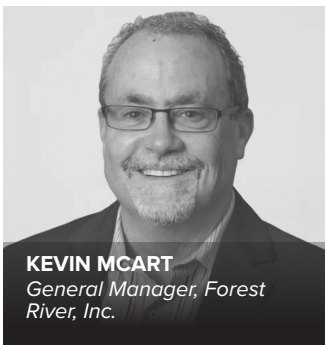
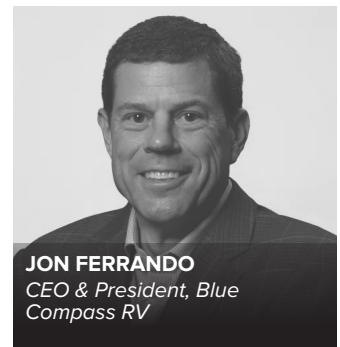
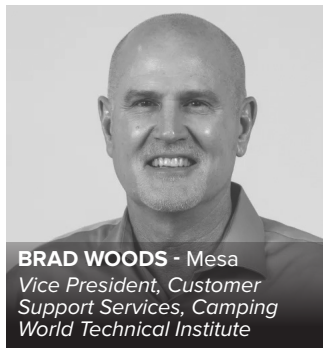


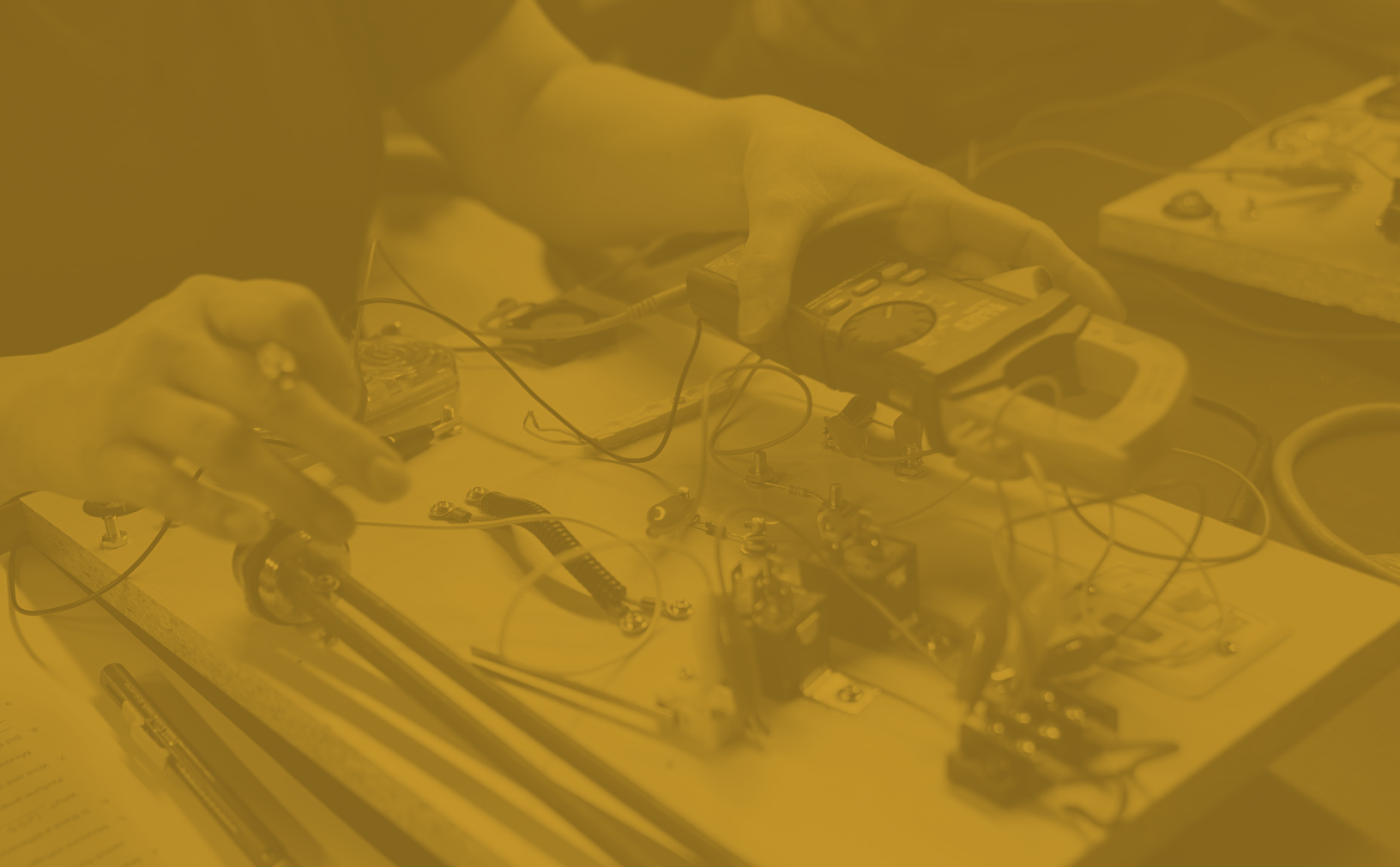


Annual Report

2023

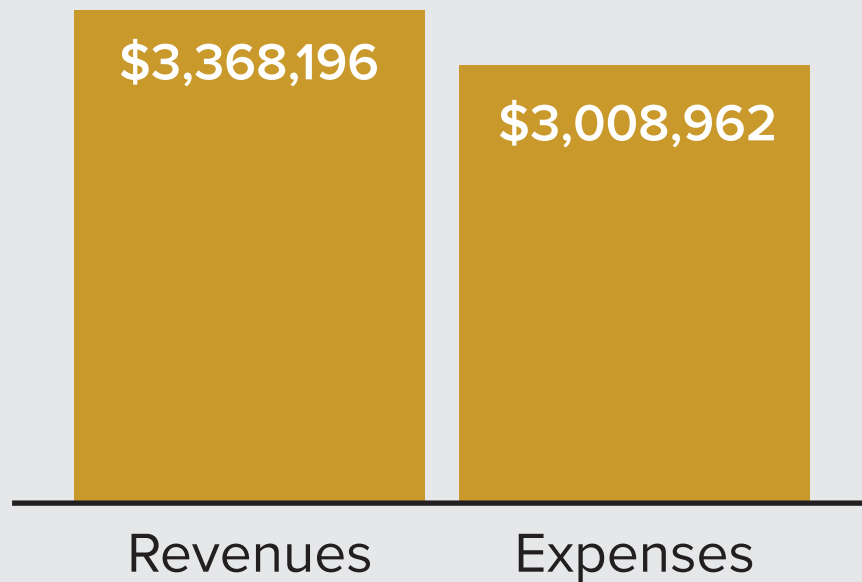
BOARD of DIRECTORS





FINANCIALS

RV Technical Institute

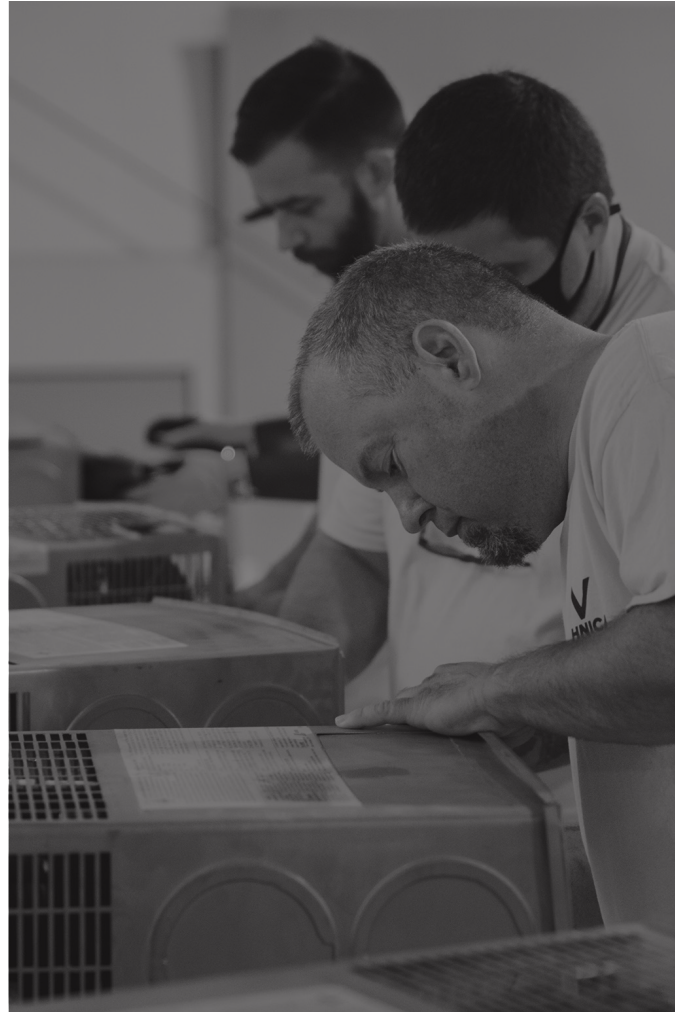


ELEVATING TODAY'S RV TECHS *and* BUILDING *the* PIPELINE *for the* FUTURE

In a word, 2023 was about the future. With millions of new RV buyers over the last few years and millions more planning a purchase, there's more demand and opportunity for skilled RV technicians than ever before.

In just a few short years, the RV Technical Institute's technician training program has quickly become recognized as the RV industry's gold standard. By leveraging decades of industry experience and partnering with the top RV manufacturer and supplier leaders in the field, we have developed the most up-to-date and influential RV technician training program ever built.

"The RV industry's support of the RV Technical Institute has been critical to its success so far and it remains even more important for future successes," said RV Technical Institute Executive Director Curt Hemmeler. "With more and more RVers finding the outdoors and camping for the first time, the ability to provide quality, timely service as an industry is crucial to delivering an exceptional experience for RVers."



"In 2023, we really emphasized advertising and marketing efforts to attract career changers and job seekers to the RV industry."

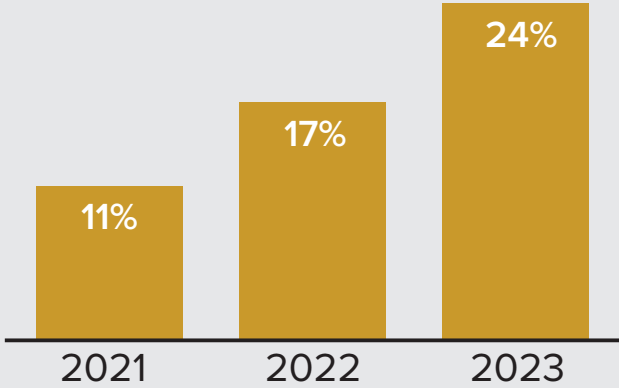
————— Curt Hemmeler, RV Institute Executive Director —————

20 MIL
IMPRESSIONS
10,000+
LEADS

To keep RVers happy and on the road, the Institute launched a significant technician recruitment effort in 2022. By partnering with the American School Counselors Association to attend events across the country, the team can educate high school counselors about the RV industry and the current demand for technicians. In 2023, these efforts continued while the Institute also began to implement the training program at high schools in three states: Texas, Indiana, and Pennsylvania. RV Technical Institute staff trained high school teachers to become RVTI-certified technician instructors, which then allowed them to train their students. As a result, interested high schoolers could graduate high school as a certified Level 1 RV technician.

“In 2023, we really emphasized advertising and marketing efforts to attract career changers and job seekers to the RV industry,” explains Hemmeler. “These efforts delivered great results with over 20 million impressions and over 10,000 leads, generating increased awareness about the RV industry, our gold standard training program, and employment opportunities that come with training. As a result, over 1,000 individuals were

Women RV Owners



recruited and started taking courses to become technicians.”

A significant area of opportunity on the recruitment front is attracting more women into the RV technician field. According to a recent RV Industry Association survey of leisure travelers, women who reported owning an RV increased from 11% in 2021 to 17% in 2022 and 24% in 2023. While a significant disparity between the numbers of male and female RV service technicians exists, over 30% of people interested in taking the RVTI training courses are women.



5,000

RV Technical Institute
Certified Technicians



1,000

Dealerships & other
locations training techs

That's why this year the Institute assembled a recruitment campaign specifically targeting women who are interested in becoming RV techs. Beyond digital ads and content, campaign marketing efforts included a landing page that speaks directly to prospective women technicians. Additionally, after a successful pilot course in 2022, the RV Women's Alliance and the RV Technical Institute took their all-female technician course nationwide in 2023. Six training sessions were offered in Texas, Oregon, Pennsylvania, Florida, and Indiana.

"Our multipronged approach to recruitment has been very successful, allowing the Institute to reach people from outside the RV industry who can be trained to fill RV technician jobs now, and people who will fill the pipeline with the RV technicians of the future," continued Hemmeler.

“The RV industry’s support of the RV Technical Institute has been critical to its success and is even more critical for future successes.”

————— Curt Hemmeler, RV Institute Executive Director —————

For those technicians who are already in the industry and seeking continued instruction, the Institute launched the highly anticipated Level 3 training in 2023. Partnering with industry suppliers, Level 3 training in Electrical, Chassis, Electronics, Appliances, and Slideouts helps current techs increase their skills and expertise on specific RV systems and components, focused on advanced diagnostics, troubleshooting, and repair. New Level 3 courses are constantly being added to the approved training program and technicians can find them on the RV Technical Institute’s website.

As of today, there are already over 5,000 RV Technical Institute Certified technicians and nearly 1,000 RV dealerships and other locations training techs on the Institute’s training program.

“We wouldn’t be where we are today without the RV Industry Association, the RV Dealers Association, and Go RVing,” remarked Hemmeler. “The dedication from the entire industry to support our team’s mission means the RV Technical Institute is well-positioned to help deliver outstanding customer service and a better RVing experience for millions of RVers in the future.”



RV
TECHNICAL
INSTITUTE
DEFINING RV SERVICE

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