tuttle since he had had experience with one of his other companies and asked if he would be interested in building a camper on this chassis. Tuttle readily agreed.

"We're going to be making a camper on a Jeep Rubicon Gladiator chassis," Tuttle says. "It's going to be really cool. We have the opportunity to not only build our first motorized camper, but build one on a chassis no one has ever built on before."

Just what category will the new motorized model fall into? It's not a Class A, nor Class B, and it's not really a Class C. Tuttle says it may launch a new category.

Soaring Eagle is also launching a Western-themed line of truck campers.

These will feature rustic interiors, similar to horse trailers. As Tuttle notes, there is considerable overlap between truck camper customers and horse trailer owners.

"A lot of our customers are pulling horses, or they're pulling boats. We see some opportunity there to expand our market in Texas, Oklahoma and some of those states where there are a lot of rodeos going on. That's kind of fun for us."

The MSRP for Soaring Eagle models starts at $20,000 to $22,000 for smaller campers. The next step up is full-size, half-ton campers retailing in the $25,000 to $28,000 range. A step above is the Aquila model, that retails in the $25,000 to $28,000 range. At the top of the line is the Aerie, usually retailing in the upper $40,000s.

BANKING ON CONTINUOUS GROWTH

Tuttle notes that truck campers are one of the RV segments that has continuously grown over the last 12 quarters.

"We feel as though we've played a nice role in that. I mean, not just us, but when we showed that there was a market for the smaller campers, three or four different manufacturers followed us into that market and started building lighter weight truck campers," Tuttle says. "I tell dealers there is a truck camper renaissance happening in America, and Soaring Eagle Campers is at the forefront of it."

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The Aerie model, which debuted in January 2025, was the company's first full-sized model with a bathroom and shower. Soaring Eagle also used colors and surfaces to achieve a more open, lighter interior.

The bathroom has a sliding door that's open when it's not in use, which Tuttle says makes the camper feel so much more open and spacious.

The Aquila model, also introduced in 2025, is the middle entrant in Soaring Eagle's lineup. It was designed to fit in the bed of nearly every truck on the market with the tailgate closed. This unique aspect allows owners to still use the truck's rear camera and the steps built onto most modern truck tailgates.

"Customers loved it," Tuttle says. "It was probably our No. 1 selling feature, besides our construction."

Soaring Eagle also included built-in retractable ratchet straps on its lighter weight models. Tuttle estimates that 90% of truck camper owners have to purchase a tie-down system attached to the frame of their truck, so they can attach their truck camper to it.

"We built in retractable ratchet straps on the underside of those campers, so all a truck owner has to do is back under it, attach those straps, tighten them up and drive away. That was revolutionary for the truck camper market," Tuttle says.

TAKING IT ALL IN

Being a hands-on owner, Tuttle answers every retail lead, a dozen or more each day. He opens up communication with these potential customers and maintains that communication after they make a purchase.

A Soaring Eagle Campers group has a Facebook page with more than 1,200 owners as members. The page has evolved into a major source of valuable customer input.

"Believe me, we get a lot of feedback," Tuttle says. "They like to share stories. They ask each other questions and share modifications they've made."

Soaring Eagle responds to this feedback. Most of the adjustments are small tweaks.

Soaring Eagle is also attracting a significant number of customers migrating from travel trailers to truck campers. Tuttle says the Adler models are attracting people exiting tent camping.

"We're getting people who want to get up off the ground. We're getting people who are hunters and fishermen and love the outdoors. They're pulling their boats, so they can't really get a travel trailer or a traditional RV," Tuttle says.

Soaring Eagle is also drawing new customers who are downsizing from motorhomes and large travel trailers. Tuttle says those customers are attracted to the Aerie model, because it features a full shower and bathroom.

"The guys coming up from tent camping and are hunters and fishermen, they're going to be moving into our Adler and our Aquila products, which have a lot of features, but they don't have the showers," he says.

Soaring Eagle builds its units in a former Living Lite RV facility. When THOR Industries purchased Living Lite, the deal did not include the buildings. Tuttle also owns Wakarusa Coach, a company that builds motorhomes for the medical industry. It occupies the largest building in the complex and Soaring Eagle builds next door. That building was expanded last year to accommodate Soaring Eagle's growth.

Tuttle is building a new facility for Wakarusa Coach, with Soaring Eagle taking over the original large building and a smaller one. When construction is finished, Soaring Eagle will have an additional 35,000 square feet of production space. The new space will accommodate the company's new Jeep product and its new truck camper line.

More expansion is on the drawing board; Tuttle plans to enter the towable market at some point, but he doesn't plan to rush into it.

"We have drawings of what we want to do when we do it, because we know it will sell. But we're not ready." RVP

The Dealer's Guide to Matching Customers With Off-Grid Toilets

As customers travel farther off-grid, dealers can help them choose a bathroom that fits the way they camp, even when that changes from one trip to the next.

BY ERICA PUGH, CO-FOUNDER, COMPOCLOSET

Walk through an RV dealership heading into 2027 and the off-grid conversation is familiar: solar, lithium, upgraded suspension and more water capacity.

The bathroom is often the exception. Many rigs still rely on a black tank, which means customers carry extra water, manage chemicals and plan their trips around dump stations.

As customers spend longer away from hookups, off-grid toilets are becoming part of the same conversation. The opportunity for dealers is to help customers find the system that fits the way they actually travel.

Start With the Customer

A good off-grid toilet conversation starts with the customer's habits and their next trip, not product terminology. A few questions go a long way:

- How many people will use the toilet?
- How long do they usually stay away from services?
- How hands-on are they happy to be with emptying and upkeep?
- What matters most: simplicity, space or convenience?
- What kind of rig is it, and is it private, family or rental?

The answers show what the customer is really trying to solve: staying away from dump stations longer, saving water, eliminating chemicals or a simpler bathroom setup.

Understand the Options

Most off-grid toilets separate urine from solids at the source. That reduces moisture and odor. What happens to the solids is where the systems differ.

Separating or manual bagging toilets collect solids in a removable lined container, often with a dry medium. When it's full, the bag is removed. They're simple and compact, and suit shorter trips.

Composting toilets manage solids over a longer period, using a dry medium, airflow and often an agitator, so customers can go longer between emptying.

Dry-flush or sealing toilets enclose solids in a liner, usually with an automated heat-sealing mechanism. They offer a more familiar, hands-off experience that appeals to families, rental fleets and customers who prioritize convenience.

A Toilet That Changes Trip to Trip

Customers' needs don't only change over the years. They can change from one trip to the next.

That's why we made CompoCloset toilets modular. The Cuddy Lite, Cuddy and S1 Dry Flush Sealing Toilet share the same external dimensions and many of the same parts, so customers can switch setups without changing the install.

Take one retired couple who spend about six months a year in their 4x4 truck camper, often far from any dump station. They switch setups based on how long they'll be out: "Depending on our trip duration we leverage either the [Cuddy's] 'mixer' bin for longer trips (1 month or more) or the 'catch' bin for shorter adventures." It's as easy as switching out the solids bin. Dropping the black tank also freed up space and removed the weight of a full 30-gallon tank, which they put at around 400 pounds.

The new S1 adds sealing to the same footprint, and can fall back to separating mode if liners run out far from resupply.

The modular option drew strong interest from European buyers this year at Caravan Salon Düsseldorf. Why choose if you don't have to?

For dealers, one modular system simplifies upfitting, staff training and service. And the conversation no longer has to be about choosing a bathroom for the next ten years. It can be about the right setup for the customer's next trip.

For a deeper look at the options, watch our RV PRO webinar, Off-Grid Ready: Alternative Toilet Solutions Dealers Can Sell, on demand at rv-pro.com, or reach out to us at erica@compocloset.com.

Erica Pugh is co-founder of CompoCloset, makers of the Cuddy composting toilet and the new S1 Dry Flush Sealing Toilet. A road trip enthusiast, she travels extensively in her Sportsmobile RV with her Cuddy and works with people to make off-grid sanitation simpler and cleaner.

RV Seals & Why They Matter

Trim-Lok details how dealers and technicians can prepare RV customers for seal maintenance.

BY DARIAN ARMER

TOMASZ ZAJDA - STOCK.ADOBE.COM

It's perhaps one of the smallest, but most overlooked and integral part of RV ownership maintenance.

The RV seal.

It may be small in size, but it's mighty in protection.

Often overlooked, a quality seal can make the difference between a warm and dry camping trip and a disastrous water leak resulting in a ruined vacation and thousands in damages.

And water damage is just the first thing that comes to mind. Seals protect against so much more.

As an RV dealer, you know this, but your customer may not. That's why it's so important to educate your customers and technicians about their importance before minor issues become costly both financially and in time lost enjoying their investment.

PHOTO COURTESY OF TRIM-LOK

Why Seals Matter

Beyond protecting from water damage, Trim-Lok says that properly functioning seals also help protect against dust, dirt, debris, pests and damage to any gear or items stored in exterior compartments. Unlike skylights, windows and awnings designed to bring a little bit of the outdoors into the indoors, seals are the rare exception where you want to keep the outside out and the inside in.

Slideout seals are particularly important because they maintain a barrier around a large moving opening and play a critical role in helping to prevent insects and small animals from getting inside.

Chipmunk in the campground? Cute. Chipmunk in the camper? Less cute.

Paying close attention to slideout seals and storage compartment seals is important because they are common wear areas, meaning you can't set it and forget it, Trim-Lok advises. Regularly inspect these seals for wear, cracking or other damage.

Prevention and regular inspection are important aspects of owning a RV. Suggest to your customers that they put it on the calendar or set a reminder to regularly perform preventative inspection and maintenance so it stays preventative instead of becoming a repair.

If a leak or interior damage is found, your customer may have waited too long. Water intrusion can be especially

RV PRO webinar

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BEYOND THE LEAD: FROM CUSTOMER INTELLIGENCE TO REVENUE

The lead that went cold in March is back on your site. Your next sale is already in your data.

Your CRM knows who contacted you. It doesn't know who's shopping. The buyer researching floorplans for six weeks before the form fill is invisible to it, and so is the lead that went cold in March and came back to your site last Tuesday. That missing behavior is where valuable customer intent gets lost and marketing gets harder to measure.

Our first webinar in October was about the front door. This session is about what happens to everything that comes through it, and how that turns into sold units. You'll leave able to:

- Recognize shopping signals your CRM doesn't show, both before a lead comes in and after it goes cold
- Turn shopping and engagement behavior into customer profiles and actionable audiences
- Reach the right households across media, and understand why marketing needs to be working weeks before someone contacts you
- Know which of your existing leads to call first
- Follow one customer from first anonymous visit to sold unit, and see how many touches and channels it actually took
- Understand why multiple vendor reports can claim the same sale, and know what to ask for instead

Speakers:

Rich DeLancey
Co-Founder & Chief Innovation Officer
Coast Technology

Samar Hatem
VP of Product
Coast Technology

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problematic because interior damage may not become visible until after a seal has already failed.

But water isn't the only indication of a sealing problem, Trim-Lok warns. If you start to notice dust, dirt, debris or a sudden increase in the number of insects and chipmunks in your camper (ideally that number is zero), that can indicate that the sealing barrier has been compromised.

Preventative maintenance should include both the rubber seal and the other components that allow it to perform correctly.

Inspection is on the calendar, but now what? What to inspect?

What Dealers Should Teach RV Owners

Dealers have a unique opportunity to make seal education part of both the delivery walk-through and the ongoing service relationship with customers.

Instead of simply telling owners to "check your seals," RV dealers can go the extra step and show owners where and what to inspect, especially slideout and storage compartment seals, Trim-Lok suggests.

Educate buyers about what seals protect against, including moisture, dust, dirt, debris and pests, not just water leaks.

Teach owners to recognize issues, including what a properly functioning seal should look like, signs of wear or failure and when professional inspection is needed.

Emphasize preventative inspection with buyers. Owners shouldn't wait for a leak or other obvious problem before paying attention to their seals.

Educating customers about preventable maintenance never hurts to encourage happier buyers and repeat customers. This is definitely not intended to substitute regular professional service and maintenance visits but can help extend the life of a unit, Trim-Lok notes.

What RV Owners Should Look For

Dealers should educate owners about visual inspection of seals and what that actually means. A simple reminder checklist with what to look for can help.

Warning signs owners can look for include:

- visible wear or damage, including cracks, tears or deterioration
- seals that are out of position or not making proper contact
- seals that stay flattened or don't bounce back after compression, indicating compression set
- signs that the sealing barrier has been compromised
- deteriorated caulk or primary seals where applicable

For RV owners who may not know what compression set on an RV means, Trim-Lok says that dealers should educate them. (Compression set in RV seals is the permanent flattening or loss

Cross Reference Guide		Order according to GVWR of the trailer, not the GVW of the pin box.*				MORryde Pin Box Rating
MFG	MODEL#	11,500 or less	11,501 - 14,000	14,001 - 18,000	18,001 & over	
Lippert	1621SHD	RGN74-1621SHD-03	RGN74-1621SHD-04	RGN74-1621SHD-05	RGN74-1621SHD-06	24k
Lippert	1116	RGN74-1116-03	RGN74-1116-04	RGN74-1116-05	RGN74-1116-06	19K
Lippert	1716	RGN74-1716-03	RGN74-1716-04	RGN74-1716-05	N/A	18k
Lippert	Rhino	RGN74-FD-03	RGN74-FD-04	RGN74-FD-05	RGN74-FD-06	24k

of thickness that rubber and foam seals experience after being compressed for a long time.)

When an RV slideout, compartment door or window is closed, the rubber gaskets are squeezed tightly to block out water, wind and bugs. Over time and with exposure to sunlight and heat, the rubber loses its elasticity, failing to bounce back as it once did when you open and shut a slideout or door.

This matters because a flattened seal pushes back with less pressure against the RV wall. Once that happens, gaps can form, allowing rain and road debris to leak inside. Beyond what it lets in, a degraded seal can reduce heating and cooling efficiency, Trim-Lok points out.

Common causes for compression set include prolonged compression, which can occur when leaving slideouts closed or open for months in storage; heat and sun exposure; and age and weathering.

A good preventative measure owners can take is to condition the RV seal rubber with a slideout rubber seal conditioner or UV-blocking protectant to keep the rubber flexible.

What Technicians Should Look For

If an RV has made it to the service bay with seal issues, technicians should evaluate the entire sealing system to determine why it failed before replacing the seal, as a new seal won't necessarily solve a sealing problem.

During inspection, Trim-Lok suggests that technicians should look at overall seal condition, including the full perimeter of slideout and storage compartment seals, corners, transitions and areas where sealing components meet.

For technicians, it's important to keep in mind that the seal itself may not be the problem. Damage, movement or misalignment of a wall, door, slideout or other surface can create gaps or change how the seal is compressed. Primary seals or caulk can also fail while the rubber seal remains in good condition.

The goal should be to identify the cause of the sealing problem before just replacing the seal. If the issue is alignment, improper compression, a damaged mating surface or a failed primary seal, installing a new rubber seal alone may not solve it.

55 Years of Seals Experience

When it comes to seals, Trim-Lok is a trusted provider of quality, engineered trims and seals since 1971, with decades of experience serving OEMs and manufacturers.

Trim-Lok's sealing solutions include rubber seals, trim seals, slideout seals, wiper seals and custom extruded solutions for OEM applications, as well as replacement and maintenance needs.

The company takes an application-first approach, focusing on what the customer needs to accomplish and finding the right sealing solution for the application. RVP

Keeping Campers Rolling

Roll-A-Ramp takes pride in finding ways to make RVing more accessible to everyone.

BY MICHELE MOORE

PHOTOS COURTESY OF ROLL-A-RAMP

One of the beautiful things about nature is that it can — and should — be enjoyed by everyone. According to the Centers for Disease Control and Prevention, more than 1 in 4 Americans have some type of disability, and a 2024 Kampgrounds of America report states that 42% of campers have physical limits to mobility and 24% experience blindness or serious difficulty seeing. With the rapidly increasing number of Americans turning to RVing as a way to get outside, RV PRO spoke with Roll-A-Ramp's Matt Magness, president and owner, and Jennifer Miller and Zach Kloos, sales team members, to learn how this company is making the great outdoors accessible, one ramp at a time.

RV PRO: Tell us about Roll-A-Ramp — how did you get started and why? What got Roll-A-Ramp involved in the RV industry?

Roll-A-Ramp is a family-owned business based in West Fargo, North Dakota, and we have been selling ramps since 2001. The concept of the ramp first started as a tool to move carpet cleaners up and down stairs. At a trade show, a wheelchair user was intrigued by the design and suggested making the ramp lighter weight for use in the disability access market. That is when we shifted focus and since have taken pride in finding new creative ways to make the world more accessible.

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We got started in the RV industry simply because there weren't a lot of other options to make camping accessible. Some of our team members were avid campers and felt the portability of Roll-A-Ramp would fill this need.

RV PRO: What are some situations where an RVer might need a ramp, and how can dealers best advise their customers for these applications?

The Roll-A-Ramp RV Ramp system is a wonderful solution for people who enjoy RVing but are unable to climb up steps. It is great for people who use wheelchairs, rollators, crutches or other assistive devices. Even when faced with mobility challenges, the ramp allows people to continue enjoying the great outdoors and open road.

Ramps are available in multiple widths and at any length. The standard system consists of a 48-by-48-inch platform and a 30-inch-by-18-foot ramp with handrails on one or two sides. The platform allows the ramp to run alongside the RV, so it can fit at most campsites. The ramp can also run straight out from the door in situations where space allows. Ramp length can also be customized based on the floor height and space available. Our sales team is available to help with evaluations to find the right solution for you or your customer.

RV PRO: How does Roll-A-Ramp address some of the space and storage limitations unique to RVs?

Roll-A-Ramp was designed to be portable and versatile, so the storage method can also adapt based on each situation. An 18-foot long ramp will roll up to 42 inches in diameter, but most people will use our quick connect pins to divide it into three 6-foot sections that have a diameter of 18 inches. The handrail sections can remain assembled when removed and store flat, and support stands are also removed when the ramp is taken down for transport. Depending on the specific RV, ramp and handrail sections can be stored under the RV or inside while in transit. We can also work with you to find a creative solution to your situation.

RV PRO: What installation and maintenance requirements do RV technicians and end users need to be aware of?

Roll-A-Ramp links are constructed from 6061 aircraft anodized aluminum. This means the ramp does not require any maintenance. The ramp was designed

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to be left outside all year long and to withstand weather elements. Initial setup will require attaching brackets to the platform and assembling handrail sections. First-time setup may take a couple hours, but after that, installation and takedown usually takes less than 30 minutes. For setting the ramp up, you simply connect the ramp sections together and place them on the platform or inside of the RV door. All systems include printed instructions on how to set up the ramp. We also have instruction videos on our YouTube channel, and our staff is available to assist with questions and evaluations.

RV PRO: How is the changing RV customer demographic influencing demand for accessibility products?

With the population growing older by the day, Roll-A-Ramp portable ramps allow people to enjoy the outdoors in the comfort of an RV without the worry of falling down the stairs. We know people want to continue enjoying the open road and great outdoors, and Roll-A-Ramp helps to make this possible. It is a great tool for snowbirds who want to travel south to warmer climates.

Roll-A-Ramp offers versatility — you can change the length at any time by adding and removing links, so that you never have the wrong length. One ramp can meet many needs and can even be split into multiple shorter ramps.

RV PRO: What else should our readers know about Roll-A-Ramp?

Roll-A-Ramp can be used anywhere there is an access need. An RV ramp can also be used for the home, and longer ramps can be divided into shorter ramps. If you are part of an RV dealership or RV park, a ramp system can be rented out and used by multiple customers. If you rent RVs, you could open the door to new opportunities with a rental ramp. Similarly, if you have long-term campers at your RV park, you can also generate additional cash flow by offering a ramp on-site. We're here to help you find solutions to your customers' accessibility needs. RVP

RVPRO

40 UNDER 40

Now in its seventh year, the 40 Under 40 awards recognize top-performing professionals from across the RV industry as some of the brightest young leaders. Yet again, RV PRO received a record number of impressive nominations, making our final choices tough to narrow down. We're honored to celebrate all of the industry's up-and-comers, and this year's class is no different.
We are pleased to introduce you to the 2026 class of 40 Under 40 honorees.

By Javacia Harris Bowser, Maura Keller, Rob Merwin & Ronnie Wendt

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THE CLASS OF 2026

Amelia Boyken — Winnebago Industries
Brian Long Jr. — Tom Schaeffer's Camping & Travel Center
Brittany Niezgodski — Jayco
Casey Colton — Colton RV & Marine
Chanlyn Troyer — Firefly Integrations
Chase Steinbring — Steinbring Motorcoach
Chelsey Wright — Forest River
Conner Rusch — Wheeler Advertising / Scout RV
Devika Maskey — AEONrv
Dustin Morgan — Wilkins RV
Dylan Rayner — Airstream
Eric Sisk — RV Dealers Association
Erin Manoloff — Century Chemical Corp.
Fergus Brady — Scanstrut
Grace Newman — East to West RV
Heath Padgett — RV Help
Jamie Lowry — Crestview RV Center
Jay Diaz — Campers Inn RV
Jordan Nelson — Gavins Point Rec Center / Red 10 RV
Justin Bewernick — Atlas Trailer Coach Products Ltd.
Justin Coulter — SuperSprings International
Ken Conlee — Grand Design RV
Kylee Anele Merritt — Lippert
Lexi Bickford — Care Camps Foundation
Lexi Roberts — Long View RV Superstores
Luis Godinez — Blue Ox
Matt Poublon — Keystone RV
Natalie Miller — Newmar Corp.
Nick Calzone — Meyer's RV Superstores
Nick Christenson — Tim's RV
Ren Richardson — Coachmen RV
Rob Case — RV Overnights
Robbie Dotson — Blue Compass RV
Ryan Biren — THOR Industries
Samantha Rocci — RV Industry Association
Sarah Atkinson — Moix RV
Scout Burnstine — Alliance RV
Shannon Calkins — Clear Creek RVs
Thor Audiss — Rossmönster
Tori Riddle — Storyteller Overland

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AMELIA BOYKEN

WINNEBAGO

PRODUCT DESIGN MANAGER

With company: 5 years | Industry experience: 5 years

For Amelia, designing an RV is about understanding the people who use it and the experiences they hope to have on the road. As product design manager at Winnebago, she combines research, customer interaction and an enthusiasm for the RV lifestyle to help shape products around the needs of today's owners.

Amelia's ability to connect with RVers is one of her defining strengths, her nominator says. Her outgoing personality allows her to engage with customers from a wide range of backgrounds, gathering insights that can help Winnebago improve the RV experience as the customer base continues to evolve.

Her nominator says Amelia "personifies" Winnebago's tradition of developing products by spending time with customers and experiencing the RV lifestyle alongside them. Following the significant changes in the RV customer base during and after the COVID-19 pandemic, she recognized a common thread among many newer RVers: a desire for greater self-sufficiency and control over their experiences.

That customer perspective also informs Amelia's approach to product development. One of the challenges in developing RV features is determining how much value a particular feature provides relative to its manufacturing cost. Amelia has developed comparative analysis tools that help quantify the impact of features based on consumer needs and then compare those options against pricing.

"The best way to truly stay plugged into these industry and customer trends is to get out there and live them alongside our owners," her nominator says.

Research and data are central to Amelia's work. She has helped develop methodologies and processes that Winnebago uses to gather information through industry shows, owner meetups, owner-experience interviews and user-testing programs. Those insights give product teams additional information for making decisions and developing products with a clear purpose.

Amelia joined Winnebago as a level I product planner and advanced to level 2 product planner before moving into her current role as product design manager. She also leads the styling department for her functional work group.

Outside of work, Amelia's interests reflect the same creative energy she brings to her career. She enjoys hunting, fishing, drawing, restoring and selling old vehicles, snowboarding and spending time with family and friends. She also volunteers and supports veterans, firefighters and first responders.

Her nominator says Amelia views an RV not simply as a vehicle, but as a platform for experiences — whether helping a family explore together or giving someone the freedom to pursue a long-held dream. That perspective is central to how she approaches her work: understanding the people behind the product and using their experiences to help shape what comes next.

Amelia's advice for up-and-coming leaders in the RV industry:
I start my days flipping through feedback, photos and comments from our owners; this really helps me center on what our products mean to people. They aren't just a second home or a toy for the weekend; they are the embodiment of fulfilled dreams — traveling nurses having their own space to rest, families visiting loved ones otherwise beyond their reach, those recovering from a number of hurdles who need to get away to find their solace and hundreds of other stories from those I've met and learned from. Understanding this, understanding our people, helps produce an RV that truly accommodates the everyday but also the once-in-a-lifetime.

What it means to Amelia to be a 40 Under 40 honoree:
This industry is filled with so many amazing folks with a breadth and depth of knowledge that I am in awe of. I am honored to be [included in] 40 Under 40, as it feels like the continuation of that knowledge base as we stand on the shoulders of giants. Thank you!

BRIAN LONG JR.

TOM SCHAEFFER'S CAMPING & TRAVEL CENTER

SALES MANAGER

With company: 5 years | Industry experience: 5 years

Brian's approach to leadership is rooted in experience. After beginning his career in the automotive industry in the wash bay and working his way through various dealership positions, Brian brought that hands-on perspective to the RV industry. At Tom Schaeffer's Camping & Travel Center, he has combined his dealership experience with a team-focused attitude and an interest in finding better ways to do business.

Brian joined Tom Schaeffer's during the COVID-19 pandemic, a period that brought both unprecedented demand and operational challenges to the RV industry. Rather than simply navigating those changes, he has continued looking for ways to improve the dealership as the market has evolved. According to his nominator, Brian has helped introduce new technology and programs designed to simplify everyday tasks and make the dealership's team more efficient.

"He never hesitates to go the extra mile and help whenever it is needed," his nominator says, adding that Brian's upbeat, positive attitude "spills over to his teammates."

That focus on improving processes has translated into measurable results. Brian has helped the dealership examine every aspect of a deal, contributing to a 17.6% increase in finance penetration between 2025 and 2026. He has also helped implement new electronic processes and a new customer relationship management system designed to reduce duplicate data entry, streamline workflows and cut down on paperwork.

His leadership extends beyond the dealership. Brian regularly attends Priority RV Network events and brings information back to his team about the benefits of participating in the network. His involvement with Priority RV Network also includes completing training programs, adding another dimension to his professional development and his ability to share industry knowledge with colleagues.

Brian's contributions to the dealership have extended well beyond sales. He has been involved in advertising, organizing company events and other initiatives, and is regularly recognized at the company's annual Christmas party for his leadership and role within the dealership.

As a Marine Corps veteran, Brian also brings a longstanding connection to service and leadership to his professional life. His career path — from an entry-level automotive position to dealership leadership — reflects a willingness to learn different aspects of the business and take on increasing responsibility.

Away from the dealership, Brian enjoys spending time with his wife, two children and four dogs. He also makes time for golf during the summer and hunting during the fall and winter.

For Brian, leadership appears in both the big-picture improvements and the everyday interactions that help a dealership function effectively. His combination of industry experience, technology-focused problem solving and commitment to his team continues to shape his role at Tom Schaeffer's Camping & Travel Center.

Brian's advice for up-and-coming leaders in the RV industry:
My mentor in the industry once told me, "Nobody cares, work harder." That has always stuck with me.

What it means to Brian to be a 40 Under 40 honoree:
Honestly, it means a lot more than a title. I started washing cars in 2006, and there were plenty of days back then where "award" wasn't even in my vocabulary. So being recognized as a 40 Under 40 in the RV industry tells me that the long way up wasn't wasted. It also reminds me I didn't get here alone; a lot of people took a chance on me along the way. Now I feel a responsibility to do the same for people coming up behind me.

BRITTANY NIEZGODSKI

JAYCO

SOCIAL MEDIA & COMMUNICATIONS MANAGER

With company: 4.5 years | Industry experience: 7.5 years

For Brittany, social media is about more than promoting RVs — It is a way to connect people with the RV lifestyle while creating opportunities for her team to be creative, learn and grow. As social media and communications manager at Jayco, Brittany has quickly advanced her career while helping strengthen the company's relationships with RV owners and enthusiasts.

Brittany believes "being a good leader on a social team starts with being personal and leading by example," a nominator says. She wants her team to see her passion, commitment and work ethic.

That philosophy shapes how she leads her team. Brittany emphasizes clear communication while giving team members the freedom to contribute their own ideas. She also prioritizes accountability, taking ownership of both successes and setbacks and encouraging her team to learn from challenges.

One of her nominators says Brittany creates an environment where team members feel heard and valued while bringing out the best in those around her. Her influence extends beyond Jayco, as she continues to find new ways to connect the brand with the diverse audiences that make up the RV community.

One of Brittany's most significant leadership moments came during a major public relations crisis. For several weeks, she took ownership of Jayco's social media and community communications, working with her team to develop timely and thoughtful responses to concerns from the community.

She took on the pressure herself rather than putting it on the rest of her team, another nominator says.

Her work has also helped grow Jayco's social presence through increased organic engagement, impressions and follower growth. She has strengthened relationships with RV owners through community groups and the company's ambassador program, Pathfinders, which she recently began managing and has expanded with additional ambassadors.

"Building relationships with RV owners and ambassadors is one of her favorite parts of her job as she thrives on human connection," one of Brittany's nominators says.

Her rapid career progression reflects that impact. She joined Jayco as a social media specialist, advanced to social media and engagement lead and, after just six months in that role, became social media and communications manager.

Outside of work, Brittany enjoys DIY projects, reading, gardening, traveling, live music and spending time on the water. She is also passionate about animal rescue and has adopted cats through Catsnip's TNR program. Within the RV industry, she is a member of the RV Women's Alliance and has participated in its Educational Symposium.

For Brittany, leadership ultimately comes down to helping others discover their potential. She doesn't just want to lead a social team — she wants to build a team that feels inspired, confident, creative and proud of what they are creating together, a nominator says.

Brittany's advice for up-and-coming leaders in the RV industry:
Keep investing in yourself. Learning never stops, and continuing to grow your knowledge is important at every stage of your career. Whether you're currently leading a team or working toward a leadership role, remember that leadership isn't a title. Great leaders guide, inspire, mentor and empower others. Remember to celebrate the wins, both your own and those of the people around you.

What it means to Brittany to be a 40 Under 40 honoree:
Being recognized as a 40 Under 40 honoree is an incredible honor. You never really realize who's watching or how your hard work and determination are being perceived. Learning that others view me as a mentor has been especially meaningful. This nomination is a reminder that the effort you put in every day is recognized, and I'm grateful to know I've made a positive impact on those around me. I genuinely love what I do, which makes this recognition especially meaningful. I am grateful to everyone who has supported, encouraged and trusted me with opportunities — your confidence has shaped my career, and I wouldn't be here without you.

CASEY COLTON

COLTON RV & MARINE

CHIEF OPERATING OFFICER

With company: 17 years | Industry experience: 17 years

At Colton RV & Marine, Casey's approach to leadership centers on accountability, transparency and a strong focus on employees and customers. As COO, Casey has helped guide the dealership through a challenging RV market while also becoming an increasingly active voice within the industry.

His nominator says Casey "leads with passion" for the dealership, the RV industry and, most importantly, its customers. That commitment extends beyond the dealership through his involvement with the Pennsylvania Recreational Vehicle and Camping Association (PRVCA) Board and the Keystone Dealer Council, where he brings a dealer perspective to conversations about the industry's future.

Within Colton RV & Marine, Casey has pushed for greater transparency and accountability. His nominator points to the dealership's first annual Leadership Summit and an internal 20 Group that allows store managers to compare performance, openly share results and discuss best practices.

"The company is sharing more data than ever before, but more importantly, they are using it to drive action," Casey's nominator says. The approach has created clearer expectations for managers while making accountability less about assigning blame and more about improving performance.

The results have been reflected in the dealership's growth. His nominator reports that the dealership's Buffalo, New York-area market share has increased from a historical 24% to 26% range to approximately 33% to 35%, while company-wide volume is up 15%. The organization is also tracking within 1% of its forecasted net profit, while service locations have achieved 20% net profit year to date.

Another nominator who works with Casey through the Keystone Dealer Council points to his leadership style and industry involvement, describing him as engaged, responsive and employee focused. His nominator says Casey genuinely cares about employees, customers and the business, adding, "He represents what we always look for in a dealer-partner."

That nominator also says Casey has emerged as a voice within the dealer council whose ideas support dealers, customers and manufacturers alike. Despite being younger than many other council members, Casey has quickly established himself as someone whose perspective is heard and considered.

A third nominator emphasizes another aspect of Casey's leadership: integrity. The nominator says he listens to understand employees and customers and leads by example, including during challenging periods. His focus on employees and the customer experience has also contributed to improved training, employee retention and customer satisfaction, Casey's nominator says.

Casey's industry recognition includes being nominated to the PRVCA Board at age 30 and serving on the Keystone Dealer Council.

Away from work, Casey prioritizes time with his wife, Stefanie, and their children, Remi and Riley. He also enjoys golf, live music and following Buffalo sports, particularly the Bills.

Across the dealership and the broader RV industry, Casey's leadership combines business performance with an emphasis on people, customer experience and continuous improvement.

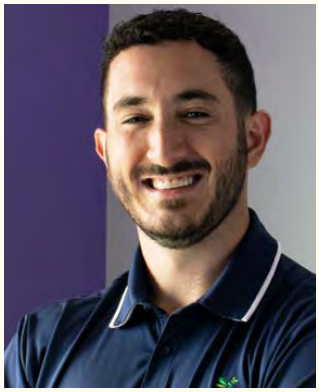
Casey's advice for up-and-coming leaders in the RV industry:
Stay curious and lead from the front. I have been extremely fortunate throughout my career to be able to participate in a handful of industry 20 Groups with folks that I hold in the highest regard. Members of the Bretz, McClain's, Traveland and Holiday World organizations have provided me with guidance, wisdom and expertise that have had a profound impact on myself and our organization. When you stop learning, you stop growing; ask questions, stay curious and listen like you might be wrong. That same curiosity carries over to the day to day at the dealerships as well. I have focused on leading from the front, working alongside and learning from my team members. No classroom, presentation or meeting can teach you more than spending time with your team and experiencing the work firsthand.

CHANLYN TROYER

FIREFLY INTEGRATIONS

DESIGN LEAD ENGINEER

With company: 10 years | Industry experience: 10 years



At Firefly Integrations, solving complex technical challenges often starts with asking whether there is a better way to approach them. That mindset has defined Chanlyn's career, from teaching himself to code to leading the company's design efforts and helping shape how Firefly develops technology for its RV manufacturer partners.

Chanlyn advanced through roles in audio visual field support and configuration, embedded programming and embedded R&D management before becoming design lead engineer. Along the way, he helped guide the growth of Firefly's embedded, R&D and integrations teams.

His nominator says Chanlyn's leadership is rooted in his approach to building teams. Rather than trying to be the most technically skilled person in the room, he intentionally hires and mentors people who have expertise beyond his own.

That approach has earned him respect across the organization, from field application engineers and developers to company leadership. His nominator says Chanlyn has "deep cross-functional respect" because he empowers team members while creating an environment where they can develop their own capabilities.

His influence also extends to Firefly's relationships with RV manufacturers. Chanlyn helped shift the company's OEM workflow from primarily relying on sales documentation to a more collaborative, interactive design-consultation process. That allows Firefly's team to address system complexity earlier, balance development costs and move projects forward more efficiently.

Chanlyn has also tackled technical challenges by changing how the company approaches software development. He proposed and built Firefly's first modular embedded libraries, beginning with solar integrations and brightness-slider controls. The standardized approach has reduced custom development time and created a more streamlined foundation for future system integrations.

Over the past three years, his nominator says Chanlyn's efforts have contributed to an 80% reduction in back-and-forth revision requests from several key customers. By focusing on understanding requirements and getting details right the first time, Firefly's team can more consistently deliver systems that meet customer expectations without repeated revisions.

Chanlyn has also strengthened technical support for OEM partners by providing more direct guidance through himself and his team. Chanlyn's nominator says customers have gained a better understanding of their systems while feeling more connected to the people supporting them.

Despite his technical accomplishments, Chanlyn maintains a collaborative approach to leadership. The nominator describes his commitment to "elegance, efficiency and technical precision," while noting that he credits major engineering milestones to teamwork rather than individual achievement.

Outside of Firefly, he enjoys spending time with his family and children, participating in his church community and pursuing outdoor activities, including golf, snowboarding and hunting.

His career progression reflects technical growth, but his leadership is equally defined by his ability to develop others. By building teams capable of exceeding his own expertise, Chanlyn has helped create a stronger technical foundation for Firefly while contributing to the continued evolution of RV technology.

Chanlyn's advice for up-and-coming leaders in the RV industry:
Peter Drucker's "Culture eats strategy for breakfast" comes to mind. Integrity, ownership and accountability create an environment of trust that allows people to thrive. Leadership is having hard conversations and making hard decisions. If you're not doing either, you're wasting your time.

What it means to Chanlyn to be a 40 Under 40 honoree:
It really just emphasizes that I'm standing on the shoulders of others. No one accomplishes anything entirely on their own, and there are a lot of people in my life to whom I owe credit.

CHASE STEINBRING

STEINBRING MOTORCOACH

GENERAL MANAGER

With company: 18 years | Industry experience: 18 years

In a family dealership, carrying the business forward means more than learning how to sell RVs — it means understanding every part of what makes the operation work. For Chase, that journey has taken him from cleaning coaches and working in the shop to sales, F&I and, ultimately, the general manager's office at Steinbring Motorcoach.

Chase has been part of the dealership since 2008, initially as a family employee before joining full-time in 2016. Along the way, he gained experience across multiple areas of the business, including six years in F&I, where he developed a detailed understanding of deal structure, financing and the transition between sales and the F&I office. That experience now informs how he leads the dealership's sales team.

"Sharing that background with the sales team has helped them better understand how deals come together and how to make the handoff to the F&I office smooth for the customer and profitable for the dealership," his nominator says.

Chase's leadership also extends to developing people. When a new salesperson joined the dealership without an RV background, Chase helped translate the employee's strong people skills into technical product knowledge. He also implemented the dealership's customer relationship management this year, establishing structured follow-up schedules and post-delivery customer contact to help ensure leads and customer relationships remain active.

His ability to connect different departments has been particularly important in coordinating deliveries between sales, service and detail. By understanding the pressures facing each department, he helps encourage communication and collaboration throughout the process.

That approach became especially important during the COVID-era disruption, when the dealership's longtime sales manager passed away. Chase stepped up during an uncertain period, helping guide the sales team through social-distancing requirements and changes in customer travel while maintaining momentum in a business where high-line motorcoach purchases can involve sales cycles lasting months.

As the market softened following the pandemic, he continued focusing on morale, pipeline management and inventory discipline. The dealership avoided store-wide layoffs, while Chase's inventory strategy helped keep stock moving. Today, 70% of its inventory is less than a year old, with 42% under 90 days. From 2024 to 2025, the dealership increased sales units by 1.6%, sales revenue by 10% and gross profit by 26%.

Named general manager in 2024, Chase is now helping shape the dealership's future as a fourth-generation owner. His parents never required their children to join the family business; continuing the business is a path he chose for himself.

Outside the dealership, Chase stays connected to the community through golf and bowling leagues — relationships that extend beyond the RV industry and into the broader business community.

Chase's advice for up-and-coming leaders in the RV industry:
Make decisions for the long term. It's easy in this industry to focus on what will make this month or this quarter look better, but the best decisions are the ones that strengthen your business, your team and your reputation for years to come. These decisions are often difficult to make in the short term. One quote from my parents that always stuck with me is: "There is no job too big or too small." I think that applies to leadership as much as anything. You have to be willing to do whatever needs to be done, regardless of your position or title. Your team notices that, and I believe leadership is earned and taught by example.

What it means to Chase to be a 40 Under 40 honoree:
It is an incredible honor to be part of the 2026 40 Under 40! With our dealership in a town of 349 people, I would have never imagined being included in this fantastic group of industry leaders. This honor is an opportunity to reflect on how far we have come, while also reminding me of the responsibility that comes with being part of the next generation. There is always room to improve, and every day brings an opportunity to learn something new.

CHELSEY WRIGHT

FOREST RIVER

PRODUCTION INFORMATION MANAGER

With company: 13.5 years | Industry experience: 13.5 years

When more than 100 plants and departments are accustomed to doing things their own way, creating a single system takes more than technical expertise. It takes someone willing to listen, ask questions and bring people together — and that is exactly the challenge Chelsey has taken on at Forest River.

As production information manager, Chelsey is leading Forest River's One Part initiative, an effort to establish a single part number for each vendor part across the company rather than having the same part represented by numerous numbers throughout different departments. The goal is greater consistency and efficiency, not only within Forest River but also for the dealers managing parts inventory and servicing customers.

"Chelsey has the innate ability to set people at ease while standing her ground," one nominator says. "She has a special ability to create teams that get stuff done."

That ability has become increasingly important as Chelsey works with teams across the company, each with its own processes, needs and concerns. Rather than approaching the project as though she has all the answers, she brings in people with field expertise, researches different perspectives and works collaboratively toward solutions.

"She takes the time to hear people out and makes sure they feel like their concerns are being taken seriously," another nominator says. "She is approachable, respectful and willing to help when someone needs support or guidance."

Chelsey's leadership style has developed through a steady progression at Forest River. She joined the company in 2013 as a shipping clerk in the warehouse and moved into a purchasing assistant role within a year. She became assistant manager of parts and purchasing in 2018 and department manager a year later. In 2024, she moved into a customer service trainer role specializing in parts, where her experience and expertise quickly led to her current position. She was also recently named a finalist for a Forest River peer-nominated award recognizing customer service leaders.

The One Part project has demanded significant time and travel, but Chelsey has remained committed to moving the initiative forward. Although the new ERP system utilizing the single-part-number structure has not yet been implemented, the anticipated benefits include improved reporting, greater purchasing leverage, more consistent product and inventory management, and streamlined part setup. For dealers, consolidating part numbers could make inventory easier to manage and help service customers more efficiently.

Her willingness to tackle such a complex, company-wide initiative reflects the leadership others have come to recognize in her. "She runs a tight ship but allows the environment to be fun and lighthearted," one nominator says.

Away from Forest River, Chelsey's focus shifts to her three young children and her involvement with the RV Women's Alliance. For her colleagues, however, the qualities that make her effective at work — her ability to listen, connect and advocate for others — are at the heart of her leadership.

"Her ability to listen, understand different points of view and show genuine concern for others makes her someone people feel comfortable going to and a strong example of good leadership," another nominator says.

Chelsey's advice for up-and-coming leaders in the RV industry:

One of the most valuable lessons I learned early in my career came from someone I consider a mentor and now friend: Kent Roberts, technical trainer at Grand Design. Kent was someone I could always go to with questions or for sound advice, and he taught me that it is OK to say, "I don't know, but let's figure it out." That simple mindset has stayed with me throughout my career. Leadership isn't about being the person who always has the answer. It's about being willing to ask questions, listen to the people around you and work alongside them to find one. I also believe strongly in giving people an opportunity to fail. When people are trusted to try, problem-solve, make mistakes and learn from them, they become more confident in their own abilities.

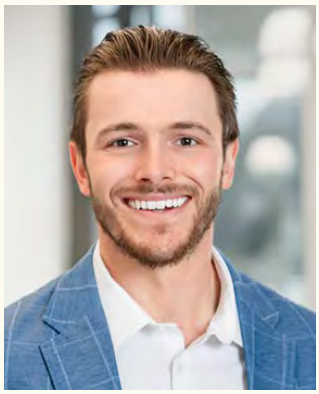
My advice to up-and-coming leaders is to never let a title make you believe you are above the work or the people doing it. Surround yourself with great people, recognize what they bring to the table and never stop being willing to learn from them.

CONNER RUSCH

WHEELER ADVERTISING / SCOUT RV

DIRECTOR OF OPERATIONS

With company: 2 years | Industry experience: 2 years



Sometimes the biggest opportunities are hiding in the problems an industry has learned to live with. For Conner, a challenge facing RV dealers became the starting point for a new technology platform — and a new way of thinking about dealership websites.

Conner has spent just two years in the RV industry, serving as director of operations at Wheeler Advertising while also founding Scout RV, a technology company focused on RV dealer websites. In both roles, he has brought a problem-solving mindset grounded in what his nominator describes as humility, respect and servant leadership.

"Conner has a unique ability to look at challenges with fresh eyes and turn them into opportunities to create something better," his nominator says.

At Wheeler Advertising, Conner saw that while the agency was successfully driving traffic to RV dealer websites, the existing platforms were not converting that traffic into as many leads as they could. Rather than accepting that limitation, he began looking for a way to improve the next step of the customer journey. That work led to Scout RV — a platform designed specifically around the needs of RV dealers and the goal of converting more website visitors into leads.

The results have been measurable. Dealers using Scout RV have seen an average two times increase in unique leads during their first full month on the platform. One eight-location dealer group with approximately 950 units increased monthly leads from 264 to 898, while a three-location dealer grew form fills from 193 to 528. Another two-location dealer increased leads from 42 to 138. One dealer generated approximately 130 leads in its first week, nearly matching its previous monthly total.

For Conner, however, the numbers are a reflection of a larger philosophy: Success begins with helping customers succeed.

"His influence comes not only from the products he is building, but from his commitment to making the RV industry better for the dealers and people who are a part of it," his nominator says.

That philosophy also shapes Conner's leadership at Wheeler Advertising. He has worked to identify opportunities to improve existing products and processes rather than settling for the status quo. Within both companies, he treats people consistently and makes a point of listening before making decisions.

Away from work, Conner's priorities are decidedly personal. He and his wife, Annie, have two young children, Trey and Elle, and a goldendoodle named Scout. He enjoys golfing, fly fishing and playing in a local softball league and is active in his church. He also spends time with his son riding a golf cart, hitting golf balls and throwing rocks into the river.

For someone still early in his RV career, Conner has already established a clear approach to the industry — listen closely, identify what can work better and build solutions around the people being served.

"He doesn't accept 'this is how it has always been done' as an answer — he looks for a better way and then puts in the work," his nominator says.

Conner's advice for up-and-coming leaders in the RV industry:

Challenge "the way it's always been done." Look at existing industry friction points with fresh eyes; some of the biggest opportunities come from asking simple questions about long-standing problems. Lead through service and humility. Put your team and clients first, treat everyone with equal respect regardless of title and focus on doing what is right over what is easy. Focus on tangible client outcomes. Build tools and strategies around solving actual operational or revenue bottlenecks for the people you serve — when your clients win, organizational success follows naturally.

What it means to Conner to be a 40 Under 40 honoree:

Being named an RV PRO 40 Under 40 honoree is a privilege that validates the value of bringing fresh perspectives and new technology to a traditional, cornerstone industry. While two years is a relatively brief tenure, this recognition underscores that meaningful impact isn't measured in years, but in the measurable value created for dealers and the commitment to driving the industry forward.

DEVIKA MASKEY

AEONRV

MARKETING DIRECTOR

With company: 5 years | Industry experience: 5 years

Building a new RV category requires more than an innovative vehicle. It also requires a way to explain that innovation to people who may not yet realize they are looking for it.

When Devika joined AEONrv in 2021 as the company's first marketing hire, the startup was still building its first vehicles. Today, as marketing director and a member of the company's leadership team, she oversees the brand, digital marketing, public relations, content, product launches, lead generation and customer communications for a direct-to-consumer RV company focused on high-tech, off-road and off-grid vehicles.

Devika's role has expanded alongside the company. She began as social media manager before moving into digital marketing and ultimately becoming marketing director in April 2025. Along the way, she has built much of the marketing infrastructure needed to support AEONrv's growth, while bringing a background in digital marketing, design and brand development rather than traditional RV sales or manufacturing.

That outside perspective has shaped her approach to the industry. She translates technical features such as composite construction, advanced energy systems and four-season capabilities into stories about how people travel, camp and explore.

"Devika is a builder," her nominator says. "As AEONrv has grown, she has consistently identified what the company needs next and built the marketing systems, partnerships and customer experiences to support it."

That included rebuilding the company's website, developing a lead-management system and creating a referral program and creator partnership program to expand AEONrv's reach beyond traditional RV audiences. She also reworked how the company evaluated advertising performance. Rather than relying primarily on lead volume, Devika shifted reporting toward deposits as a stronger indicator of purchase intent, allowing the company to redirect spending toward campaigns producing actual buyers.

The results have been substantial. Monthly customer inquiries grew more than 10 times following expanded digital advertising in 2026, while the rebuilt website generated a 375% increase in monthly traffic. Advertising delivered a reported 1,276% return on ad spend, with more than $13 in directly attributed vehicle sales for every $1 spent. Social media generated 1.97 million views and drove 29,700 visits to the AEONrv website.

Devika has also expanded her role beyond traditional marketing through the company's use of AI and automation. She developed workflows for lead generation and customer follow-up and helped lead the launch of the AEONrv App, which provides owners with AI-powered vehicle support, trip-planning tools, service resources and a private owner community.

Her work has coincided with significant company growth. AEONrv ranked No. 66 on the 2026 Inc. 5000, while revenue increased 4,231% from 2022 through 2025. The company was also named 2025 Manufacturing Company of the Year by Nevada's Center for Entrepreneurship and Technology.

For Devika, building a brand ultimately means building relationships. She remains active in her local business community and supports nonprofit organizations, while spending time traveling, taking photographs and enjoying the outdoors with her two teenage sons.

"Her ability to combine creative storytelling with technology, data and customer experience is what makes her stand out," Devika's nominator says. "The RV industry is changing, and Devika represents the kind of marketer helping it reach a new generation of buyers."

Devika's advice for up-and-coming leaders in the RV industry:
Think differently. Some of the best ideas for this industry will come from outside of it. Stay curious, learn from other industries, use technology where it adds value and don't be afraid to question how things have always been done.

What it means to Devika to be a 40 Under 40 honoree:
It means a lot to be recognized alongside other leaders who are helping move the RV industry forward. I was born in Nepal and moved to the United States when I was five, which gave me an early sense of how big the world is and how much there is to experience. That is a big part of why this work resonates with me. I am proud of what we are building at AEONrv and glad to be part of an industry that shares a passion for helping people explore the outdoors and experience new places.

DUSTIN MORGAN

WILKINS RV

GENERAL MANAGER

With company: 4 years | Industry experience: 4 years

A dealership's numbers can tell a story, but the changes behind those numbers often reveal the leadership that made them possible. At Wilkins RV's Nichols, New York, location, Dustin's tenure has been marked by a hands-on approach to strengthening operations, developing employees and building a more profitable dealership.

Dustin joined Wilkins RV in October 2022 as a finance manager at the Bath location after previously owning a car dealership. In May 2024, he stepped into the general manager role at Nichols, taking responsibility for the dealership's overall operations and quickly expanding his expertise beyond sales and F&I to include parts, service, inventory and day-to-day dealership management.

His approach is straightforward: take ownership of problems, regardless of where they originate, and stay involved until they are resolved. That has meant working directly alongside employees, arriving early, staying late when needed and helping managers develop the skills to build stronger teams of their own.

"Dustin takes ownership of problems regardless of department and remains engaged until they are resolved," his nominator says. "He is willing to arrive early, stay late when necessary and work directly alongside his team."

When Dustin took over at Nichols, the sales and finance departments were performing reasonably well, but parts and service needed significant operational attention. He addressed those areas through staffing changes, hiring and training, and by helping managers strengthen their own leadership and training capabilities.

The effort has translated into substantial financial gains. From 2023 to 2025, Nichols increased total sales by 26.1% and total sales gross profit by 19.7%, while net profit climbed 153.2%. At the same time, total expenses increased just 8.3%. In dollar terms, the dealership added approximately $4.22 million in annual sales and $841,000 in gross profit while increasing expenses by about $326,000. Net profit increased by more than $514,000.

The improvements also earned broader recognition. In 2025, the Nichols location received Wilkins RV's Store of the Year award, recognizing its overall performance and improvement during Dustin's tenure as general manager.

Dustin's leadership extends beyond his own dealership as well. He shares ideas and processes with other Wilkins RV locations, trains employees and managers and has become a resource for developing other general managers. His focus is on balancing profitability and efficiency with customer experience and the development of the people responsible for delivering both.

Outside the dealership, Dustin is a family man who enjoys spending time with his children, camping and outdoor activities. He also plays golf and remains connected to the automotive business by selling cars on the side.

For Dustin, leadership is less about staying behind a desk and more about being willing to step into whatever part of the dealership needs attention — and bringing the team along in the process.

Dustin's advice for up-and-coming leaders in the RV industry:
Take ownership before you are given the title. Stay close to your people, communicate the standard clearly and never ask your team to carry a burden you are unwilling to carry beside them. Results matter, but the strongest results come when people understand the mission, believe in their leadership and know their contribution matters.

What it means to Dustin to be a 40 Under 40 honoree:
Being named an RV PRO 40 Under 40 honoree is an incredible honor and one of the most meaningful accomplishments of my career. I view it as recognition not only of my leadership, but also of the team at Wilkins RV, the people who have invested in my development and the culture we have built together. It reinforces my commitment to helping move our company and the RV industry forward while creating opportunities for the next generation of leaders.

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JUSTIN BEWERNICK

ATLAS TRAILER COACH PRODUCTS LTD.

PRESIDENT

With company: 21 years | Industry experience: 21 years

Justin learned the industry at Atlas Trailer Coach Products Ltd. from the ground up.

During his 21 years with the Canadian RV parts distributor, Justin has worked in warehouse shipping and receiving, inside sales and purchasing, all of which gave him a firsthand understanding of how each department operates.

Then, in May 2025, he stepped into the company's top role as president, fulfilling his father Garry's succession plan, which he established before his death in September 2025.

Taking over a family business is a significant endeavor under any circumstances, but even more so while navigating his father's declining health and eventual passing during the transition.

Through this difficult time, Justin focused on strengthening the business and making sure Atlas continued to serve Canadian RV dealers. The national distributor operates four locations, and Justin has worked to improve the systems supporting those operations.

One of his first steps was to create a new business development position to support the sales team.

"[But] one of the biggest improvements we've seen under his leadership is the improvement in our B2B website and its functionality," Justin's nominator says. "More and more of our dealers use the B2B [site] as a reliable resource. Justin works closely with our IT department to ensure everything runs smoothly and efficiently."

Justin also participates in industry events such as the RV Industry Association's Aftermarket Conference, where Atlas sends multiple team members to vendor meetings. He sponsored an event at the conference and helped organize its golf tournament. He also ensures that Atlas maintains its associate memberships with the RV Dealers Association of Canada and its provincial counterparts.

His willingness to improve the company while remaining active in the broader industry stands out. "Justin is a hard worker and has a focus on trying to improve the way we run the business," his nominator says.

Justin's background in multiple areas before entering management gives him insight into how leadership decisions affect employees handling product receiving, customer service and inventory management.

Now he is applying that perspective to the company's next chapter.

Outside the office, Justin remains active year-round. During Canada's warmer months, he plays golf, camps in his RV and rides dirt bikes on mountain trails. When winter arrives, he trades those activities for hockey, playing on a men's team and attending Calgary Flames games.

Justin's advice for up-and-coming leaders in the RV industry:
Have fun, stay humble and lead by example. The RV industry is always growing and changing, so lean into change rather than resist it. Every challenge is an opportunity to grow. Most importantly, focus on how you can make things better for your team, your customers and the industry as a whole.

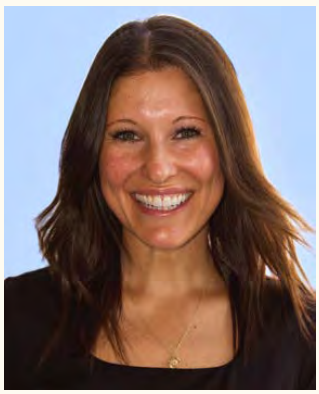
What it means to Justin to be a 40 Under 40 honoree:
I'm truly grateful for the recognition. There are many coworkers, friends and family that I can thank who have invested and supported me along the way. I've been fortunate to have some great people in my corner. I'm excited about the future and the opportunity to continue growing alongside the people and businesses that make this industry so great.

JAMIE LOWRY

CRESTVIEW RV CENTER

BUSINESS DEVELOPMENT CENTER MANAGER

With company: 4 years | Industry experience: 4 years



Jamie's title at Crestview RV is business development center manager. But her responsibilities go beyond that.

Jamie helps connect sales, marketing, digital engagement and lead management across four Central Texas dealerships within roughly 150 miles of one another. She leads a four-person business development team, works with an AI sales agent, helps coordinate major RV show marketing and plays a key role in Crestview's digital presence.

It's a remarkable expansion of responsibility for someone who joined the company and the RV industry in April 2022.

"It quickly became apparent that her work ethic, commitment and ability to connect with customers exceeded expectations," one of Jamie's nominators says. "In January 2024, she was promoted to BDC manager, but her responsibilities have grown well beyond the traditional BDC role."

Jamie regularly visits each location to meet directly with the sales teams. She also consistently looks for ways to improve interactions with customers.

The numbers show her impact. BDC-generated deals now account for approximately 33% of all deals written at Crestview, representing a 31% year-over-year increase. Sales leads have risen 30% year over year. Internet lead response times have been cut by more than half, and lost leads have declined 43%.

Jamie has also helped Crestview navigate changes in how consumers shop for RVs. She participated in the company's transition from a legacy CRM to a more robust platform and led the implementation and continued optimization of its website chatbot, working with an AI provider to train and refine the system.

She also creates marketing assets for websites, social media, billboards, RV shows and other campaigns. For Crestview's three major annual off-site RV shows, Jamie develops marketing and promotional strategies that make the dealership stand out.

That combination of creativity and execution has earned her an unofficial title around the office.

One of her nominator's describes Jamie as the company's "VP of Making It Happen," adding that she is "never afraid to get her hands dirty, rolling up her sleeves and doing the work herself rather than delegating it."

Her leadership also extends beyond business results. Jamie is spearheading Crestview's fundraising efforts for Care Camps Foundation and participates in the dealership's Blue Santa Christmas initiative.

Once a week, Jamie also volunteers with a local animal shelter, taking a dog out for a break from shelter life. An outing might include grooming, breakfast or lunch, a trip to the dealership and plenty of attention. She shares videos of the dogs on social media to give them greater exposure to prospective adopters. The shelter has reported people coming in specifically to ask about dogs featured in Jamie's posts, with some subsequently finding homes.

Jamie also has several dogs of her own, enjoys concerts and family time and has recently taken up golf.

Because of her efforts, today's customer journey can begin long before someone walks onto the lot with a website visit, chatbot conversation or social media post. Jamie has helped the dealership combine technology, marketing and personal follow-up into a more cohesive customer experience.

Jamie's advice for up-and-coming leaders in the RV industry:
One of my favorite quotes speaks to the idea that results and relationships are intertwined — and perhaps even inseparable. I truly believe that taking the time to treat people well has a direct impact on attitude, productivity and, ultimately, results. People work harder, stay more loyal and invest more of themselves when they know they are genuinely valued as a person rather than simply viewed as a cog in the machine. Building meaningful relationships isn't separate from achieving success; it's an essential part of it.

What it means to Jamie to be a 40 Under 40 honoree:
I am incredibly excited and honored to have been selected! Since joining the RV industry, I've had the opportunity to meet and work alongside so many hardworking, talented and genuinely kind people — people I consider family. There are so many deserving individuals in this industry, which makes being recognized among them that much more meaningful. I'm truly so grateful and proud to be part of this community.

HEATH PADGETT

RV HELP

FOUNDER

With company: 1.5 years | Industry experience: 12 years

Heath has built a career around noticing problems in the RV world and figuring out how to solve them. He and co-founder Josiah Mann founded RV Help to tackle the issue of RV owners waiting weeks, and even months, to get their RVs serviced.

The duo launched the company in January 2025 to connect RV owners with certified mobile technicians and inspectors. By August 2026, the platform had grown to over 1,500 active verified technician and inspector listings and has processed over 41,000 service requests.

Its capabilities have expanded as well. RV Help offers emergency dispatch to locate available providers, virtual diagnostics, warranty-processing tools and a concierge-level Pro membership for owners. And the platform has also evolved beyond a lead-generation directory into a tool providers can use to manage their businesses.

"Rather than chase growth for its own sake, Heath has been deliberate about building a company built to last, prioritizing trust and long-term partnership over speed — securing formal alignment with the RV Technician Association of America, the National RV Inspectors Association and the National RV Training Academy so that every provider on the platform meets a real certification standard," Heath's nominator says.

Heath built and scaled a two-sided marketplace that delivers value to RV owners who need reliable service and independent professionals who provide it. He navigates that balance by listening to both groups and adapting the platform as their needs become clear.

His nominator says this approach reflects a pattern throughout Heath's career of spotting a broken system and developing a fix.

Heath's understanding of RV owners is rooted in personal experience. Before he launched RV Help, he and his wife, Alyssa, visited all 50 states by RV. Their adventures became the subject of "Hourly America," a documentary where Heath taught himself filmmaking to create it. The couple's travels also took them internationally to Canada, New Zealand and Italy before they settled in the mountains of Colorado.

Heath has also spent years hosting "The RV Entrepreneur" podcast, creating a community for people building businesses while living and traveling on the road. That work predates RV Help but reflects his interest in bringing people together around the RV lifestyle.

Today, Heath takes a hands-on approach to fatherhood, raising his kids alongside Alyssa at home and while traveling.

Five years into his RV industry career, Heath is applying his experience as an RVer, entrepreneur and community builder to the challenge of getting RV owners help when something breaks.

Heath's advice for up-and-coming leaders in the RV industry:
Ask a lot of questions and be curious. Do what you say you'll do, and always find ways to provide value.

What it means to Heath to be a 40 Under 40 honoree:
I've worked in the RV industry for 12-plus years, since 2014. I've loved being a full-time RVer and being both a part of the RV community and the industry. It's very meaningful to be recognized as a 40 Under 40.

JAY DIAZ

CAMPERS INN RV

ASSISTANT REGIONAL SERVICE & PARTS DIRECTOR

With company: 1 year | Industry experience: 18 years

When Campers Inn RV acquired Lazydays in November 2025, it gained stores, employees and decades of institutional knowledge.

It also gained Jay, who within months was helping the acquiring company rethink how it trained and certified technicians.

Jay entered the RV industry in 2008 and spent 18 years at Lazydays in positions spanning three very different disciplines. As national RV rental and resort operations manager, he oversaw rental and resort operations, including budgeting, fleet processes, pricing and new location launches. He later became manager of service scheduling across Lazydays locations before moving into service operations systems support, where he worked at the intersection of IT, service and training.

That broad experience taught Jay to view service operations as an interconnected system versus a collection of departments.

After the acquisition, Jay initially joined Campers Inn as a technician trainer, where he brought in practices from Lazydays and rebuilt how the acquiring company certified technicians. He has since been promoted to assistant regional service and parts director and now covers Davenport, Collinsville, Ramsey, Airstream of Minnesota, Bismark and Minot.

"The result is that our technician program went from underperforming to producing at a rate we never have hit before, at exactly the moment we needed service capacity most," Jay's nominator says. "He then extended the same approach to technical training company wide."

Since Jay took over technician certification, over 40 technicians have become certified, with another 20 expected to complete certification within 30 days of the nomination. Over 60 employees have participated in his training programs.

The operational results extend beyond certifications. The Ramsey location, which opened in November 2025, posted a 74.4% gross margin in service and parts during the first seven months of 2026.

His nominator says Jay's approach is an example of how acquisitions can preserve and spread valuable knowledge. "He looked at how we were doing something, knew a better way, and made the case for it," Jay's nominator says. "Every technician we certify this year is a direct result of that."

Jay is also Lean Six Sigma certified, a discipline that complements his focus on improving processes.

Outside work, Jay turns his attention to his family. He has six children, and Ben says they occupy his time away from the business.

For an RV industry struggling to recruit and develop qualified technicians, Jay's contribution addresses more than an internal Campers Inn need. He supports the entire industry's service side by establishing consistent training and certification and collaborating with manufacturers, suppliers and RV Technical Institute.

Jay's advice for up-and-coming leaders in the RV industry:
Never stop learning, and never think that having a title means you have all the answers. Some of the best things I've learned have come from simply listening to the people around me and taking the time to understand what they deal with every day. I've always believed in getting 1% better every day, because those small improvements add up over time. But the biggest thing I've learned about leadership is that it's about people. There's no better feeling than watching someone you've coached, trained or believed in grow in their career and become successful. To me, that's what being a leader is really about.

What it means to Jay to be a 40 Under 40 honoree:
Being selected for 40 Under 40 honestly means more to me than I can put into words. When I started in the RV industry nearly 18 years ago, I was just trying to learn, work hard and build a career. I never imagined that one day I would be recognized like this. I've made mistakes, learned a lot of lessons and had some incredible people believe in me and help me along the way. So I don't look at this as just my recognition; it represents all the managers, technicians, advisers, parts teams and mentors who have been part of my journey. This industry has given me so much, and being recognized this way just makes me want to keep learning, keep helping others grow and hopefully give someone else the same opportunities that were given to me.

ERIN MANOLOFF

CENTURY CHEMICAL CORP.

EXECUTIVE OPERATIONS MANAGER

With company: 3 years | Industry experience: 3 years

Some leaders become indispensable by noticing the details everyone else misses. Erin, executive operations manager of Century Chemical Corp., is one of them.

In three years, she moved from office manager to a role as executive operations manager and is described by her nominator as "one of the people holding the center of Century Chemical" together.

Century Chemical is a nearly 100-year-old manufacturer with approximately 12 employees, meaning every employee carries a significant share of the operation. Erin's responsibilities touch customer inquiries, order processing, invoicing, accounts receivable and payable, documentation, internal coordination and executive support.

Her nominator adds that Erin's value becomes very apparent when something goes wrong.

During difficult customer, logistics and freight situations, Erin gathers missing documentation, follows up with carriers and business partners, preserves records and keeps communication moving. These efforts resolve problems and help the company maintain customer confidence.

Erin has also demonstrated an ability to recognize patterns behind individual problems. For example, after noticing customers repeatedly asking the same questions about Century's Heat-Flow products, packaging changes, compatibility, colors and usage, she advocated for a more comprehensive FAQ and customer support resource. Her efforts shifted the company from repeatedly solving the same problem for individual customers toward providing information that can help many customers at once.

That matters, according to her nominator: "A company can have a great product and great strategy but if the details fall through the cracks, trust disappears quickly. Erin helped protect that trust."

Her nominator describes Erin's leadership as follows: "She simply notices what needs to be done … and does it."

Erin's recent promotion reflects the company's increasing reliance on her judgment and institutional knowledge. Her nominator notes that advancement in a small organization signals the company's trust in the person who is expected to keep important details moving and follow problems through to resolution.

Erin's influence is difficult to capture with one sales figure or production metric. Her nominator stresses that her impact is found in correctly processed orders, resolved customer questions, completed documentation and problems caught before they become larger ones.

Outside work, Erin spends time with family and friends and cheers for her son at soccer and flag football games. She also enjoys iced coffee, a fluffy blanket and reality TV.

"She understands that a good life isn't entirely built in conference rooms, inventory systems or on spreadsheets," Erin's nominator adds. "It is built in … showing up for the people you love."

Erin brings this humanity to work. "She shows up, she cares, and she remembers. She makes the people around her feel like they matter," her nominator says. "And that … is the greatest impact any one person can make in the industry."

Erin's advice for up-and-coming leaders in the RV industry:
Pay attention to the things other people often overlook. Some of the biggest opportunities to improve a business hide in everyday frustrations, such as the questions customers keep asking, the process everyone works around or the task that always seems to fall through the cracks. Don't be afraid to speak up, ask why and learn how things work from the ground up. And don't underestimate the value of being someone people can count on. You don't have to have the biggest title in the room to be a leader. Build trust, follow through, keep learning and treat people well. Those things have a way of carrying you much further than you expect.

FERGUS BRADY

SCANSTRUT

PRODUCT DESIGN ENGINEER

With company: 4 years | Industry experience: 4 years

Fergus sees every practical RV utility connection as an opportunity to enhance design.

During his four years as a product design engineer at Scanstrut, Fergus has helped the company redefine exterior RV utility products through its Ventura and Roam Series. His goal is to create products that perform their jobs reliably and contribute to the appearance, usability and overall quality of an RV.

That approach has helped produce a portfolio of approximately 25 SKUs across the Ventura and Roam series and covering multiple exterior utility applications for RVs, campervans and overland vehicles.

Fergus works where several disciplines meet — design, engineering, manufacturing, OEM requirements and the end-user experience. Bringing those perspectives together has helped Scanstrut develop a consistent design language rather than treating each exterior connection as an unrelated component.

The market response has been significant. Numerous RV OEMs and dealers have adopted Ventura and Roam products.

Independent design organizations have taken notice as well. Products Fergus helped develop have received a Red Dot Award for Product Design, an iF Design Award and a European Innovation Award.

"Together these metrics show impact across three different product areas: product, development, market adoption and commercial performance, with independent design awards providing additional validation of the quality and innovation behind the work," Fergus' nominator says.

Fergus' work demonstrates a larger point about product development in the RV market. "He has helped prove that design can be a genuine differentiator in the RV component market," his nominator says.

That distinction is important, as RV manufacturers and consumers expect more from products that historically were viewed as purely functional. Exterior components still need to be durable, reliable and straightforward to install, but manufacturers are also seeking products that complement a modern RV's overall design. The Ventura and Roam Series address those demands as coordinated product families.

Fergus' efforts have helped Scanstrut expand and strengthen relationships within the RV industry. The products have gained traction with a broad range of OEMs and dealers, demonstrating the company's investment in design and product development is solving a genuine market need.

"Most significantly, the new product program has delivered the highest new product turnover in the company's history," his nominator says. "That commercial performance demonstrates that Fergus' design and engineering contribution has translated directly into market success."

Fergus' interest in design and machines continues when his workday ends. He is a hobbyist van upfitter and owner of vintage motorcycles and Land Rover Defenders. These interests give him another perspective on the vehicles and equipment people use for travel and adventure.

That combination of professional engineering and personal enthusiasm makes Fergus part of a new generation of RV product designers who view components through several lenses at once.

Fergus' advice for up-and-coming leaders in the RV industry:
Stay curious and get close to the people actually using the products you design or sell. Some of the best ideas come from seeing how something works in the real world and, more importantly, seeing where it doesn't. I've always found that getting hands-on, asking questions and being willing to challenge the obvious solution leads to better products. Don't be afraid to make things, test them, break them and start again. Good design is rarely about having the perfect answer the first time; it's about being willing to keep improving.

What it means to Fergus to be a 40 Under 40 honoree:
It's a real honor, particularly because the RV industry is full of people who are passionate about making travel and adventure better. To be recognized alongside people who are helping shape the future of the industry is incredibly rewarding. For me, it also reflects how quickly the RV and van sector is evolving. The products we're designing today are supporting a much more connected, capable and adventurous generation of travelers, and it's exciting to be part of that change.

DYLAN RAYNER

AIRSTREAM

PRODUCTION CONTROL MANAGER

With company: 11 years | Industry experience: 11 years

Dylan's career at Airstream began on the production floor. Eleven years later, he's helping manage the systems and processes behind it.

Dylan joined Airstream in 2015 as a woodshop production assembler and advanced through positions of increasing responsibility, including group leader, senior group leader, production control lead, production control supervisor and, ultimately, production control manager. That progression gave him firsthand experience with the work being performed on the floor and the systems needed to support it.

One of Dylan's most significant challenges came with Airstream's implementation of Microsoft Dynamics 365. He stepped into a newly created leadership role and helped establish a greenfield production control function for processes that never existed within the organization before.

He is responsible for developing personnel, processes and standards that manage production bills and ensure proper material consumption within the system. His efforts have established the foundation for a sustainable perpetual inventory process and improved inventory accuracy, transaction integrity and operational discipline.

Dylan's nominator credits him with developing cross-functional teams that operate independently but can also solve problems across organizational lines. "He leads by example, develops those around him, and brings cross-functional teams together to solve complex operational challenges," his nominator says.

Dylan's leadership philosophy emphasizes accountability and development. He establishes clear expectations for employees while creating a culture focused on continuous improvement. That balance matters in a production environment, where stronger systems only work when the people using them understand the process and their responsibility within it.

His career trajectory also demonstrates an ability to keep learning. Moving from assembler to manager required Dylan to expand his perspective from completing production work to leading employees and eventually designing and overseeing systems affecting broader operations.

The D365 implementation put those skills to the test. New enterprise systems can change workflows throughout an organization, and production data depends on disciplined processes to remain useful. By establishing production control as a formal function, Dylan played a role in making those processes consistent and sustainable.

Away from Airstream, Dylan's time centers on family, friends and sports. He enjoys basketball, cornhole, camping and swimming. He follows his daughter's competitive cheer team and helps coach his son's fifth-grade basketball team. He's also an enthusiastic fan of the Ohio State Buckeyes, Miami Dolphins and Indiana Pacers.

Dylan's advice for up-and-coming leaders in the RV industry:

My advice to up-and-coming leaders is to never put a ceiling on what you believe you can accomplish. Growing up, I faced challenges that made it hard to imagine one day being in a leadership position or receiving an honor like this. Looking back, those experiences became the motivation to create a better future for myself, my wife and our two children. Stay patient, show up every day, maintain a positive attitude and put in the hard work that produces results. Take chances on opportunities that push you outside your comfort zone, even when you don't have all the answers. Continue learning, keep striving to make things better than you found them and invest in the people around you. If you do those things consistently, there is no ceiling on what you can achieve or how far your career can take you.

What it means to Dylan to be a 40 Under 40 honoree:

Being selected is a tremendous honor. What makes it especially meaningful is that I am only the third person from Airstream to receive this recognition, joining Chief Operating Officer Bryan Melton and Director of Operations Chanse Walker. Having worked for Chanse for a few years, I saw firsthand the positive impact his leadership has had on Airstream and developed a great deal of respect for what he has accomplished. Being recognized alongside someone I hold in such high regard is both humbling and motivating, and it inspires me to continue growing.

GRACE NEWMAN

EAST TO WEST

WARRANTY MANAGER

With company: 5 years | Industry experience: 10 years

Grace was already juggling two important responsibilities at East to West when an unexpected situation added another.

Grace had recently been promoted to warranty manager but continued to serve as owner relations manager. Then her direct supervisor became ill and required surgery, taking him away from work for two weeks, so she took on his role, too. This meant she took on payroll, accelerated resolution of customer concerns, employee matters, vendor problems and various other concerns common in daily operations.

Her nominator says what stood out during that time wasn't that Grace accepted the additional workload — it was how she handled the people around her as she did the work. "Seeing her take on these responsibilities, while keeping up on her own, and keeping her team calm and together, has been wonderful," Grace's nominator says.

That response illustrates the leadership Grace developed over a decade in the RV industry, including five years with East to West.

Warranty and owner relations occupy an important point in the relationship between an RV manufacturer and its customers. Problems arriving at those departments are rarely abstract. They involve owners who need answers, dealers seeking support and internal teams trying to determine the appropriate solution.

Managing those situations requires product and process knowledge, but it also demands composure, especially when customers or employees are frustrated.

Grace's promotion to warranty manager recognizes her ability to handle that responsibility. Her willingness to absorb additional duties when her supervisor became unavailable offered another demonstration of it.

Grace stepped in and handled the work without, as her nominator puts it, "missing a beat."

Outside work, her priorities shift to her husband and two children. The family enjoys traveling and spending time together, and fall Saturdays carry special significance: showing their devotion to Notre Dame football.

Grace demonstrates an essential part of leadership, one where a leader keeps customers served, employees supported and everyday operations moving when circumstances suddenly change.

Grace's advice for up-and-coming leaders in the RV industry:
In the words of William James, "Act as if what you do makes a difference. It does." Don't be afraid to take up space. Ask the hard questions. Challenge the status quo. Have the courage to speak up when something matters. Be passionate. Be determined. And above all, be kind. The RV industry, and the people in it, need leaders who are willing to make a difference. Be that leader.

What it means to Grace to be a 40 Under 40 honoree:
This is incredibly meaningful to me. As a young woman in a traditionally male-dominated industry, there have been moments when I've had to find the confidence to speak up, trust myself and believe that I belong in the room. I'm deeply grateful for the people who have encouraged me, challenged me and opened doors along the way. I wouldn't be where I am without them, and I hope to carry that support forward by encouraging others to find their voice, take up space and never underestimate the difference they can make.

ERIC SISK

RV DEALERS ASSOCIATION

CONTENT EDITOR

With company: 9 years | Industry experience: 9 years

When RV dealers needed reliable, trustworthy information during one of the industry's most disruptive periods, Eric helped make sure they received it.

Eric joined the RV Dealers Association (RVDA) in 2017 as marketing communications specialist. Three years later, amid the COVID-19 pandemic, RVDA's longtime magazine editor retired, and Eric stepped into the gap. He was promoted to content editor and assumed responsibility for RVDA's flagship publication, RV Executive Today, while continuing to support newsletters, social media and the other communications responsibilities he already handled.

For an association updating dealers amid fast-changing conditions, clear communication is crucial.

Eric's nominator credits him with meeting the moment. "He stepped in and rose to the challenge, which was simultaneous with the pandemic," his nominator says, adding that Eric preserved RVDA's communication efforts to meet dealers' needs.

Today, Eric leads RVDA's external communications, maintaining relationships with dealers, vendors and industry media partners and ensuring members receive timely, well-sourced content that provides dealers with actionable information. He develops most of the material used in general sessions at the association's convention and expo and works backstage to facilitate seamless presentations.

He also sees issues and resolves them. For example, when RVDA faced rising printing costs, Eric researched printing alternatives across the country and identified a new high-quality, lower-cost provider in Arizona and lowered mailing costs in the process, too. In fact, the move reduced magazine printing costs by 20% and postal expenses by 15%.

He also manages production of RVDA's annual convention program, coordinating material from staff members, advertisers and contributors to bring a complex print project together on deadline.

Magazine production demands coordinating deadlines, contributors, advertising, printing and distribution while maintaining quality and accuracy. Eric performs those duties while also supporting RVDA's ongoing digital news operation.

In 2022, he was recognized for five years of service to the association and will mark a decade with RVDA in February 2027. His nine years in the RV industry have largely unfolded behind the scenes, but the work reaches dealers throughout the association's membership.

His nominator describes Eric as someone willing to work beyond conventional hours when a publication, event or breaking communication requires it, while maintaining a high standard of professionalism.

Outside the office, Eric and his wife, India, are raising a young family that includes toddlers and a school-aged child. Much of his free time is devoted to the children's sports and school activities.

Eric's contribution to the RV industry keeps dealers in the know and helps them understand issues affecting their businesses. Since the pandemic, Eric has continued to refine the less visible systems behind those communications, providing useful information that arrives when dealers need it.

Eric's advice for up-and-coming leaders in the RV industry:
One quote I've always liked is, "The only real mistake is the one from which we learn nothing." Don't be afraid to make mistakes, and use those experiences to keep getting better.

What it means to Eric to be a 40 Under 40 honoree:
It means a lot to be recognized by an industry that I've spent much of my career learning about and working within. My role has given me the opportunity to meet and learn from so many great people while sharing stories that highlight their accomplishments and contributions to the RV industry. To now find myself on the other side of that recognition is very special, and it motivates me to keep finding ways to contribute to the industry as my career grows.

JORDAN NELSON

GAVINS POINT RECREATIONAL CENTER / RED 10 RV

PARTNER

With company: 5 years | Industry experience: 5 years

Jordan may be a partner in Gavins Point Recreational Center and Red 10 RV, but ownership hasn't removed him from the day-to-day work of running an RV dealership.

He routinely arrives before opening and stays after closing, and on any given day, he might manage inventory, work with manufacturers, assist the sales team, help resolve a service issue, haul an RV, mow the property or pick up a broom.

That hands-on approach has made an impact in his five years in the RV industry.

"He doesn't just tell people what needs to be done. He is willing to work alongside them to get it done," Jordan's nominator says.

Jordan oversees inventory ordering and stocking and manages manufacturer relationships, requiring him to keep a close eye on products, market demand, inventory turns and opportunities for growth. At the same time, he remains involved in dealership operations and works closely with leadership and sales teams.

The results have been significant. Combined annual revenue for Red 10 RV and Gavins Point Recreational Center increased from approximately $19.8 million in 2024 to $32.5 million in 2025, a $12.7 million jump, or over 64% in one year.

Th dealerships carried that momentum into 2026. In July, the company launched what it called the "July 75" initiative, challenging the two dealerships to collectively sell 75 RVs during the month. They reached the target before month's end and ultimately sold 82 units.

Red 10 RV was named the Top Grand Design Dealer in Nebraska for 2025, while Gavins Point Recreational Center was recognized as the No. 1 Keystone Montana Dealer in its Central Region for 2025, competing against over 40 dealerships across multiple states. The organization was also nominated for recognition as an RVBusiness Top 50 Dealer.

Rapid expansion can create new issues. That's where Jordan has developed a second role at the dealerships. His team calls him "Firefighter Jordan," a nickname inspired by his work as a volunteer firefighter and efforts to tackle problems during the workday. Difficult or unusual situations frequently make their way to him for a final decision.

Jordan concentrates on finding workable solutions. That can mean resolving a difficult service situation, offering a complimentary service contract when appropriate or helping an unhappy RV owner trade into a unit better suited to the customer's needs.

"He doesn't avoid problems — he takes ownership of them," Jordan's nominator says.

That willingness to step in extends beyond customers and dealership operations. Jordan has helped employees move, providing a trailer and his own labor. When a member of the sales team needed a couch for his apartment, Jordan bought him one. He has also helped people stranded on the road, even when doing so required driving states away.

Those gestures reflect the leadership philosophy he brings to work: high expectations and a willingness to do the work himself. "When someone genuinely needs him, he will not let them down," his nominator says.

Away from the dealerships, he serves as a volunteer firefighter with the Crofton Fire Department and enjoys boating, fishing and hunting. He and his wife, who is also his business partner, have three daughters and recently moved their family to a farm, where Jordan has embraced Nebraska farm life.

Jordan's advice for up-and-coming leaders in the RV industry:

Build a strong network of people who understand the business. Talk to other owners, dealers and industry peers. Some of the most valuable things we've learned have come from conversations with people who have already experienced the same challenges we're facing. Don't be afraid to pick up the phone and ask for advice or help. You don't have to figure everything out on your own, and most successful people are willing to share what they've learned along the way. At the same time, be willing to share your own experiences and ideas. Those relationships can become incredibly valuable throughout your career.

JUSTIN COULTER

SUPERSPRINGS INTERNATIONAL

DIRECTOR OF SALES

With company: 4 years | Industry experience: 4 years

Justin's colleagues at SuperSprings International believe he is helping shape the future of the RV industry. He serves as director of sales but also has a strong operations background, which means he understands both the customer-facing and operational sides of the business.

Furthermore, Justin's colleagues credit his collaborative leadership style for his success in creating meaningful results for the company, customers and industry partners.

"Justin has played an important role in helping our organization navigate the challenges and changes facing the RV industry over the past several years," his nominator says. "His combination of sales leadership and operational experience allows him to look beyond short-term issues and develop practical solutions that benefit both our company and customers."

In 2024 and 2025, a time marked by changing market conditions, SuperSprings faced supply-chain challenges, evolving customer expectations and fluctuations in RV demand. Justin remained focused on maintaining strong customer relationships while identifying opportunities for continued growth. His ability to work across departments and bring sales and operations together has helped the organization respond quickly to challenges, improve communication, and stay focused on its customers and long-term objectives.

"Justin's leadership is particularly valuable because he doesn't simply identify problems — he listens to us, works collaboratively with our team to find solutions and implement them," his nominator says.

Under his leadership, his team has contributed to 15% sales growth over the past year and expanded relationships with over 50 new accounts.

"In addition to revenue growth, Justin has helped strengthen our organization's overall sales and operational effectiveness by improving cross-functional communication, developing customer relationships, and identifying opportunities for additional business," his nominator says. "His ability to connect customer needs with internal operations has contributed to both short-term results and sustainable long-term growth for SuperSprings International."

Justin started as a business development representative and moved to his current role as director of sales because of his leadership, business knowledge and ability to deliver results. He currently leads the company's sales, order processing and customer service teams.

Outside of work, Justin is a focused father and husband and founder of 4Lo Dads, a community for men who are off-road enthusiasts and who come together with the shared goal of becoming better men, fathers, partners and husbands.

Justin's advice for up-and-coming leaders in the RV industry:

My advice to up-and-coming leaders in the RV industry is to never lose sight of your passion for the lifestyle and the people who live it. When your decisions are driven by a genuine desire to help RV owners create a better journey and unforgettable adventures, you'll build a career that is both impactful and rewarding.

What it means to Justin to be a 40 Under 40 honoree:

Being named a 40 Under 40 honoree is incredibly meaningful because it reflects the impact that can happen when passion and purpose come together. Four years ago, I had the opportunity to blend my love for the RV, automotive and outdoor lifestyle with my career, and it has been one of the most rewarding journeys of my life. As someone who lives the same lifestyle as so many of the customers we serve, I'm deeply passionate about this industry, and being recognized alongside such an incredible group of leaders reinforces that we're making a difference, doing the right things and helping set the standard for the next generation of RV industry professionals.

KEN CONLEE

GRAND DESIGN RV

PRODUCT MANAGER - REFLECTION

With company: 4 years | Industry experience: 11 years

Though Ken has only been with Grand Design RV (GDRV) for four years, his colleagues already credit him with shaping the culture of the company's sales team. Ken started at the company as a regional sales manager for the Reflection brand covering the Northeast. After much success in that role, he was promoted to product manager for the brand.

"Ken exemplifies what it means to have drive, which is one of Grand Design RV's core values," Ken's nominator says. "He works hard to exceed the goals set before him and provides the regional sales managers of the Reflection team the tools needed to excel at their jobs."

As affordability has become more of a concern across the RV industry, Ken has found ways to reduce overall costs without compromising the quality of GDRV's feature-rich products.

When time allows, Ken — who's been in the RV industry for 11 years and once received the Rep of the Year award from Wilkins RV — also mentors students in the Marketing Department at the Judd Leighton School of Business at Indiana University South Bend as he continues to guide his team at work.

"Ken is an integral part in shaping the culture of the sales team at GDRV," his nominator says. "He works hard at providing value in every interaction, whether that be with his coworkers or our dealer base. He sets the tone on how we as a team represent the Reflection brand. As a result, the Reflection team as well as the entire company are better because of Ken. He has shaped the brand to be successful by continuously listening to feedback from retail customers as well as salespeople and managers within our dealer body."

Outside of work, Ken is the ultimate "girl dad" and loves spending time with his family. He's a sports fanatic who can be found playing softball in the summer and cheering on the Dallas Cowboys and University of Michigan during football season. Ken and his family volunteer at the Ronald McDonald House Charities of Michiana throughout the year.

"LISTEN TO THOSE AROUND YOU."

—KEN CONLEE, GRAND DESIGN RV

Ken's advice for up-and-coming leaders in the RV industry:
If you can excel at one thing, listen to those around you. I've been fortunate enough to have crossed paths with a lot of people with a ton of experience and the thing I have found most beneficial to my success in this industry is absorbing knowledge. Taking risk leads to great things, but making mistakes that people before you have already made just slows down success.

What it means to Ken to be a 40 Under 40 honoree:
It is validating to know that people notice the effort put forth to be a value add to our industry. It makes the long days in the office, nights on the road and time spent away from family worth it. There are a lot of impressive people to win this award before me and I am just proud to be on that list.

KYLEE ANELE MERRITT

LIPPERT

MANAGER OF WORKERS COMPENSATION

With company: 11 years | Industry experience: 11 years

As manager of workers' compensation for Lippert, Kylee handles one of the most complex areas of employee care. She helps guide the organization through employee injuries, complex claims, litigation, return-to-work decisions, regulatory responsibilities and risk-reduction opportunities. Her colleagues say she demonstrates leadership by executing her job with strategy, accountability, and compassion and by uniting people around a common purpose.

She works with human resources, operations, legal, insurance, medical providers, and external partners to ensure that injured team members receive thoughtful support while the company maintains consistent, defensible and financially responsible claim practices.

She has helped develop stronger claims-management infrastructure, including enhanced tracking, reporting, recordkeeping, provider coordination, investigative practices and reserve oversight.

In 2024, Kylee helped close 40 litigated claims, despite beginning the year with 38 litigated claims and several longstanding matters that had seen limited progress. The closed claims included the rapid resolution of a newer litigated matter, filed in September 2024 and closed by Dec. 10, 2024.

"Kylee's contribution is ultimately measured not only in claims closed or processes created, but also in the clarity, consistency, and care she brings to decisions affecting injured employees and the organization," her nominator says.

Kylee's leadership extends beyond her company. She took the lead in organizing a multiday enterprise Environment, Health and Safety (EHS) conference, which included coordination of speakers, sponsors, training sessions, volunteer activities, awards, logistics and executive programming.

"Her leadership style is practical and service-oriented," her nominator says. "She is willing to work behind the scenes, solve difficult problems, develop structure where it is needed, and provide others with the information necessary to make informed decisions. Whether reviewing years of claims data, coordinating an enterprise event, assisting with an injury investigation, or guiding a complicated claim, Kylee consistently turns complexity into clear, actionable direction."

Kylee has continued to expand her professional expertise. She's earned the Certified Workers' Compensation Professional designation, originally obtaining the credential in October 2022 and completing recertification in 2024. She also earned the Certified Family Medical Leave Specialist designation through Michigan State University in November 2024.

Outside of work, Kylee enjoys spending time with her husband, Chris, their daughter, Noelle, and their two Yorkies. She is a proud, active dance mom who supports her daughter's growth both in and outside the studio.

Kylee's advice for up-and-coming leaders in the RV industry:
Never stop learning and never underestimate the power of relationships. The RV industry is built on people, and the most successful leaders are those who take the time to listen, remain curious and invest in others. Don't be afraid to raise your hand for opportunities outside your comfort zone. Growth rarely happens when everything feels comfortable. One of the greatest lessons I've learned is that leadership isn't about having all the answers. It's about being willing to learn, adapt and help others succeed along the way.
"Around here, however, we don't look backward for very long. We keep moving forward, opening up new doors and doing new things, because we're curious ... and curiosity keeps leading us down new paths." — Walt Disney
This quote has guided both my professional and personal life. Continuous learning, embracing change and having the courage to move forward have created opportunities I never imagined and continue to shape the leader I strive to become each day.

What it means to Kylee to be a 40 Under 40 honoree:
Being recognized as a 40 Under 40 honoree is both humbling and deeply meaningful. I have spent the last 11 years growing my career within the RV industry, surrounded by talented leaders who have challenged me, mentored me and helped me become the professional I am today. This recognition represents more than individual achievement. It reflects the incredible teams I've worked alongside, the opportunities Lippert has provided, and the impact that can be made when we focus on serving others. I am honored to be recognized among so many outstanding professionals who are helping shape the future of our industry.

LEXI BICKFORD

CARE CAMPS FOUNDATION

PROGRAM DIRECTOR

With company: 5 years | Industry experience: 5 years

Lexi's passion for her job has been called "contagious."

As program director at Care Camps Foundation, she's tasked with keeping each piece of the organization's mission — camps, donors, RV industry partners, staff and board members — connected.

"She's constantly coming up with new and creative ways to bring those groups together rather than just maintaining what already exists," her nominator says. "She's genuinely hands-on with both camps and donors, working directly with people instead of managing from behind a desk."

Her passion for the job also excites others to get involved with this national nonprofit organization, which provides camps for children with cancer across the United States and Canada.

Lexi nurtures the foundation's relationships with KOA, the Children's Oncology Camping Association's Board of Directors, member camps and the RV industry at large.

"She also helps oversee the Care Camps Foundation Young Professionals Board, giving the next generation of industry leaders a real way to work together instead of staying in their own corners," her nominator says.

Her colleagues describe her leadership as steady and often behind-the-scenes, the kind of leadership that creates room for other team members to build their own partnerships to expand the foundation's mission.

As Care Camps Foundation's grant program has grown to more than 125 camps a year, serving 47,000 children with cancer and their family members, Lexi has analyzed camp data and funding needs directly, ensuring grants are distributed responsibly across a large, growing network with real fiscal accountability behind every dollar. She's also directed the foundation's donor database and several core internal systems, keeping records, reporting and donor stewardship reliable as the organization has scaled.

The RV and equipment donation program that Lexi leads connects more than $10,000 in donated assets annually with camps and families who need them, and the KOA Annual Convention fundraising she oversees generates more than $150,000 in revenue for the mission each year.

Lexi joined as an executive assistant but was always willing to take on more responsibilities as she learned more about the foundation's internal operations. Eventually she was promoted into a manager role, and earlier this year, she was promoted again to program director.

Lexi has become a central source of knowledge about Care Camps Foundation's programs, camp relationships, funding history, and mission impact, and other staff and board members turn to her first.

She provides annual training so camp leaders understand funding requirements and can participate successfully in the grant program, plans logistics for the foundation's major fundraising events, conferences, and board meetings, and produces the impact reports that turn RV industry support into a documented story of what it makes possible for kids with cancer and their families.

Outside the office, Lexi is happiest outdoors. She and her family are avid boaters and spend as much time as they can out on the water together. She's a mom of two kids and two dogs, and when she's not on the water, she's usually traveling or out at a concert with friends.

Lexi's advice for up-and-coming leaders in the RV industry:
My best advice is to find something you are truly passionate about and keep showing up every day. Don't be afraid to think big, take chances and believe in what you're doing, even when the path forward isn't always clear. I've learned that when you believe deeply in your purpose and stay committed to it, you can make a greater impact than you ever imagined.

What it means to Lexi to be a 40 Under 40 honoree:
I feel incredibly honored and truly humbled to be part of this amazing group. I'm beyond grateful to be an honoree, but even more grateful for the people and the purpose behind the work I get to do every day. Being able to help children with cancer and their families attend pediatric oncology camps across the United States and Canada is something I will never take for granted. There is something incredibly special about seeing a child simply be a kid again — laughing, making friends, trying new things and creating memories with others who truly understand what they're going through. I'm grateful every day that I get to play even a small part in making those moments possible. This recognition means so much to me, and I share it with the incredible people who make this work possible, including the many individuals and companies throughout the RV industry who continue to support Care Camps Foundation and the children and families we serve.

"DON'T BE AFRAID TO THINK BIG, TAKE CHANCES AND BELIEVE IN WHAT YOU'RE DOING."

—LEXI BICKFORD, CARE CAMPS FOUNDATION

LEXI ROBERTS

LONG VIEW RV SUPERSTORES

DEALERSHIP COORDINATOR

With company: 8 years | Industry experience: 8 years

Lexi grew up in the RV business. She's the third generation of the Roberts family at Long View RV Superstore, which her grandfather Fran founded in 1959. She started working at the dealership at 16 while she was still in high school. She worked through undergrad and while pursuing her master's in business administration.

Instead of trying to step into the family business at the top, Lexi opted to learn the dealership from the ground up, determined to build on a strong foundation. She started in parts and service and went on to learn every corner of the operation.

"She can sit in a parts committee meeting and a marketing meeting the same week and be the most informed person in both rooms," her nominator says.

Inside the store, she identified a gap her father, Frank, admits he couldn't solve: reaching the next generation of buyers. She built Long View's social media presence from nearly nothing, launched their TikTok, and created a content program aimed at buyers who shop online before they ever set foot on a lot.

"She didn't outsource it to an agency," her nominator says. "She built it herself, in-house, at a dealership that had been selling the same way successfully for six decades."

Lexi is also a leader outside her company. She holds Connecticut's delegate seat on the RV Dealers Association (RVDA) board structure, serves as a director of the Recreation Vehicle Assistance Corporation, sits on the Priority RV Network Parts Committee and is part of the RV Industry Association Emerging Leaders Coalition. She's also a member of the RV Women's Alliance.

Her work hasn't gone unnoticed. In 2025, she was named the national winner of the NCM Leadership Development Scholarship through the Mike Molino RV Learning Center, an award open to employees of every RVDA member dealership.

Lexi's biggest passion outside the dealership is her charitable work with the Care Camps Foundation, which funds medically supervised camps for children with cancer and their families. She led her team to the top fundraising spot in the country in 2025 and now helps lead the foundation's Young Professionals Board, where she's building a signature annual fundraising event for the industry — a three-day weekend in Tampa this December with a $500,000 goal behind it.

Lexi's father, Frank, openly says Lexi is the future of Long View, and she's preparing for it deliberately. Long View lost its founder, Lexi's grandfather Fran Roberts, in 2021, just as the whole industry hit the post-COVID market correction. Lexi came into the business full-force during this time and continues to work to not only preserve the company's legacy but ensure it has a thriving future.

When she's not working, Lexi enjoys fishing with her dad, training for half marathons, working out at the gym and playing golf.

Lexi's advice for up-and-coming leaders in the RV industry:
Be yourself. That's the most important thing. Don't be afraid to admit when you don't know something; people respect the effort to learn far more than having every answer. Get involved in as much as you can, think outside the box and stay curious. The learning never really stops.

What it means to Lexi to be a 40 Under 40 honoree:
My grandparents started our dealership in 1959, my dad carried it forward and now I get to carry it into a third generation. That alone makes this honor feel bigger than just me. What keeps me pushing to make an impact isn't only passion for the business; it's the mentors and friends this community has given me along the way, and I don't take it lightly that this industry has given me both.

LUIS GODINEZ

BLUE OX

WELDING MANAGER

With company: 13 years | Industry experience: 13 years

Luis demonstrates outstanding leadership through his hands-on approach, technical expertise and genuine commitment to the people he leads.

As welding manager at Blue Ox, Luis oversees both robotic and hand welding operations for towing products, ensuring his team maintains high standards for quality, safety and productivity.

Luis started at Blue Ox as an assembly tech and moved into welding when a position opened a few years later. In 2021, he was promoted to welding manager.

"Luis's leadership is especially meaningful because he started his career as a hand welder and worked his way up through the organization," his nominator says. "His experience on the shop floor gives him a strong understanding of the challenges his employees face and allows him to lead by example. He remains very hands-on and approachable, taking the time to listen to his employees and understand their concerns and ideas. This has earned him the respect of his team and made him well-liked and trusted."

Luis has played a significant role in helping Blue Ox overcome challenges and improve its operations over the last several years.

"Whether it's been identifying and implementing cost reduction initiatives or increasing production volume, Luis has never been one to shy away from a challenge," his nominator says. "His willingness to collaborate with other departments to help find better ways to build a product while maintaining high-quality standards and productivity is what separates Luis from others."

Luis' leadership and creativity have helped the company increase robotic welding capabilities by 300% and reduce production cycle times by 65%.

And his leadership extends beyond managing daily operations. He's also committed to sharing his knowledge and investing in the next generation of welders.

"One of Luis's greatest strengths is his ability to bring out the best in his employees," his nominator says. "Over the years, he has played an important role in training and developing many younger welders, helping them build their skills and confidence while preparing them for greater responsibilities."

Outside of work, Luis also serves as an E-7 Sergeant First Class in the Nebraska National Guard. He also enjoys spending time with his wife and kids, golfing and cheering on the San Francisco 49ers.

Luis' advice for up-and-coming leaders in the RV industry:
Never ask your team to do something you are not willing to do yourself. Learn the work, listen to the people closest to the process, stay consistent and invest in helping others grow because strong teams and strong leaders are built the same way: one day and one decision at a time.

What it means to Luis to be a 40 Under 40 honoree:
Being named a 40 Under 40 honoree is a meaningful reflection of the people who have invested in me throughout my career: my family, mentors, coworkers and the Blue Ox team. I'm proud to represent a company and industry that help people enjoy the freedom and experiences that come with the RV lifestyle, and I hope to keep earning opportunities to lead and give back.

MATT POUBLON

KEYSTONE RV COMPANY

ENGINEER

With company: 5 years | Industry experience: 16 years

Matt Poublon's influence can be felt throughout the engineering department at Keystone RV Company. When he was trusted to train new engineers, he did more than share his knowledge to help them get established. He also created training tools and reference documents that are still used across the organization to onboard and support engineers.

"His methods and work practices have become standards followed by all product engineers," Matt's nominator says.

Matt goes above and beyond, working not only as a leader in the engineering department but also helping out with the sales team.

"When our engineering group was shorthanded, Matt did not hesitate to help," his nominator says. "He supported multiple product lines at the same time, keeping important projects moving and helping the team through a difficult period. He brings that same dependable approach to everyday product improvement. Matt listens to the concern, works through the problem and finds a practical solution that works for the customer. Matt also worked closely with the sales department… He has a strong ability to listen to sales and customer feedback and turn it into practical, manufacturable solutions that improve the product for our customers."

Matt's story in the RV industry began when he was just 15 years old, washing units at a dealership. From there, he took on a variety of jobs, including servicing customer units, preparing new units for sale and responding to online sales inquiries.

"Few people understand the RV industry from as many angles as Matt does," his nominator says. "He knows what matters to customers, dealers, service teams and sales staff because he has worked alongside each of them. Today, he brings that hands-on experience to his engineering role and uses it to develop products that address real customer needs."

"CHANGE IS THE ONLY CONSTANT."
—MATT POUBLON, KEYSTONE RV COMPANY

From washing RVs as a teenager to helping shape successful product lines, Matt's long-standing dedication to the RV industry is clear.

Outside of work, Matt enjoys camping, working on his family farm, hiking with his dog and creating projects with his 3D printer.

Matt's advice for up-and-coming leaders in the RV industry:
Change is the only constant. The RV industry is constantly changing and evolving. Listen to the guidance from all aspects of the industry, and share your ideas. Make good relationships, build trust, lead by example and never stop learning!

What it means to Matt to be a 40 Under 40 honoree:
I am deeply honored being named a 40 Under 40 honoree. It is a great individual accomplishment but shows all the great leadership and individuals who mentored me along the way. This honor reflects the passion I have for the industry, keeping me motivated to keep evolving and mentoring for generations to come.

RYAN BIREN

THOR INDUSTRIES

CHIEF INFORMATION OFFICER

With company: 3 years | Industry experience: 7 years

At THOR Industries, Ryan has defined his leadership by transforming how the enterprise operates around data and technology. Promoted to CIO after just two years with the company, Ryan recognized that leveraging modern AI and analytics required restructuring organizational boundaries across THOR's decentralized family of operating companies.

Ryan spearheaded the buildout of a unified data platform across THOR's global footprint, bringing together fragmented information from independent business units into a single foundation. On top of this infrastructure, he and his team developed comprehensive market intelligence capabilities spanning North American and European operations, providing leadership with a shared, fact-based view of market dynamics, demand and product performance. Ryan also drove the introduction of practical AI solutions, advancing the company from initial experimentation to enterprise-scale operational capability.

"Ryan's leadership is defined by a willingness to change how the organization works, not just what technology it uses," his nominator says. "He recognized that the greatest barrier to leveraging data and AI wasn't tooling — it was structure. Ryan drove the evolution of THOR's organizational model to create the conditions under which enterprise data and AI initiatives could actually be launched and executed, rather than stalling at the seams between independent business units. That is a harder and more consequential form of leadership than deploying any single system."

Ryan's strategic approach has enabled various disciplines — from sales to executive management — to base decisions on consistent global data, establishing a significant competitive advantage in a fluctuating market environment. Furthermore, his vision has attracted top-tier technical and analytical talent to build within the manufacturing sector.

"Ryan has assembled an unusually experienced and dynamic team to lead these initiatives under him, a signal that senior technical and analytical talent will follow him and want to build alongside him," his nominator says. "Leaders who can pull that caliber of people into a manufacturing enterprise, in a competitive market for data and AI talent, are rare. Within the RV industry specifically, where data maturity has historically lagged other manufacturing sectors, Ryan is helping set the standard for what a modern, data-driven operating model looks like.

At home, Ryan and his wife, Julia, are parents to their 1-year-old daughter, Avi. In his personal time, Ryan enjoys spending time with his family, traveling internationally and playing the guitar.

Ryan's advice for up-and-coming leaders in the RV industry:
Get close to the work and people before you try to change it. The best leaders I know can tell you exactly how a plant runs or how a deal closes on a dealer lot — that's the difference between a system/process/tool people actually use and one they work around. Spend time on the floor.

What it means to Ryan to be a 40 Under 40 honoree:
Technology is becoming critical to how this industry grows, and it's good to see that reflected in who gets recognized. I care about that because the upside is real — better products, better dealer experience, better decisions. This recognition tells me the work my teams and the operating company leaders have done together is landing, and it makes me want to move faster on what's next.

SCOUT BURNSTINE

ALLIANCE RV

REGIONAL SALES MANAGER, NORTHEAST

With company: 6 years | Industry experience: 6 years

Scout entered the industry as the very first candidate in Alliance RV's sales trainee program in July 2020. Today, he serves as regional sales manager for the Northeast, managing three product lines — Paradigm, Valor and Benchmark — and serving as a benchmark for early-career recruiting within the manufacturer's network.

"Scout took over the Northeast during one of the toughest retail stretches the RV industry has seen," his nominator states. "Dealers were carrying aged inventory, were cautious about adding a line and in many cases were cutting brands rather than adding them. Scout's job was to grow a territory in a market that was shrinking. He did it by being honest about what dealers could actually turn — helping stores move aged units before asking for new orders, building floorplan-conscious order recommendations. Being readily available for dealers when they had a customer and answering the phone and talking to the retail customer was second nature to Scout."

His tailored approach resulted in growing retail sales in his territory by over 30%, increasing wholesale shipments by 28% and signing more than 15 new dealer partners. Beyond territory management, Scout helped shape the trainee curriculum, mentors incoming sales trainees and stepped in front of the camera to host Alliance's "Sales Days" video series used to train dealership sales teams nationwide.

"Most reps carry one story into a dealership. He tailors his to what each store actually needs on its lot," Scout's nominator says. "He trains sales floors instead of dropping off literature, works weekend events alongside dealer staff and stays reachable long after the order is written. Across the Northeast, dealers treat him as a partner rather than a vendor.

"This industry has an aging workforce and a recruiting problem, and Scout is the person Alliance points to when it tells a 22-year-old there is a real career here. Recognizing him recognizes a path into the industry, not just one person's numbers."

His dedication in the field earned him recognition as Wilkins RV Rep of the Year in 2025, with dealers actively requesting his continued assignment due to his consistent communication and hands-on floor training.

A graduate of Butler University with a degree in entrepreneurship and innovation, Scout played four years on the university's club soccer team. Outside of work, he is a dedicated fan of University of Michigan football and Arsenal FC, and enjoys competitive table tennis.

Scout's advice for up-and-coming leaders in the RV industry:
My advice is to be genuine, build relationships and always follow through on your word. Work hard for your dealers, be someone they can rely on and be honest even when the answer isn't always easy. Always be willing to listen and learn from people with more experience, but just as importantly, pay it forward by sharing what you've learned and helping the next generation along the way.

What it means to Scout to be a 40 Under 40 honoree:
Being recognized as a 40 Under 40 honoree is incredibly meaningful to me not only because of the recognition itself, but because of what it represents. As a fourth-generation member of a family with deep roots in the RV industry, I've had the opportunity to grow up around an industry that has shaped both my career and my perspective. I'm proud to carry that legacy forward while trailblazing a path of my own.
I've been fortunate to learn from great leaders, work alongside talented people and build relationships with individuals who have had a lasting impact on my career. The RV industry has given me countless opportunities, and I'm grateful for the people and experiences that have made this journey possible. To be included among so many accomplished professionals is a recognition I'm proud to receive and one that motivates me to keep contributing to an industry I'm passionate about.

REN RICHARDSON

COACHMEN RV

REGIONAL SALES MANAGER

With company: 2 years | Industry experience: 2 years

When it comes to building genuine dealer partnerships, Ren Richardson leads by showing up rather than leaning on his title. As regional sales manager over Coachmen's Catalina line, Ren treats every dealer relationship as a two-way commitment, working directly alongside salespeople and dealers at every step to drive mutual success.

His pace of growth has been remarkable. Joining Coachmen as a trainee in August 2024, Ren brought immediate energy and an analytical mindset to the role, quickly advancing to manage a larger territory with increased responsibility. Rather than relying on instinct alone, he has embraced modern technology, data and AI tools to analyze his territory, streamline operations and equip his dealers with resources that make them more efficient.

That hands-on approach has earned him deep trust across his territories. Instead of simply inheriting accounts, Ren built brand presence and relationships from the ground up, drawing on connections that paid off both in dealer growth and internal company operations. His drive and proactive problem-solving define his leadership style, treating every challenge with a sense of purpose and urgency.

As his nominator notes, "Ren brings a more analytical approach to the role than most reps do at his stage, leaning on technology and data to understand his territory and guide where he puts his time and effort with dealers, rather than working off instinct alone."

Beyond his commercial responsibilities, Ren extends his collaborative mindset across the wider industry. He serves as a member of the Care Camps Foundation Young Professionals Board, working with industry peers to support pediatric oncology camps and reflecting his commitment to community service.

"ASK THE DUMB QUESTION OUT LOUD."

—REN RICHARDSON, COACHMEN RV

"If there's one thing that sums Ren up, it's urgency in the best sense," his nominator says. "He treats every relationship and every problem like there's no time to waste, and it shows in how much ground he's covered this early in his career."

When he isn't driving sales and supporting dealers, Ren stays active outdoors through paddleboarding and fishing. He also maintains a strong passion for audio engineering, a creative pursuit connected to earlier in his career that remains a favorite personal hobby.

Ren's advice for up-and-coming leaders in the RV industry:
Ask the dumb question out loud.

What it means to Ren to be a 40 Under 40 honoree:
It means a lot coming from this industry specifically. RV is a business full of family names and long tenures, and to be recognized inside that says the door is genuinely open to anyone willing to put in the work. I don't take that lightly.

NATALIE MILLER

NEWMAR CORP.

RETAIL SALES CUSTOMER EXPERIENCE

With company: 8 years | Industry experience: 8 years

As Newmar Corporation's retail customer experience coordinator, Natalie serves as a bridge between customers, dealers and internal departments. It's her job to bring people together across sales, service, marketing, and manufacturing to solve problems, remove customer pain points, and elevate the overall customer experience.

Natalie inspires those around her to think differently about customer care and has been instrumental in advancing the company's "More Than a Number" philosophy, her nominator says.

"While many organizations rely solely on reports and metrics to measure success, Natalie has helped the sales team maintain focus on the people behind every order and every customer interaction," Natalie's nominator says. She has encouraged teams to think beyond transactions and build relationships that last throughout the customer's ownership journey.

"Her positive attitude and willingness to take ownership have earned the trust of colleagues, dealers and customers alike," her nominator says, adding that she helps customers feel heard, valued and supported, even during the industry's most difficult periods.

Over the last several years, the RV industry has experienced unprecedented challenges. Rapid growth during the pandemic was followed by supply chain disruptions, production constraints, changing consumer demand and rising customer expectations.

"Throughout these challenges, Natalie Miller has consistently stepped forward to help Newmar maintain what matters most: an exceptional customer experience," her nominator says. "Natalie possesses a unique ability to bring calm, organization and positivity into situations that often feel overwhelming."

Natalie demonstrated strong leadership when she coordinated an opportunity for prospective buyers at the National Indoor RV Centers (NIRVC) Dealer Expo to test-drive motorhomes.

"For many prospective buyers, transitioning into a diesel-powered motorhome can be intimidating," her nominator says. "The size, complexity and responsibility of operating a luxury coach often create hesitation and uncertainty during the buying process."

Recognizing this challenge, Newmar created an opportunity for customers to get behind the wheel and gain firsthand driving experience. Over four days, more than 350 individual test drives were coordinated and executed. Natalie was at the center of it all, managing schedules, customer flow, communication between departments, vehicle readiness, and customer interactions while ensuring every participant felt comfortable, informed and confident.

While Natalie's role as retail customer experience coordinator is not directly tied to a sales quota or financial target, her impact on Newmar's success can be measured through the thousands of customer interactions and relationships she has helped create throughout her career. One of Natalie's most significant contributions has been her work at the Newmar Design Center, where she has personally guided hundreds of customers through designing their dream motorhome.

"For many owners, purchasing a Newmar coach represents one of the largest and most meaningful investments of their lives," her nominator says. "Natalie helps transform what could be an overwhelming process into an exciting and memorable experience."

Natalie turns customers into lifelong ambassadors of the brand. Additionally, when she worked closely with Newmar's dealer network, Natalie became a trusted resource for dealers seeking guidance on how to better position inventory in an increasingly competitive marketplace.

Outside of work, Natalie loves spending time with her family, creating lasting memories with those she loves most.

Natalie's advice for up-and-coming leaders in the RV industry:
My advice to future leaders in the RV industry is to be competent. Always do the right thing, even when no one is watching. Be resilient in the face of change, and keep an open mind. Our industry is constantly evolving, and so are customer expectations when purchasing a recreational vehicle. I'd also encourage you to find one or two mentors you can trust and confide in. Without the guidance and support of my mentors, Michelle Kemp and Matt Ellinger, I would not be where I am today. By learning from their example, following their leadership, and applying the lessons they shared, I have continued to grow and prosper year after year.

"BE COMPETENT. ALWAYS DO THE RIGHT THING, EVEN WHEN NO ONE IS WATCHING."

—NATALIE MILLER, NEWMAR CORP.

CONGRATULATIONS, NATALIE MILLER

Newmar Corporation is proud to celebrate the achievement of **Natalie Miller** on her recent nomination into the **2026 RV Pro 40 Under 40** class.

Natalie, congratulations from all your friends here at Newmar!

NEWMAR

ROB CASE

RV OVERNIGHTS

CEO & CO-FOUNDER

With company: 3 years | Industry experience: 5.5 years

In an industry historically dominated by established players, Rob recognized a critical need and had the grit to deliver an innovative alternative for RV travelers, helping redefine RV travel as more than simply finding a place to stay.

As CEO and co-founder of RV Overnights, Rob has built a platform connecting RVers with small businesses, local attractions and unique hosts across North America, creating economic value while redefining the RV travel experience.

Rob's leadership has been defined by resilience and clear vision. Navigating startup challenges, complex market competition and demanding travel schedules, he scaled RV Overnights from an initial concept into a thriving network with over 1,500 small business hosts.

"His willingness to make personal sacrifices, tirelessly shows up at industry events and directly engage with the community has established him as a respected, household name in the RV world," his nominator says. "Rob doesn't just manage a company — he drives progress in the industry through sheer resilience, vision and an authentic commitment to the community he serves."

Rob was instrumental in building an app with more than 75,000 RV resources, integrating 27 unique search filters for services like repairs, propane and dump stations, and securing over 75 brand partnerships that offer members substantial savings. He consistently tracks user feedback to expand location offerings, elevate customer experience, and maintain high retention, demonstrating high personal integrity and a community-first mindset.

Under his guidance, RV Overnights established exclusive partnerships with top industry organizations, including Family RV Association, Girl Camper, RV Industry Association and National RV Inspectors Association, while offering a 40% discount to military and first responders verified through VerifyPass.

"When Rob initially pitched us on RV Overnights, we were hesitant skeptics," his nominator states. "Within just 12 months, through sheer persistence and rapid network expansion, Rob tripled the host opportunities on the platform and conclusively proved the viability of his business model. His ability to scale the host network so aggressively turned us from hesitant onlookers into passionate, paying members."

Outside of leading RV Overnights, Rob loves taking his Winnebago out on the road, spending quality time with his wife, Michelle, and caring for their rescue dogs. He remains a passionate advocate and supporter for military and law enforcement causes.

Rob's advice for up-and-coming leaders in the RV industry:
The RV industry was built on personal connection. Handshakes, campfires, strangers pulling over to help each other. As you grow, every tool and system will tempt you to automate that away. Resist it. Answer the phone. Talk to your customers like people, not tickets. RVing is a grassroots community, and the leaders who protect that while they scale are the ones who will keep RVing what it has always been in this country.

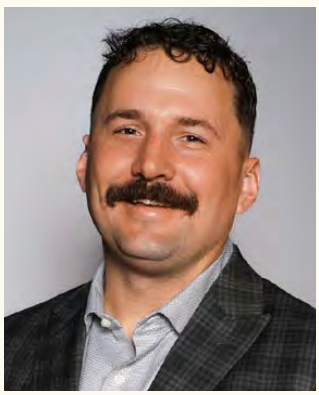
What it means to Rob to be a 40 Under 40 honoree:
RV Overnights is only a few years old, so this recognition means the industry has room for newcomers who do things a little differently. It's validation that building slow, staying independent and picking up the phone still count for something. Honestly, this honor belongs as much to Kurt, our small team, and the hosts and members who took a chance on us. I'm just proud to be part of an industry where a couple of guys with an idea can still find a place at the table.

ROBBIE DOTSON

BLUE COMPASS RV

EAST REGION PARTS DIRECTOR

With company: 7 years | Industry experience: 17 years



Having entered the RV industry while still in high school, Robbie has built a career grounded in dedication, operational expertise and continuous growth. Over his 17 years in the industry, Robbie has steadily advanced through retail, parts and service departments, earning promotions from retail associate to parts manager, service manager and, ultimately, east region parts director for Blue Compass RV.

In the post-pandemic period, dealerships across the country faced severe challenges with surplus OEM and aftermarket parts inventory following unprecedented demand. Robbie played a pivotal role in tackling this challenge across his region. Collaborating closely with his store teams and the national parts operations director, he developed and implemented disciplined inventory management processes, successfully reducing inventory to profitable, pre-pandemic levels while maintaining high operational performance.

Beyond improving inventory performance, Robbie's leadership ensured that his stores remained focused on operational excellence and long-term profitability. His ability to align teams around common goals, drive accountability and adapt to changing market conditions helped position his locations for continued success. As a result, his stores have remained forward-moving, financially healthy and well-prepared to meet both customer and business demands in a rapidly evolving industry.

"Robbie's strong people skills, leadership abilities and willingness to learn have enabled him to build high-performing teams and drive meaningful results," his nominator says. "His industry knowledge, operational expertise and passion for development make him a highly respected leader and a valuable asset to Blue Compass."

Throughout his tenure, Robbie has consistently focused on improving customer metrics, elevating department performance and increasing overall operational profitability. His career progression reflects a deep understanding of dealership fixed operations and a strong ability to lead diverse teams through changing market cycles.

Outside of his work at Blue Compass RV, Robbie is a doting husband and proud father to two boys. An avid outdoorsman, he enjoys spending his free time hunting and spending quality time with his family.

Robbie's advice for up-and-coming leaders in the RV industry:
I try to live by this quote daily at work: "You teach what you know, but you reproduce who you are." Find a great leader to grow under, stay humble, always be willing to learn and ask questions. Always seek feedback and be the leader to others that you always wanted in your career. It's a simple reminder that no matter where you start, if you have the right mindset, work ethic and coachability, the sky's the limit.

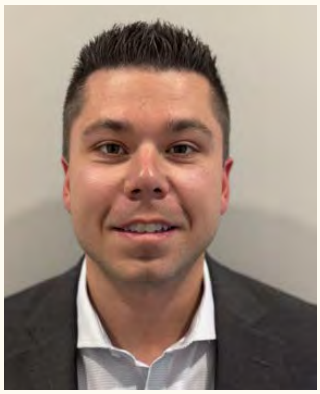
What it means to Robbie to be a 40 Under 40 honoree:
It is a tremendous honor. The RV industry is all I've known since high school, and what began as a temporary job has evolved into a rewarding 15-year career. Receiving this 40 Under 40 recognition stands as one of the highest achievements of my career.

NICK CALZONE

MEYER'S RV SUPERSTORES

REGIONAL VICE PRESIDENT

With company: 11 years | Industry experience: 10-plus years



As the regional vice president at Meyer's RV Superstores, Nick undoubtedly has two qualities that every good leader needs: He listens carefully and he thinks critically.

"He is great with employees and customers," his nominator says. "He listens and then reacts. He really takes in information."

Another valuable trait that Nick possesses is being a problem solver.

"He dives right in and is good at finding issues and increasing sales and performance," his nominator says. "He thinks carefully."

Nick started his RV industry career at Camping World where he washed trailers while in college. His father ran the Camping World in Churchville, New York, at the time.

After graduating from Ithaca College, where he studied business and finance, Nick started working full-time in the service center at the Meyer's RV Churchville store. A year later, he moved into sales and it wasn't long before he became one of the company's top performers.

"He truly dove right into the Meyer's RV sales process right during COVID-19, took it and ran with it," his nominator says.

After Meyer's opened a store in Farmington, New York, Nick became the general sales manager. His success there led to a promotion as regional vice president at Meyer's, overseeing stores in Egg Harbor, Williamstown, Baltimore, Harrisburg and Sayre.

"With his experience from service to sales, he truly understands every aspect of each department," Nick's nominator says.

When he's not working, you can still find Nick outdoors where enjoys hunting and tending his 35 acres of farmland.

"STAY HUMBLE, KEEP LEARNING AND REMEMBER THIS INDUSTRY IS ABOUT PEOPLE."

—NICK CALZONE, MEYER'S RV SUPERSTORES

Nick's advice for up-and-coming leaders in the RV industry:
Stay humble, keep learning and remember this industry is about people. They may not remember everything you say, but they will remember how you made them feel — so listen, show respect and make people feel valued.

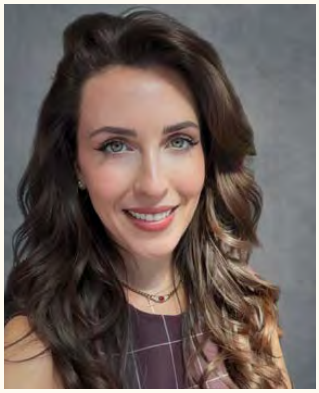
What it means to Nick to be a 40 Under 40 honoree:
I'm grateful for the mentors, teammates and colleagues who have helped shape my career, and I see this recognition as a reflection of the people I've had the privilege to learn from and work beside.

SAMANTHA ROCCI

RV INDUSTRY ASSOCIATION

DIRECTOR OF FEDERAL AFFAIRS

With company: 10 years | Industry experience: 10 years



Since joining the RV Industry Association (RVIA) in 2016, Samantha has established herself as a trusted legislative advocate and policy expert on Capitol Hill. With over a decade of service, Samantha has steadily advanced through the ranks at RVIA — moving from research analyst to legal and policy analyst, manager, senior manager and, ultimately, director of federal affairs, where she now manages a wide-ranging agenda supporting more than 400 member companies.

Samantha has been instrumental in guiding the industry through dynamic policy shifts, particularly during periods of tariff volatility, where she serves as the primary resource for members seeking clear guidance. Her work led to key legislative victories, including playing a primary support role in overturning the de minimis exemption that negatively impacted the aftermarket segment. Additionally, she was instrumental in securing a major legislative fix through the passage of the Travel Trailer and Camper Tax Parity Act, resolving a long-standing tax deduction inequity for dealer partners.

"Sam is highly respected in the RV industry," her nominator says. "She has a talent for managing complex legislative landscapes and building key relationships on Capitol Hill that deliver effective advocacy campaigns. As director of federal affairs she supports an extremely dynamic government affairs program. The last 18 months have seen extreme whiplash on the tariff front. Sam is the 'go-to' person for members seeking clear, timely and solid direction. The vastness of the federal government affairs agenda is stunning. Her leadership keeps it well prioritized, communicated and successful."

Her work encompasses writing regulatory filings for agencies like the Office of U.S. Trade Representative and Department of Commerce, managing renewal efforts for the Generalized System of Preferences, developing public communication strategies and serving as the primary staff liaison for the Congressional RV Caucuses.

A native of Maine, Samantha has embraced life in Washington, D.C. Outside of work, she has become the go-to local expert on all things D.C. for colleagues and RV Industry Association members visiting the nation's capital.

Samantha's advice for up-and-coming leaders in the RV industry:
My advice is to lean into connecting with others in this industry. Being selected for the 40 Under 40 class this year is extra special for me because it also marks my 10th year in this industry. In that time, I've learned so much from so many people here — we're full of not only smart, driven individuals, but some of the kindest and most genuine people I've met. Learn from them, become friends with them and don't just focus on your own success. The rest will follow.

What it means to Samantha to be a 40 Under 40 honoree:
To me, this feels like truly being welcomed into an industry I entered as a complete outsider 10 years ago. There are people in this industry with 30, 40, even 50 years of experience, and their knowledge and dedication still humble me — but this recognition makes me feel like I've found a real place here. So much of that is thanks to the people who welcomed me in, answered my endless questions and helped me learn this industry from the ground up. This recognition is as much theirs as it is mine.

SARAH ATKINSON

MOIX RV

REGIONAL PARTS MANAGER

With company: 12 years | Industry experience: 12 years

Sarah's 12-year career at Moix RV is defined by operational versatility, hands-on leadership and a commitment to organizational excellence. Starting in dealership operations, Sarah held roles in warranty administration and accounting before being promoted to parts manager in 2019 and regional parts manager in 2024, where she now oversees fixed operations across six dealership locations.

Sarah has played an active role in improving processes, developing team members, strengthening customer relationships and identifying opportunities to grow the parts business. As her responsibilities expanded into regional leadership, Sarah made sure that best practices were shared across all locations rather than kept in one store. She encourages her team to grow into leaders themselves and makes coaching, support and accountability part of her everyday leadership style.

Sarah's focus on process development has yielded significant organizational achievements. She introduced standardized procedures, key result areas for parts and service positions, and key performance metrics across all stores. Under her guidance, company-wide parts gross profit margins increased from approximately 35% to 42%, while repair event cycle time (RECT) metrics remained consistently lower than regional and national averages. Known internally as the "Swiss Army knife" of Moix RV, she frequently steps in across departments — including jumping into warranty backlogs or cooking at customer appreciation events.

"Sarah helps wherever she is needed," her nominator writes. "Moix RV went through a period of time where we were short staffed in our warranty department, and Sarah jumped in and helped get the backlog under control while not missing a beat with her own department. The RV industry has faced significant challenges over the last several years, and throughout all of it, she stayed focused on what we could control: our people, our processes and the customer experience."

Her industry involvement includes serving on the executive committee for her 20 Group and participating in the Priority RV Parts Committee, advocating for fixed operations excellence across the broader dealer network.

Outside of work, Sarah prioritizes spending time with her husband, Shane, and their two sons, going on family camping trips and participating in church activities. To unwind and express her creativity, she also enjoys painting and gardening.

Sarah's advice for up-and-coming leaders in the RV industry:
Don't be afraid to step outside of your comfort zone. Some of the greatest opportunities in my career have come from saying yes before I felt completely ready and being willing to learn along the way. Find people who will invest in you and challenge you to grow, and then do the same for someone else. This is an incredible industry, and the leaders who will shape its future are the ones willing to learn from others while bringing their own ideas and perspectives to the table.

What it means to Sarah to be a 40 Under 40 honoree:
To me, being a 40 under 40 honoree is both an honor and a responsibility to continue growing as a leader, investing in others and helping shape the future of the RV industry. It's a reflection of the people who have invested in me, the teams and mentors who have helped shape me and the incredible opportunities this industry has given me to learn and grow. I'm honored and humbled to be recognized alongside so many talented professionals.

NICK CHRISTENSON

TIM'S RV

SALES MANAGER

With company: 18 years | Industry experience: 18 years

As sales manager at Tim's RV Inc. in Erving, Massachusetts, Nick is responsible for the company's entire sales process, from showing units to negotiating deals and signing the paperwork. But it's his top-notch customer service that sets him apart and helps Tim's RV keep moving units.

"He performs walk-throughs with every customer and handles customer trade-ins and consignments himself," Nick's nominator says. "His inTech, Soaring Eagle, Open Range and used unit sales are essential for the success of Tim's RV and help drive the RV industry forward."

Customers go out of their way to leave Nick glowing reviews and appreciate that he goes above and beyond.

"Tim's RV's online reviews illustrate Nick's impact on the success of the company through the high stars and kind words," his nominator says. "Customers praise Nick for his professionalism, customer service and great deals. Many sales customers return to buy a second trailer from him. Clearly, Nick's work as sales manager is imperative to the organizational success of Tim's RV."

Additionally, Nick, who started with Tim's RV 18 years ago as a mechanic, is always willing to step in and help in the parts and service departments when needed.

After joining Tim's RV as a mechanic, Nick quickly demonstrated a diverse skill set that won him promotions at the company. He started working in the sales department and eventually stepped into the official sales manager position.

When he's not working, Nick enjoys camping with his kids, attending car shows and driving his side-by-side.

Though market volatility has slowed sales across the RV industry, Tim's RV is thriving, despite the inevitable ups and downs, thanks to Nick's hard work.

"Nick's leadership of the sales department is incredibly valuable to Tim's RV," his nominator says, "and the industry as a whole."

"HARD WORK AND AN EAGERNESS TO LEARN ARE VALUABLE TRAITS IN THE RV INDUSTRY."

—NICK CHRISTENSON, TIM'S RV

Nick's advice for up-and-coming leaders in the RV industry:
Hard work and an eagerness to learn are valuable traits in the RV industry. There is always room to learn new things and being open to learning both service and sales skills will benefit you in the long run.

What it means to Nick to be a 40 Under 40 honoree:
I am honored to be part of a program that highlights young leadership and builds community in the RV industry.

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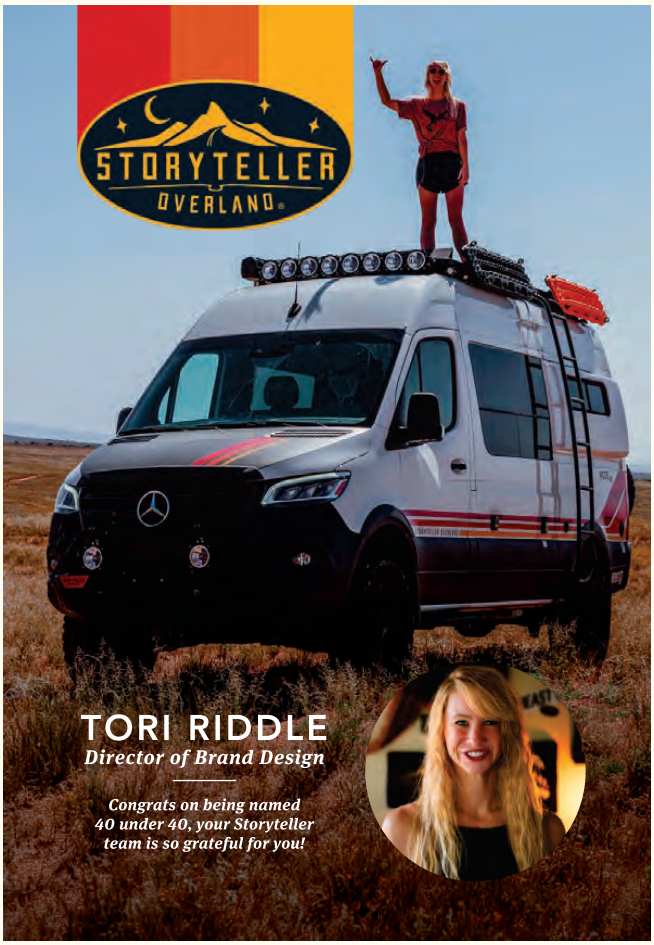

SHANNON CALKINS

CLEAR CREEK RVS

DIRECTOR OF MARKETING

With company: 4 years | Industry experience: 7.5 years

Shannon has spent seven and a half years directing marketing efforts for Clear Creek RVs (CCRV), serving as an official employee for the past four years. Her strategic oversight has helped navigate changing market conditions and maintain steady business growth for the dealership since its founding in 2019.

While overall industry retail trends faced headwinds in recent years, Shannon's marketing strategies drove continuous sales expansion. After selling approximately 320 units annually during the peak years of 2021 and 2022, CCRV achieved roughly 350 sales annually over the subsequent three years, maintaining an upward trajectory toward 365 units. Beyond marketing, Shannon manages internal operations, including CRM systems, compliance and HR duties, while helping drive growth that saw parts and service revenues triple since 2022.

"The last few years have been a struggle for everyone in the RV industry. As a young company that was started in 2019, CCRV could have easily fallen into the struggling — or worse, failed — RV dealership list that has consumed many dealerships," her nominator says. "But her guidance through the ever-changing marketing landscape has helped keep CCRV not only maintaining but also growing."

Shannon's comprehensive management of promotional channels and dealership events has established strong brand visibility in her regional market, leading vendor partners and peer dealerships to rely on her leadership during collaborative industry events.

Her holistic contribution to internal systems and customer acquisition has provided operational stability, ensuring the dealership continuously expands its customer base and maintains multidepartment growth across both sales and fixed operations.

Shannon's advice for up-and-coming leaders in the RV industry:
My advice is simple: do the right thing, even when it's not the easiest or most popular choice. Work hard, treat people well, be willing to speak up and don't be afraid to challenge the way things have always been done. In a male-dominated industry, I've heard strong female leaders described as "bulldogs," and I've never loved the negative connotation that can come with that. Women shouldn't have to choose between being strong and being respected. We can be confident, direct, compassionate leaders and still get things done. Although, for the record, I do think bulldogs are pretty cute.

What it means to Shannon to be a 40 Under 40 honoree:
Being recognized as a 40 Under 40 honoree is incredibly meaningful to me because so much of what I do happens behind the scenes. I have the privilege of working alongside people I genuinely respect and admire, including my husband, Jason Calkins, and leaders like Zach Bollinger, Clay Anderson and Mark Connally, who each play an important role in making Clear Creek RVs what it is today. I'm grateful to be part of a team that trusts me enough to run with my ideas and, more often than not, goes along with them and makes me look pretty good in the process. This recognition may have my name on it, but I see it as a reflection of the people I work beside every day and what we've been able to build together.

THOR AUDISS

ROSSMÖNSTER

CHIEF MARKETING & SALES OFFICER

With company: 2.5 years | Industry experience: 6 years

Thor joined Rossmönster in early 2024 as chief marketing officer and was later promoted to chief marketing and sales officer — leading commercial operations for the 70-plus-employee manufacturer, spanning roughly 20 locations and made up of some of the strongest independent RV dealerships in the country.

Thor's leadership shows up in three places. First, in the teams he has built. He assembled and developed the marketing, inside sales, and dealer support functions from a near standing start, hiring for range rather than resume and giving young marketers real ownership of national campaigns.

Second, in the systems Thor has been willing to build rather than buy. He drove the implementation of a fully custom ERP platform designed for Rossmönster's high configuration, high average order value production model, giving the company production visibility and order accuracy that off the shelf systems could not deliver at its size.

Third, in how Thor engages the wider industry. Rossmönster now supplies its dealer partners with finished marketing content, campaign assets and qualified leads, so dealers can concentrate on closing rather than on generating their own demand. That is an inverted, factory-led demand funnel, and it is unusual in an industry where the marketing burden traditionally falls on the retailer.

"When Thor got here, we had one dealer, no real marketing team and a spreadsheet where an ERP should have been," one of Thor's nominators says. "Two and a half years later, we have a national dealer network, an inside sales team feeding those dealers real buyers and a production system we built ourselves … Everything he built, he built inside the business, out of the business. That is the part I did not expect."

As industry sales have continued their downward trend, he has built demand rather than discount. He restructured Rossmönster's go-to market around three moves: repositioning the product line around customer expectations by shaping the lineup so buyers get a genuine sense of customization, building an inside sales function that protects dealer time by qualifying buyers first and handing dealers customers who are ready to purchase, and taking marketing off the dealers' plate by producing marketing content and brand building.

Thor's career in the RV sector includes multiple Silver ADDY Awards from the American Advertising Federation for creative direction, digital publications and film.

An endurance athlete, Thor has cycled across the United States, completed a 67-mile ultra-endurance run and actively competes in bike races. He resides in Colorado, where he centers his work and personal life around outdoor recreation and community building.

Thor's advice for up-and-coming leaders in the RV industry:
Believe and live the product. Most of whatever success I've had traces back to the fact that I don't just believe in what we build, I actually want the life it's for. I'm out in these vehicles, on the bike, in the places our customers are trying to get to, and that means I'm iterating on the lifestyle at the same time I'm iterating on the product.
If you're not living the lifestyle you're selling, how can you expect a buyer to want what you're building? You'll end up marketing a spec sheet. The people in this industry who last are the ones who would own the thing themselves at full price, and that shows up in every decision they make, from how a rig is laid out to how it gets sold.

What it means to Thor to be a 40 Under 40 honoree:
It means a lot, mostly because of who else is on this list. The RV industry is in a genuinely hard stretch, and it would be easy for it to close ranks and wait out the downturn. Recognizing younger leaders during a contraction says the opposite, that the industry is betting on the people who will be running it in 20 years rather than just the ones who ran it for the last 20.
Personally, I'd be lying if I said I built any of this alone. Ross and Luke handed me real ownership of the commercial side at a point when that was a risk, and the marketing, inside sales and dealer support teams are the ones who executed. I'm accepting this on their behalf as much as mine.

TORI RIDDLE

STORYTELLER OVERLAND

DIRECTOR OF BRAND DESIGN

With company: 5 years | Industry experience: 5 years

Since joining Storyteller Overland in 2021, Tori has helped lead the evolution of the brand's digital and creative presence across product launches, campaigns, web experiences, organic social channels, email, events, partnerships and community initiatives.

As director of brand design, Tori's leadership extends far beyond traditional design. She has become a steward of the Storyteller brand, helping establish the creative vision and visual language that guide how the company communicates across nearly every customer touchpoint.

"Tori has an exceptional ability to take big, often abstract ideas and translate them into creative that is thoughtful, cohesive, memorable and unmistakably Storyteller," her nominator states. "Her influence can be seen not only in the finished creative, but also in how our team approaches marketing. Tori encourages those around her to take risks, think differently and continually raise the standard for what a brand in the RV industry can look and feel like."

Within the broader RV and overland industry, Tori has helped Storyteller develop a brand identity that challenges many of the traditional conventions of RV marketing. "She builds worlds around our products by connecting design, culture, music, art and community in ways that invite people to see RVing differently," her nominator notes. "She understands that today's RV customer is not simply purchasing a vehicle; they are joining a lifestyle and a community."

The launch of Storyteller's 2027 model year lineup significantly expanded the number of people discovering and engaging with the brand through social channels. The campaign generated 841,500 combined views across Instagram, Facebook and YouTube, with each platform significantly outperforming its typical video benchmarks. The launch also changed how people reached the brand, with social traffic from Instagram more than doubling and Facebook traffic increasing 21%.

Tori's creative work has also received significant recognition from the American Advertising Federation through the American Advertising Awards.

Outside of her creative pursuits, Tori loves spending time outdoors with her family, her nieces and her dog, Hazy. She is always looking for a new park, Hipcamp or trail to explore.

Tori's advice for up-and-coming leaders in the RV industry:
Build worlds around your products, not just campaigns around them. Companies often put their brand in a strict box that never gets room to have fun or get a little weird. Too much control suffocates a brand; freedom allows it to breathe and grow. My advice is to protect how your brand feels as fiercely as how it looks — anyone can copy a color palette, but not the reason people connect with something.

What it means to Tori to be a 40 Under 40 honoree:
Being recognized is a huge honor. Sometimes you put so much of yourself into your work that you forget how far its impact actually reaches. This recognition is a reminder that it does. It's proof that the work my team and I care so much about has genuinely resonated with people.

BY KISHORE RAJGOPAL

BAKHTIARZEIN - STOCK.ADOBE.COM

Do You Have a Pricing Problem or a Demand Problem?

How to determine if an RV is not selling because it's priced too high or because demand is down.

When inventory stalls, the instinct to adjust the price is almost reflexive; it's the fastest way to convince yourself you're solving a problem. But in years of tracking RV data across the North American market, I have learned a costly truth: Cutting prices into a market that isn't transacting doesn't create demand. It simply gives away margin for the illusion of progress.

But a unit that isn't selling is a symptom, not a diagnosis. And there are two completely different conditions that produce the exact same symptom on your lot — a pricing problem and a demand problem.

They look identical when you're walking the rows. But they are opposite when it comes to what you should do about them. And treating one as the other is one of the quietest, most consistent ways dealers give up margin they never needed to give up.

So before you touch the price, the real question isn't whether you should drop it. It's which problem you're actually looking at.

Two Problems That Look the Same

A pricing problem means the demand is there — buyers for this unit are active in your region right now — but your asking price sits above what the market is actually closing at. The buyers exist. They're simply buying elsewhere because a competitor is closer to the market-clearing price.

This is a problem you caused, which is good news, because it's a problem you can fix immediately.

A demand problem means the opposite: the buyers for this class simply aren't in your market this month. Even at a perfect market price, the unit sits because no discount manufactures a buyer who isn't there. Cutting price into a soft market doesn't solve demand; it simply gives away margin while the unit stays put.

The response to each is the reverse of the other. If it's a pricing problem, the mistake is waiting. If it's a demand problem, the mistake is cutting — you're burning margin to fight a battle price can't win. Guess wrong in either direction, and it costs you.

Why Dealers Default to "It Must Be the Price"

When sales stall, dealers default to price cuts for a simple reason: price is visible and controllable, while demand is invisible.

Price is the one variable you can see and control. Demand is invisible from the lot. You can't watch it soften. You have no dashboard for "buyers in my region who want this class this month." So when something isn't selling, the only lever in plain sight is your own sticker, and the mind naturally concludes the problem must be the thing it can see.

Compounding this is an anchoring trap. Units are frequently priced based on invoice costs or past sales performance rather than current market reality, disconnecting asking prices from live buyer demand.

The way out isn't a better guess. It's a signal.

Trigger Price Above Market + Comps Selling	**Trigger** Price at Market + Unit & Comps Sitting	**Trigger** Price at Market + Comps Selling, Unit Sits
DIAGNOSIS: PRICING PROBLEM	**DIAGNOSIS**: DEMAND PROBLEM	**DIAGNOSIS:** MERCHANDISING PROBLEM
ACTION: Buyers are active. Lower asking price to align with market.	**ACTION**: Segment is soft. Hold price — discounting will not create nonexistent demand.	**ACTION:** Examine photos, floor placement, listing quality and sales strategy.

How To Tell Them Apart

Separating a pricing problem from a demand problem comes down to three clear signals:

Signal 1. Asking vs. Closing Gap: The master signal. Focus on actual regional transaction prices, not list prices or invoice costs. The distance between your ask and the true closing price is your most critical metric.

Signal 2. Market-Priced Comps: Look at competitive units in your region priced at market. If they are moving while yours sits, you have a price or merchandising problem. If even the market-priced comps are sitting, demand across the segment is soft.

Signal 3. Market-Wide Days-To-Sell: Determine if turn time is lengthening for the entire class regionally or just on your lot. A market-wide slowdown points to demand; an isolated delay points directly to your unit.

Put those together, and the diagnosis practically makes itself:

Rapidious Titan.AI data shows how two segments can move in completely different directions at the same time: The average Class A motorhome took about 143 days to sell in May 2026, and 286 in August — roughly twice as long. Over the very same months, travel trailers barely moved, holding around 164 days. So when a Class A wouldn't sell in August, the problem was usually the whole segment slowing down — not that one unit's price.

That gap is almost always the real reason a unit sits, and it's almost always fixable the moment you can measure it.

When Is the Right Time To Drop the Price on an RV Unit?

Drop the price on an RV unit when specific market signals and carrying cost thresholds indicate a pricing problem rather than a demand issue:

- **A clear asking vs. closing gap opens:** Your asking price sits visibly above regional transaction prices, while comparable units are actively closing.
- **Regional comps are moving:** Market-priced units in your area are turning, proving active buyer demand exists for the class.
- **Carrying costs escalate:** Floorplan interest expenses and age-related depreciation begin eroding margin faster than a single, decisive price cut would.
- **Model-year rollover approaches:** Seasonal shifts or incoming inventory threaten to turn an adjustable margin adjustment into a far deeper late-season markdown.

Key rule: Act early with one decisive cut aligned to actual market closing data rather than small, repetitive discounts that chase a declining market down.

What To Do When It's a Demand Problem Instead

If the diagnosis comes back the other way, work the levers that actually match a demand problem. Reposition and remerchandise the unit so it's converting whatever traffic does exist.

Look at whether the same unit is in stronger demand in a different regional market, where moving it makes more sense than discounting it where it sits.

Feed the diagnosis back into what you stock, so you're not repeating the buy into a soft segment. And where waiting is genuinely the right call, wait with your eyes open — watching the market's closing number and days-to-sell, rather than holding blind and hoping.

A demand problem is a real constraint, but it's a very different constraint than a pricing problem, and it deserves a different response.

The Mindset That Saves the Margin

Protecting margin isn't about who cuts prices fastest or holds out longest. It's about diagnosing before taking action. Asking whether you're facing a pricing or a demand issue must always precede any discussion of discounts.

Treat slow-moving inventory as a diagnostic challenge, not an immediate signal to cut prices. Focus on live market closing data and local competitor velocity to identify the root cause. When real-time data drives your decisions, pricing strategy shifts from guesswork to a clear, data-led operational directive. RVP

Kishore Rajgopal is the founder and CEO of Rapidious. The Rapidious Titan.AI platform tracks live inventory and sales velocity across more than 2,600 dealer rooftops in the North American RV market.

 BY CHET HEUGHAN

Digital Retailing or Just Digitized?

How to eliminate F&I process inefficiencies.

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Like many RV dealers, you've likely checked several boxes on the digital retailing checklist. You submit credit applications online, give buyers the option to sign electronically and communicate with lenders faster than before. It's easy to look at this progress and say, "We're e-contracting."

But what is e-contracting, really, and is your dealership checking all the right boxes?

What your dealership calls e-contracting may actually be a collection of disconnected digital tools. The process might be digital in places but still carry many of the inefficiencies digital retailing should eliminate.

True digital retailing, or e-contracting, connects the entire deal life cycle within a seamless workflow.

The Illusion of "Going Digital"

In pursuit of digitization, you may have modernized your process piece by piece. Maybe you replaced paper credit applications with online forms, then added e-signatures so you could reduce printing, wet signatures and overnighting deal jackets. Each upgrade promised to save time and reduce errors. It's possible each new tool accomplished those goals. Yet you might still face contract-validation delays, need to rekey information that doesn't transfer correctly or wait for the lender to review and fund the deal.

The reality is a piecemeal digital progress that still requires your team to bounce between various systems and screens to complete a deal — a situation summarized by the term "swivel chair."

Here's what that looks like in your dealership: Picture a team member clicking between tabs, repeatedly logging into platforms and stitching the deal together one page at a time. Even in a fully digital environment, this constant switching introduces friction, increases the risk of errors and slows everything down.

In other words, your dealership could be using digital tools, but the experience is far from streamlined.

A Simple Analogy: Streaming Without Integration

Think about searching for a movie across several streaming services. You open one app, search and then repeat the process until you find it.

That's the swivel chair experience in your daily life.

A unified search feature removes that friction by showing you every platform where the movie is available. The complexity still exists behind the scenes, but you no longer have to manage it.

That's what true digital retailing should feel like in your dealership.

The goal isn't to eliminate every system involved in a deal but to eliminate the need for people to manually connect them.

Breaking Down the Deal Life Cycle

To understand whether your dealership is truly operating in a digital retailing environment, it helps to walk through the key stages of a deal and ask a few questions.

1. Credit Applications

If you've adopted online credit applications, what does the process look like? Do customers fill out paper forms at any point? Does your team manually rekey information into another system after submission?

A fully integrated approach captures customer information once and carries it through the deal, eliminating duplicate entry and reducing transcription errors.

2. Structuring the Deal

Deal structuring is where the process gets more complex. A complete deal requires buyer information, vehicle details, trade-ins, taxes, fees, rates and incentives.

Can your team build and adjust the entire deal in one system? Or do they have to toggle between multiple platforms to gather information and complete the transaction? Are changes to the deal reflected automatically, or does your team have to manually rekey information?

In a fragmented environment, this information lives across different systems, forcing your team to rebuild or reconcile the deal as it moves forward. In an integrated workflow, your sales and F&I teams can compile and adjust deal information in one place. Changes update automatically throughout the deal, and every datapoint remains consistent from start to finish.

3. Validating the Buyer

Identity verification and credit review are critical steps, especially as transactions become more remote. Can you authenticate the buyer's identity digitally? Can your team access credit and loan details without jumping between platforms?

The more disconnected these processes are, the more time they take and the greater the risk of delays or compliance issues.

4. The Signing Process

Electronic signatures are often the most visible sign of a digital transformation. But they don't necessarily indicate a fully digital process.

Can your team generate, sign and submit documents within the same workflow? Or do they create documents in one system, export them to another for signing and then manually send them to the lender?

In some cases, your team may still print documents after signing, only to mail or scan them afterward. That's not digital retailing; it's an inefficient hybrid process.

5. Funding & Status Tracking

The final stage of the deal is where delays can have the greatest financial impact.

Can you track the status of each deal in real time? Do you know whether a lender has received, reviewed or approved the contract? How long does it take to move from submission to funding?

Without centralized tracking, you likely have to chase updates through phone calls, emails and separate lender portals. This lack of transparency makes it harder to forecast cash flow and manage outstanding contracts, especially at higher deal volumes.

The Cost of Fragmentation

Switching between systems seems like a minor inconvenience, but its effects accumulate over time.

Every manual step introduces potential errors: incorrect data, missing documents or mismatched information. These issues can lead to delays, rework and even lost opportunities.

Time is another factor. When your finance and insurance (F&I) managers spend more time navigating systems, they have less time to focus on customer interactions, product presentations and closing deals.

Fragmentation also affects the customer experience. RV buyers expect a smooth, transparent process that emulates the buying experiences they have with most businesses. Delays, redundant requests for information or inconsistent communication can lead them to spend their money elsewhere.

What True Digital Retailing Looks Like

True e-contracting is about continuity: Customer information flows from credit application through structuring, validation, signing and funding without requiring your team to reenter data or switch between disconnected systems. Each step builds on the last, without requiring the user to start over or switch between platforms.

This continuity also extends beyond your dealership. A truly digital workflow depends on lenders being connected to the same ecosystem. When lender integrations are in place, deal information, contract documents, validation results and funding updates can move electronically between systems rather than through manual reviews, emails or status inquiries.

The benefits are most visible during contract validation and funding. Validation can occur when the deal is submitted, helping surface issues while the customer is still in the dealership rather than days later. Funding updates become easier to track, reducing delays and helping contracts move more efficiently from approval to funding.

For your team, the experience should feel unified. Instead of managing multiple disconnected tools, your team works within a single, consistent interface that brings everything together.

From the customer's perspective, the process should feel simple. They provide information once, review their options clearly and complete the transaction without unnecessary friction.

Rethinking the Question

So, are you e-contracting? The answer isn't a simple yes or no. If your team still rekeys information, toggles between platforms, prints and scans documents, or chases funding updates, your process still has gaps.

While e-contracting won't eliminate the complexity of an RV deal, it should shoulder more of the administrative workload so your team can focus on selling RVs and serving customers. The goal is progress, not perfection. Identify the points where information stops flowing, employees must repeat work or customers encounter unnecessary friction. Bridging those gaps is what turns a collection of digital steps into a true digital retail process. RVP

Chet Heughan is the president of AppOne and has over 30 years of experience in automotive and recreational lending, as well as software product management. Since joining AppOne in 2010, he has held various leadership roles spanning indirect lending, consumer lending and dealer service positions. In his current role, he works diligently to bridge gaps between dealers and lenders in the RV, marine and powersports markets.

 BY MEL SELWAY

CHOAT - STOCK.ADOBE.COM

Year Out *& Year In*

Now is the time to get your ducks in a row for 2027.

Yes, 2026 is almost in the history books — or maybe that's an outdated term since many of our documents are now in digital format, right?

What preparations have you initiated to efficiently close out 2026 and properly welcome in 2027?

In the event that you have not begun these preparations, it may be worth a few minutes of your time to read this column and ensure that many, if not all, of the processes related to year-end are on your to-do list.

Year Out

Due to space limitations, it is not possible to list all of the many functions related to closing the current year so we will limit our Year-End To-Do List review to those aspects that might be most critical.

Your Digital Business

How many of your business' documents are generated by the dealership management system (DMS)? What procedures are in place (or should be in place) to ensure that the year's data are processed as stipulated by your DMS vendor? Are there any special reports that must be generated to collate the data for each of your operating departments and for the business in total?

Does your DMS require that specific procedures be followed to differentiate prior year data from current year data? Who of your associates is scheduled to perform these procedures and on what date? Are there detailed written procedures (DWP) in place so that an alternate person could perform these processes in the event that the primary is unavailable?

Is it necessary that these year-end processes be performed at a time when no one is accessing any other functions within the DMS? If so, when and how was this communicated to all employees? This is important now that many DMS provide remote access. Just because the business is closed does not preclude the possibility of an associate accessing the DMS from an off-site location.

If you changed your DMS during 2026 (upgraded the current vendor's system, switched to a different vendor's DMS or went digital for the first time), I suggest that you contact your DMS vendor's technical support department and inquire as to the year-end procedures that are required to be processed. Many DMS vendors have a year-end checklist that contains the programs to be processed and the suggested (or required) sequence in which they are to be performed.

After processing your digital year-end, please make certain to schedule a data backup so there is an additional record of the updates from these special processes.

How Did We Do?

During my career as a parts manager/director, I used daily to-do lists as a tool for maintaining the efficiency and the image of my parts departments. During the period between the Christmas and New Year holidays, our business occasionally slowed. I used this time to review the to-do lists from the year that was ending and picked out some projects that were accomplished and which enhanced the parts department operations. I also made certain to include projects/tasks that involved each of the parts associates so that no one was left out.

During our weekly staff meeting in that period between the holidays, I reviewed these department-enhancing projects with my parts associates and reminded them of the progress we had made during the year. This was done to thank them for their participation and to remind them of the changes we had made to enhance their department. It was also a reminder that we should not rest on our accomplishments and should look for additional opportunities for improvement.

You might consider convening a storewide meeting with all of your personnel to review the year, their successes, to thank them for their participation and to invite their suggestions for further enhancements.

Your Customers

Perhaps you could include a thank-you to your customers as part of your year-end processes. How would you decide who those customers might be? Most likely, your DMS provides a report generator function that you could use to create lists of your customers by department. Comparing these lists — which can be done relatively quickly if you export your reports to Excel and use the Excel comparable data function — you could determine which customers who have purchased RVs are also having those RVs serviced at your business and who are purchasing supplies and accessories as well.

Sometimes, the departments within a dealership don't communicate as well as they should. This departmental customer analysis could be used as a tool for you to educate your associates on the importance of interdepartmental communication and cooperation especially as it impacts customer service.

Performance to Goals

Year-end is also a great time to review the goals that had been established for individuals, departments and for the business, and to evaluate the level of achievement for each of those goals. A review of the goals might also be included to determine if they were realistic or were merely created because it was a 20 Group idea that seemed like a good thing at the time.

This performance-to-goal review is a good segue to the other topic of this column — Year-In — because year-end is a good time to look ahead to next year.

Year-In

Since we transitioned from Year-Out and the performance-to-goal review, we could look at our vision for the new year, starting with setting budgets and objectives for the business.

The Financials

What plans do you and your management team have for the business and for their departments in 2027? Is it your intent to increase, decrease or remain in place? When is your budget meeting scheduled and who will be attending? What information will each participant be required to provide, and who has issued the agenda for that meeting?

Will a review of the operating expenses for the business and for each department be included in that meeting agenda? What guidelines will be used to determine the allowable expense limits for each of the

three primary expense types, which are personnel, semi-fixed and fixed. Where could you obtain those guidelines if you don't currently have them? What methods are available to improve the control of those expenses?

As for the income portion of the financial equation, what talking points should be included in this topic? You could consider items such as:

- Gross profit percentage goals for each type of product/service
- Analysis of the income generated each hour of each weekday to determine if the business' operating hours and days should be changed; and to decide if staffing is aligned with the volume of business during these days/hours
- Inventory levels necessary to support the volume of business projected for each type of product/service

Also included in this budget meeting could be a discussion of the reports necessary to obtain the performance data in order to determine the achievement to goal for each metric that you decide to use in evaluating the operations. Who will generate each of these reports and when should also be decided. A DWP should be created for each of these report generation processes to cover absences and to guarantee consistent data reporting.

Your Marketing Plan

How will you ensure that customers and prospects will consider your business for the purchase of an RV? ... or for the service and repair of their RV? ... and for the supplies and accessories to maintain and enhance their RV?

What marketing plans are in place or will be developed to make people aware of your dealership/business? What theme will be consistently contained in each advertisement or promotion?

What kind of image do you want to project? Price/value, customer service, product selection and friendly staff are a few of the theme and image messages that could be considered for inclusion in your marketing plan.

What media will be most effective in getting your marketing message(s) out to your customers and prospects? How will you know if the message was received? ... and via which media instrument?

For each aspect of your marketing plan, you should:

- determine the objectives
- estimate and track the expenses
- evaluate the performance

These factors are important so that you can determine if your marketing efforts are achieving the goals that you have established for the business and to determine if a specific promotion or event has justified the expense.

Who should be involved in these marketing plan discussions? What metrics could be used to evaluate the performance of each marketing event? How will these metrics be obtained?

Out With the Old, In With the New

In planning for 2027, what changes to your operations have you planned — or at least considered? Any changes should not be limited to the physical location. You should also consider process improvement opportunities that exist for your business.

When did you most recently walk through each room/area of your business and record notes of your observations as to the appearance of and the condition of each room/area? This walk-through could be eye-opening, especially if you apply a quote from Yogi Berra, baseball Hall of Fame catcher of the New York Yankees: "You can observe a lot just by watching."

Open each closet and drawer. Look in each room. Watch your associates as they perform their duties. You might be surprised at what you find and observe. I suggest that you might also record your discoveries with a camera. This allows you to review your tour and to develop questions for which you should obtain answers.

Some of the questions I frequently ask when I tour client operations are:

- Why do you have cartons of prior model year vehicle brochures? And how much did they cost?
- Why is that beverage container sitting on a shelf in the parts storeroom?
- Why is that customer walking around looking for help when two of your associates are having a personal conversation at their workstation?
- What could you do to make each entrance to the dealership more welcoming and attractive?

"EVEN IF YOU'RE ON THE RIGHT TRACK, YOU'LL GET RUN OVER IF YOU JUST SIT THERE." —WILL ROGERS

- What is in each of those bottles/cans on each of the technician's workbenches? And why are these containers there?
- Why are there empty slat-wall hooks and shelves? And have replacement goods been ordered to fill those hooks?
- What message do I hear when I call the dealership? And how difficult is it to get connected to the person/department that could best assist me?
- How current is the information in your website?

These are but a few of the types of operational issues that you could add to your list of possible improvement opportunities at your RV business.

Yes, I know what you are possibly thinking: Here's more work that Selway is making for me. Yet if you don't continually review and improve your operations, you might not have to do that work because you could be put out of business by a competitor who has made the effort.

To quote Will Rogers, the cowboy philosopher, "Even if you are on the right track, you'll get run over if you just sit there."

So my suggestion is to get moving along that track and make it a habit, Year Out and Year In. RVP

Mel Selway is the president of P.A.R.T.S. Inc., a Sahuarita, Arizona-based firm providing business management analysis and training to retailers. He can be reached at 520-336-8606 or melselway@aol.com.

BY MARK BOSWELL

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THE NEXT RV SALE MAY BE WON OR LOST AFTER DELIVERY

Strong fixed operations can turn service experiences into long-term loyalty, repeat business and future RV sales.

Dealerships invest enormous energy into winning a customer.

Advertising creates the opportunity. Sales teams build the relationship. Managers structure the deal. Finance completes the transaction. Delivery day arrives, the customer takes the keys, pictures are taken, hands are shaken and another RV begins its journey down the road. Inside the dealership, it can feel like the finish line. For the customer, it is only the beginning.

What happens after delivery may ultimately have as much influence on the long-term value of that customer relationship as what happened during the sale. Months later, when something needs attention, the customer returns with more than a repair request. They return with an expectation that the dealership they trusted during the purchase will still be there when ownership becomes less exciting and more complicated.

That is when the relationship is truly tested. Every RV will eventually require something. It may be routine maintenance, warranty work, an adjustment, an accessory installation, a component failure or simply a question the customer does not know how to answer. The existence of a problem does not automatically destroy customer loyalty. Customers understand that products need service.

What happens around the problem is often what they remember — they remember whether someone communicated with them. They remember whether expectations were clear. They remember whether they had to repeatedly call for an update. They remember whether different departments seemed connected or whether they felt responsible for navigating the dealership themselves. Most importantly, they remember how the dealership made them feel after the excitement of the original purchase was gone.

That experience has an economic consequence that extends far beyond one repair order.

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The True Value of Fixed Operations

Dealerships naturally measure service revenue, labor gross, parts sales, warranty recovery and departmental profitability. Those numbers matter. But the value of fixed operations is not limited to what appears on this month's financial statement. A strong ownership experience can protect a relationship that may produce service work, parts and accessory purchases, referrals, a future trade and eventually another unit sale.

Conversely, losing that relationship can mean losing far more than the revenue attached to the repair currently sitting in the service department.

This is especially important in a market where every customer relationship carries greater value. When consumers become more selective and competition for the next sale becomes more intense, dealerships cannot assume the next customer will simply replace the one who quietly disappears. And customers often do disappear quietly.

They may not complain to the owner. They may not demand a meeting with the general manager. They may not send an angry email or leave a negative review. They simply make a different decision the next time they need service, accessories or another RV.

By the time the dealership realizes the relationship was lost, the customer may already be standing in someone else's showroom.

One Band, One Sound

Customer retention cannot belong exclusively to sales, service, parts or any other department. Customers do not experience a dealership through an organizational chart. They experience one company.

Internally, dealerships need departments, responsibilities and accountability. The customer, however, does not care where the sales department ends and service begins. They do not care which department owns an internal process or why information did not transfer correctly.

They know the name on the building, and every interaction either strengthens or weakens what that name represents to them. This creates an enormous opportunity for fixed operations.

Service is often where the dealership has its longest relationship with the customer after the initial purchase. A sales transaction may take days or weeks. The ownership relationship can last for years. During that time, service and parts may interact with the customer repeatedly, often when the customer is experiencing inconvenience, uncertainty or frustration. Those moments carry tremendous weight.

A customer whose RV develops a problem is not simply bringing the dealership a repair. They may be bringing the dealership an opportunity to prove that the relationship promised during the sale was real. That does not require perfection. It requires consistency.

Problems will occur. Parts will sometimes be delayed. Manufacturers may require additional authorization. Repairs can uncover additional concerns. Schedules change. Some situations will be outside the dealership's control. But communication, ownership and clarity remain extraordinarily powerful.

A difficult repair handled professionally can actually reinforce a customer relationship because the customer sees how the dealership responds when circumstances are not easy.

Conversely, even a relatively simple repair can damage confidence when communication disappears, expectations change without explanation or the customer feels they must manage the process themselves.

This is where dealership leadership has to look beyond the immediate transaction. The question cannot only be, "Did we close the repair order?" It also has to be, "Did we protect the relationship?" Those are not always the same outcome.

A dealership can successfully complete a repair and still lose the customer. The repair order can be closed, payment collected and gross profit recorded while the customer has already decided not to return. Nothing on that repair order will necessarily show the future revenue that disappeared with them.

That is why the ownership experience deserves attention at the highest levels of dealership leadership. This is not simply a service issue or a CSI conversation. It is a long-term revenue conversation.

The strongest dealerships recognize that fixed operations is not positioned behind the sale. It is connected to the next one.

Every service interaction is another opportunity to demonstrate reliability. Every parts interaction can reinforce trust. Every customer update can strengthen confidence. Every successfully managed difficult situation can remind the customer why they chose that dealership in the first place. And over time, those experiences become the dealership's reputation.

In a stronger market, dealerships may be able to focus heavily on finding the next buyer. In a more selective market, protecting the customers already earned becomes increasingly important.

The organizations that understand that distinction will view fixed operations differently — not merely as the department responsible for repairing RVs, but as a critical part of the dealership's customer-retention and future-revenue strategy.

Because the next RV sale does not always begin when a customer walks back onto the sales lot. Sometimes it begins months or years earlier, when something goes wrong and the dealership shows the customer exactly what the relationship is worth.

Dealerships spend enormous energy winning the first sale. The strongest ones understand that the ownership experience determines whether they ever get the opportunity to win the second. RVP

Mark Boswell is founder and CEO of Crossroads of America Consulting LLC. He has more than 30 years of experience working inside RV and marine dealership fixed operations, including on-site consulting work across dealerships nationwide. His background includes service, parts and warranty operations, with a focus on operational discipline, documentation accuracy and leadership accountability.

BY TROY HARRISON

3 Things To Know About Selling to Younger Buyers

To better connect with millennial and Gen Z customers, sales teams need to adapt to new communication styles and digital-first expectations.

Some businesses are experiencing a shift. Salespeople are getting older. Buyers are getting younger. And the result is a disconnect.

In raw terms, the average age of a professional B2B salesperson in the United States is 47.1 years old. Fifteen years ago, that number was 42, so the sales profession is graying. Meanwhile, the average age of a B2B purchasing agent right now is 36 years old. In fact, according to a 2024 survey, millennials (aged 29 to 44) make up to 73% of B2B buying decisions.

While an 11-year age gap doesn't sound like much, it can be a chasm as wide as the Grand Canyon. Society underwent significant cultural and technological changes between the tail end of Generation X and the leading edge of the millennial generation, and those changes greatly impact what millennials want and expect from salespeople and from the companies that employ them. Generation Z, which is coming behind the millennials, have the same tendencies — just amplified. In this case, "younger buyers" refer primarily to millennials and Gen Zers.

This doesn't mean that you have to age-match; millennials and Gen Z will certainly engage with, and buy from, more seasoned salespeople. What it does mean is that you have to style-match. In other words, you need to sell the way they want to buy.

While this seems intuitive — and it is — it means that some salespeople who were accustomed to different methods of selling,

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and different buyer expectations, have to do some serious adapting to stay relevant. Here are three things that you must know about style-matching in order to sell to younger buyers:

1. Younger buyers flip the relationship-building script.

The conventional way to build a relationship with a buyer was pretty simple. You'd walk into the office, look around for family pictures, hobby pictures, college diplomas or other clues as to the buyer's personal life, and then you'd start a conversation based upon those interests.

This approach has become so hackneyed that it has a name: "Fish on the wall" selling. "Hey, you like to fish? I like to fish, too! Let's talk about fishing, and then I know you're going to want to buy from me."

It sounds a little disingenuous because it is. Salespeople have, for generations, been starting conversations about personal issues that they didn't really care about. That's because, for generations, you had to find the personal connection first, bond over it and then you had earned the right to talk business.

Younger buyers flip that script completely. Younger buyers are business first. They aren't going to schedule an appointment to talk football for 30 minutes. Instead, you get the appointment by telling them how you can help them do their jobs better. Then, when you get in the door, you get to the point with great business-focused questions and showing them that you can help them do business better.

If you are able to actually solve their business needs, then they are open to lunch, drinks, golf or personal conversations. For salespeople used to the old ways, this is a significant but important shift — but it's one that you must make in order to succeed.

2. Younger buyers demand versatility in communication.

"All these younger buyers want to do is text! They don't want to have phone calls!"

That's a common complaint from older buyers. The solution? Get good at texting. Learn how to send a persuasive, grammatically correct (yep, that's important) message in 240 characters or less.

That's hard for salespeople who are used to lengthy phone conversations or meetings, or for that matter, who write long emails. The good news is that tools are available to help you with this. AI apps like ChatGPT or Claude.ai are very good at distilling longer communications down to their essence while retaining persuasive ability. You just have to be able to write good AI prompts and edit when necessary.

Texting isn't the complete solution, however. Younger buyers have a variety of preferred platforms, and what works well for one might not work well for another. Video conferencing ability is mandatory — and not just one platform. Become conversant with Zoom, Teams and Google Meet. And other tech is on the way.

If your buyer says, "I want to talk on WhatsApp," don't be the salesperson who has to say, "What's that?" Younger buyers respect adaptability, especially when it's coupled with experience and expertise.

3. Younger buyers are social media savvy — you had better be, too.

Buyers today have a variety of ways of learning about you and your company, and social media is one of their primary tools. If you leave a prospecting message for a younger buyer, be aware that there is about a 1 in 3 chance that the buyer will look you up on LinkedIn before that buyer thinks about calling you back. And if you don't look legitimate on LinkedIn, you're not going to get that call (or email or text).

"Looking legitimate" is more than just having a profile on LinkedIn. You need a good professional headshot, "about me" verbiage, a complete professional history and some activity (i.e., posting and engagement). Recommendations and a strong network are a definite plus. If you aren't using LinkedIn as a professional tool, you won't be taken seriously.

LinkedIn isn't enough. You also need to be aware of other ways buyers can research you. Do you know what your company's Google reviews say? Your buyer probably will — and you'd better have explanations for any recent bad reviews.

Here's the exception to the "younger buyers" rule: Many older buyers are learning from, and copying, habits of younger buyers. That means that you can't just stereotype by age — you have to be versatile, smart and adaptable to buyer needs, no matter what age they are.

If you don't keep pace with changes in buyers, you're just going to be the old guy yelling, "Get off my lawn!" Nobody buys from that guy anymore. RVP

Troy Harrison is the Sales Navigator, a speaker and the author of "Sell Like You Mean It" and "The Pocket Sales Manager." He has trained salespeople from 23 different countries who live on three continents and has spoken all over North America and Europe. He helps companies navigate the elements of sales on their journey to success. He offers a free 45-minute sales strategy review. To schedule a session, visit troyharrison.com/ssr.

BY KATE ZABRISKIE

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13 Ways To Keep Your Customers **Coming Back**

Customer loyalty isn't built on gimmicks — it's earned.

You know that friend who's always there when you are in need? The one who shows up on time, follows through on promises and genuinely cares about what's going on in your life? That's exactly what your business needs to be for your customers.

Sure, splashy marketing campaigns might turn some heads. But keeping customers? That's more like maintaining a good friendship — it's about consistency, trust and showing up when it matters.

Think about it: I bet you've stayed loyal to places that treat you right, make your life easier and actually seem to care whether you're satisfied or not.

What makes no sense: businesses throwing money at attracting new customers while practically ignoring their loyal ones. It's like constantly hunting for new friends while ghosting the ones you already have. Repeat customers are pure gold — they spend more, they tell their friends about you and they stick with you even when times get tough.

So, let's get real about what actually works. No gimmicks, no fancy strategies — just solid, reliable business practices that build trust and keep people coming back. Consider this your straightforward guide to keeping customers happy (and your business growing) for the long haul.

Action 1: Do What You Say You'll Do

Trust starts with reliability. When you promise to deliver something by a certain time, follow through. If you say you'll return a call within an hour, make it happen. Customers remember when commitments are met — and when they aren't.

When was the last time I missed a commitment to a customer, and how can I improve my process to prevent that?

Action 2: Keep It Real (Even When It Hurts)

Customers appreciate honesty, even when the news isn't good. If something goes wrong, don't hide it. Be upfront, explain the issue and share how you're fixing it. Transparency builds trust, especially in tough moments.

Do I proactively communicate challenges to customers, or do I avoid difficult conversations?

Action 3: Speed Is Your Friend

In today's world of instant everything, slow responses are frustrating. You don't need to be available 24/7, but responding promptly shows you value your customers' time. Even a quick acknowledgment like, "I've received your message and will get back to you shortly" can make a difference.

How quickly do I respond to customer inquiries, and do I have systems in place to improve response times?

Action 4: Follow Through Like a Pro

Great service doesn't end with the sale. Checking in after a project, purchase or service demonstrates care and helps uncover potential issues before they become problems.

Do I follow up with customers regularly to ensure they're satisfied?

Action 5: Listen Like You Mean It

Before jumping in with a solution, take time to understand your customer's concerns. Active listening builds trust and often reveals insights that lead to better outcomes. Do I make customers feel heard, or do I focus more on solving the issue quickly?

Action 6: Make Yourself Available (But Set Boundaries)

Clear and accessible contact options make it easy for customers to reach you when needed. At the same time, setting boundaries ensures you can deliver on those expectations without burnout. Are my contact methods clear and responsive enough for customers to feel supported?

Action 7: Be Predictably Excellent

Consistency beats occasional brilliance. Customers want to know what to expect every time they interact with you. Being reliable builds confidence and loyalty. Is my level of service consistent across all interactions, or do I have room to improve reliability?

Action 8: Keep Them in the Loop

Regular updates — even when there's no change — reassure customers that you're paying attention. Whether it's about an order, a service or an issue being resolved, communication matters. Do I keep customers informed, or do they have to follow up with me to find out what's happening?

Action 9: Own Your Mistakes

Mistakes happen. How you handle them can make or break customer loyalty. Acknowledge the error, apologize sincerely and explain what steps you're taking to fix it. When was the last time I owned a mistake with a customer, and how did they respond?

Action 10: Stay Connected (Without Being Clingy)

Regular communication keeps your business top of mind, but it's important to strike the right balance. Nobody wants to feel spammed. Share meaningful updates and value-added content.

Am I staying connected with customers in a way that feels helpful, not overwhelming?

Action 11: Play the Long Game

Prioritize long-term relationships over short-term revenue. Customers value businesses that put their needs ahead of squeezing every penny from a single transaction.

Do my decisions prioritize long-term loyalty, or am I focused on short-term gains?

Action 12: Show Some Love

A small gesture can make a big impact. Whether it's a thank-you note, a thoughtful gesture or remembering a customer's preferences, showing appreciation makes people feel valued.

When was the last time I went out of my way to thank or recognize a customer?

Action 13: Rethink Introductory Deals

Be careful with promotions that reward new customers more than loyal ones. Offering steep discounts to new customers while existing ones pay full price can breed resentment. Instead, consider ways to reward loyalty, such as exclusive perks or discounts for long-term customers.

Are my promotions encouraging loyalty, or are they making existing customers feel overlooked?

What's Next?

Ready to take the first step? Focus on one area where you know you can improve. When you consistently deliver the basics, customer loyalty follows naturally. RVP

Kate Zabriskie is the president of Business Training Works Inc., a Maryland-based talent development firm. She and her team provide on-site, virtual and online soft-skills training courses and workshops to clients in the United States and internationally. For more information, visit businesstrainingworks.com.

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ASA Electronics, Elkhart, Indiana, presents its Voyager Safety Camera Systems. Voyager Safety Systems delivers an integrated safety ecosystem designed to give RVers greater awareness and confidence on the road. Available in wired and wireless configurations, Voyager camera systems provide 270-degree visibility for towable RVs and 360-degree coverage for motorhomes, reducing blind spots and providing a clearer view of the vehicle's surroundings.

voyagersafetysystems.com

TIRE PRESSURE MONITORING SYSTEM

Valterra, Mission Hills, California, offers its TireMinder Smart TPMS. Monitor your RV tires using the TireMinder Bluetooth Adapter. It converts TireMinder 433MHz transmitter data into a Bluetooth signal for easy viewing on a smartphone or tablet. The system checks tire conditions every six seconds, detecting leaks, pressure issues, blowouts and high temperatures. Compatible with iOS and Android devices, it monitors up to 22 tires and includes advanced features like auto-scroll, auto-search and a two-part disconnect.

tireminder.com

RV STEP COVER

4 Mavericks, Castle Rock, Colorado, offers its TuffTred. TuffTred is a permanent RV step cover designed to replace messy RV step carpet, camper stair rugs and temporary stair treads. It stays put, repels water and allows for easy cleaning. Designed with premium TPU rubber, TuffTred can withstand over 200 degrees without becoming brittle or worn. It's comfortable for all feet and paws and can be trimmed to fit any step if needed.

4mavericks.com

FLAT TOW BRAKE

Blue Ox, Pender, Nebraska, offers its Patriot BRK2022 Flat Tow Brake. The Patriot Brake is smaller, faster and lighter. At just 6.2 pounds with a compact 8-by-7.5-by-11.5-inch profile, it fits more towed vehicles, including hybrids. It features a quicker actuator extension for rapid, responsive stops; a maintenance-free, supercapacitor lifetime battery; and smart monitoring that continuously tracks and auto-checks brake pressure with an extended-range RF in-coach controller. Includes a breakaway system and a two-year warranty.

blueox.com

WEIGHT DISTRIBUTION HITCH

Camco, Greensboro, North Carolina, presents its Eaz-Lift ReCurve Weight Distribution Hitch. The Eaz-Lift ReCurve features dynamically responsive sway control on the R6 and reliably consistent sway control on the R3, delivering a smoother, quieter towing experience with easy setup and dependable performance. Patented top-loading spring bars, increased ground clearance and durable construction set ReCurve apart.

camco.net

TIRE PRESSURE MONITORING SYSTEM

SpartanLync Technologies, Burlington, Ontario, offers its Bluetooth TPMS Solution. Many tire failures begin with pressure loss or excessive heat — conditions a TPMS can detect before the tire fails. SpartanLync is an aftermarket safety upgrade that installs without removing the tire from the rim and requires no additional display. Alerts appear directly on the tow vehicle's screen through Apple CarPlay or Android Auto, helping drivers react sooner and tow with greater confidence.

spartanlync.com

SUSPENSION UPGRADE

Torklit International, Kent, Washington, offers its StableLoad, suspension upgrades that engage the overload springs of a truck's factory leaf spring suspension earlier when hauling a load. Pre-engaging the leaf springs reduces rear sag, sway, body roll and porpoising while improving steering control and stability. Lower StableLoads close the gap between the factory leaf spring pack and lower overload springs and can be disengaged when the truck is unloaded. Upper StableLoads engage the upper overload springs sooner. 90-day satisfaction guarantee and lifetime warranty included.

torklift.com

ANTI-LOCK BRAKING SYSTEM

Lippert, Elkhart, Indiana, presents its Anti-Lock Braking System. Lippert's Anti-Lock Braking System (ABS) improves RV towing safety by reducing wheel lockup and maintaining stability during sudden stops. Designed to enhance control on slippery roads and in emergency braking situations, the system helps deliver smoother, safer stops and greater confidence behind the wheel.

lippert.com

FIFTH WHEEL TO GOOSENECK PIN BOX

MORryde, Elkhart, Indiana, offers its GooseTech. The MORryde GooseTech utilizes a rubber shear spring to cushion and soften harsh road shock. Replacing a traditional pin box, the GooseTech frees up truck bed space while maintaining the OEM pin location for a seamless fit. Built for confidence, convenience and comfort, it gives you a more stable and controlled ride, offering 3-inch fore/aft travel and a maintenance-free design.

morryde.com

ELECTRIC BRAKE CONTROLLER

REDARC Electronics, Lonsdale, South Australia, offers its Tow-Pro Link. The REDARC Tow-Pro Link helps make towing safer with precise, responsive trailer braking. Its six-axis sensor delivers smooth proportional braking and fast calibration, while SwayStop Plus lets drivers correct trailer sway at the push of a button. A dedicated USB remote provides dependable control and real-time visual feedback, with separate modes for everyday driving and challenging off-road conditions.

redarcelectronics.com

SHOCK ABSORBERS

Roadmaster, Vancouver, Washington, presents its Comfort Ride Shock System, heavy-duty, nitrogen-charged shock absorbers engineered specifically for travel trailers and fifth wheels. The patented design enables vertical mounting despite limited clearance, reducing chucking, axle roll-up, suspension rebound and side-to-side rocking. The shocks absorb up to 80% of road forces, cutting energy transmission by 50%-94%, depending on terrain. Kits include four shocks, mounting brackets, U-bolts and hardware. Matched by axle diameter for tandem-axle trailers.

roadmasterinc.com

TIRE PRESSURE SENSORS

TST by P.S.I., San Antonio, Texas, presents its TST TPMS Tow Packs. Available with two or four sensors, these packs seamlessly integrate with any existing 507 or 770 Series system and the TST SafeSense Mobile App via the company's Bluetooth receiver. Choose cap or flow-thru sensors and receive real-time tire pressure and temperature monitoring to help safeguard your towed vehicle from tire-related issues. Mix and match sensors to monitor your RV, tow vehicle, trailer and recreational toys with one TPMS solution.

tsttruck.com

GOOSENECK HITCH

GEN-Y Hitch, Nappanee, Indiana, offers its GoosePuck GEN 2, a smarter evolution of the company's gooseneck hitch. Built for heavy-duty performance, it features rear puck integration for improved clearance, built-in safety chain attachments and enhanced adjustability. Made in the USA from heavy-duty steel, it offers a 25,000-pound towing capacity, 5-inch offset and 2-5/16-inch ball mount. Maintenance-free and engineered for versatility, the GoosePuck GEN 2 delivers strength, convenience and a better fit for a wide range of towing setups.

genyhitch.com

SUSPENSION ENHANCEMENT

SuperSprings International, Carpinteria, California, presents its SumoSprings. SumoSprings improve safety and ride control by stabilizing RV suspension under load and on the road. The progressive design reduces rear sag, limits sway and improves handling during cornering, braking and crosswinds. Made from durable microcellular polyurethane, they work automatically with no maintenance or adjustments required. By supporting the factory suspension, SumoSprings help maintain vehicle control, reduce driver fatigue and provide a more stable, predictable ride.

supersprings international.com

RV SURGE PROTECTOR

Power Watchdog, Anaheim, California, presents its Power Watchdog RV Surge Protector. The gen 2 Power Watchdog units have both Bluetooth and Wi-Fi connectivity, meaning you can be beyond Bluetooth range and get alerts and real-time data. This is perfect for people with pets or when your RV is in storage miles down the road. It offers a patented replaceable surge module, fault log and a limited lifetime warranty.

powerwatchdog.com

REAR SWAY BAR

Hellwig Products, Visalia, California, presents its Rear Sway Bar for Sprinter Vans. Designed for Mercedes-Benz and Freightliner Sprinter 2500 and 3500 single-rear-wheel vans, Hellwig's 1-5/16-inch Rear Sway Bar increases suspension stiffness to improve handling, comfort and safety. Made from solid heat-treated chromoly, the sway bar helps reduce body roll and provides greater stability during everyday driving, as well as heavy tow/haul conditions. It's an upgrade for drivers looking for improved handling and a more confident, comfortable driving experience.

hellwigproducts.com

BRAKE ENHANCEMENT SYSTEM

Timbren Industries, Whitby, Ontario, offers its Timbren BES. The Timbren Brake Enhancement System (BES) delivers a 67% higher heat threshold than standard OEM brakes, eliminating brake fade, harsh squeals and soft pedal feel under heavy loads. Featuring OnyxBite low-metallic pads and corrosion-resistant OnyxBond rotors, BES provides immediate bite and reliable control when down-hill braking or making sudden stops. Engineered for maximum safety and longevity, Timbren BES ensures confidence behind the wheel.

timbren.com

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Pit Stop

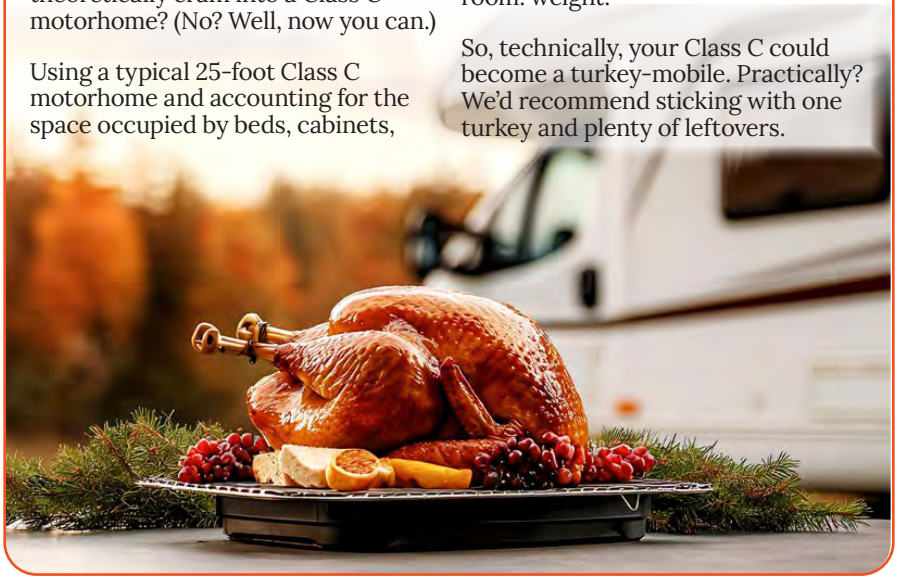
HOW MANY TURKEYS CAN FIT IN AN RV?

Ever wondered how many Thanksgiving turkeys you could theoretically cram into a Class C motorhome? (No? Well, now you can.)

Using a typical 25-foot Class C motorhome and accounting for the space occupied by beds, cabinets, appliances and other essentials, we estimate you could fit roughly **700 15-pound turkeys** inside.

That's about **10,500 pounds of bird** — which means you'd run into a much bigger problem before you ran out of room: weight.

So, technically, your Class C could become a turkey-mobile. Practically? We'd recommend sticking with one turkey and plenty of leftovers.



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AUGUST 2026 SHIPMENTS

23,599 units
total RV shipments

16.4% decrease
compared to August 2025 (28,212 units)

Through 2/3 of the year, shipments are down 14.2% with 207,191 units shipped

Towable RVs, led by conventional travel trailers, ended the month down 16.9% from last August with 20,790 shipments. Motorhomes finished the month down 11.7% compared to the same month last year with 2,809 units.

Park model RVs finished August up 5.8% compared to the same month last year, with 423 wholesale shipments. To date, park model RVs are up 21.8% with 3,438 units shipped.

Starting with model year 2028, new RVs will have grounding monitor interrupters (GMIs). Regardless of where an RV is plugged in (dealership, campground, etc.), **if the electrical power source has unaddressed grounding issues, a GMI-equipped RV will not accept power.** Whether plugging units into lot pedestals, service bays or conducting pre-delivery inspections (PDIs), compromised power supplies can prevent units from receiving shore power.

To help dealerships navigate this transition smoothly, the RV Industry Association and the cross-industry GMI Task Force – in partnership with the RV Dealers Association – have launched a dedicated resource hub at rvia.org/GMI.

Available resources for dealers include:

- A quick-reference operational guide outlining critical GMI fundamentals and dealership preparation steps
- Detailed overviews of NEC enforcement timelines, GMI functionality and how devices address issues like damaged power cords and improper adapters
- Recommended protocols and best practices for evaluating dealership electrical receptacles and working with licensed electricians to eliminate grounding faults before units arrive

JUST STRIKE IT!

Need a fun game to offer customers to take on the road or stock at your campground for visitors? Meet **Knöggle.** Unlike other "lawn games," Knöggle allows everyone to join in. And a major plus for RVers: It folds up easily for travel. The setup comes with the game base, a wooden block, 100 10d common nails and a Knöggle Striker. The object of the game is to hit all of your team's nails into the block first. The full setup is $275; replacement blocks are $45.

Check out knoggle.net for more info.

IMAGE COURTESY OF KNÖGGLE

OFF WE GO!

After spending seven years traveling across America by RV with his wife, Cathy, and their dogs, author Jeff Evans learned that some of the best adventures begin with a little uncertainty. Now those years on the road have inspired a new children's picture-book series.

"Bella & Mandy's RV Adventures: Off We Go!" was slated for release on Oct. 6 by Twin Tails Press. Written for children ages 3-8, the rhyming picture book introduces young readers to two best friends who couldn't be more different — and a brand-new life on the road.

Order the book and learn more at bellaandmandy.com/off-we-go.

IMAGE COURTESY OF TWIN TAILS PRESS

POWER MAXIMIZED. PERFORMANCE OPTIMIZED.

Thirty years in mobile power means we've seen builds, install challenges, and customer demands evolve. That's why we design our inverters specifically for the RV industry, and life on the road.

The ASW handles integrated systems with a built-in 30A transfer switch for seamless shore-to-battery switching. The SSW delivers clean, flexible pure sine wave output for aftermarket and custom installations. Both lithium-ready, PowerTrak™ compatible, and backed by a 2-year warranty.

Speak to your Go Power! | Dometic rep to find the right inverter for your build.

AVAILABLE NOW!

ADVANCED SINE WAVE INVERTER

The new ASW Series delivers pure sine wave power with a built-in 30A transfer switch. Available in 1200W, 1800W, and 3000W models. Lithium-ready, PowerTrak™ compatible, and ready to hardwire. Features built-in 30-amp transfer switch, over-the-air firmware updates and a 2-year warranty.

SMART SINE WAVE INVERTER

The SSW Series delivers pure sine wave power in a sleek, lightweight package. Available in 1500W, 1800W, 2000W, and 3000W models, with hardwired versions available on select models. Lithium-ready, PowerTrak™ compatible, with a 2-year warranty.

WANT TO LEARN MORE?

Scan the QR code to explore all of our inverter lines. View full product details, features, and compatibility to find the right solution for your installation.

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SOME THINGS CAN'T BE MEASURED IN MILES.

Compare Models and Learn More

The best moments are measured in memories made, friendships formed, campfire stories shared, and neighbors who become lifelong friends.

It's the confidence of knowing your RV is built to last. The comfort of gathering with the people who matter most. With purposeful innovation, premium craftsmanship, and a customer-first philosophy, Grand Design creates products that help owners focus less on the RV and more on the moments that make the journey worthwhile.

From industry-leading innovations like our Worry-Free Composite Roof System to a reputation for standing behind our owners long after the sale with our 1-3-5 Transferable Warranty, Grand Design is committed to delivering an experience that inspires confidence mile after mile.

Because the best adventures aren't about where you're going. They're about who you're with.

Grand Design RV. All Roads Lead to This.

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