

# Agenda: October 2024



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## 20 Group 011

### Embassy Suites by Hilton Fort Worth Downtown

600 Commerce Street  
Fort Worth, TX 76102  
P: 817.200.2832

**Meeting Room:** Synergy I

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#### **Tuesday, October 22, 2024**

7:30 AM Breakfast in Pre-Function Area 5<sup>th</sup> Floor  
8:00 AM – 5:00 PM Meeting in Synergy I  
6:00 PM Group dinner - TBD

#### **Wednesday, October 23, 2024**

7:30 AM Breakfast in Pre-Function Area 5<sup>th</sup> Floor  
8:00 AM – 5:00 PM Meeting in Synergy I  
6:00 PM Group dinner - TBD

#### **Thursday, October 24, 2024**

7:30 AM Breakfast in Pre-Function Area 5<sup>th</sup> Floor  
8:00 AM – 12:00 PM Meeting in Synergy I

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Highly detailed and sensitive operational information will likely be shared at this meeting. Let us be reminded of the confidential nature of the information and the importance of compliance with the antitrust laws. Our purpose is to enhance the performance of each group Member's operations through individual decisions and actions of each Member. There are to be no agreements, oral, tacit, or otherwise, by which coordinated or cooperative actions are to be taken, whether in connection with buying or selling either goods or services. Similarly, though we may discuss manufacturers and their practices, no concerted or cooperative action, other than expressing our views on a subject, are to be taken.

## Moderator and Client Success Specialist Team

**Pat Kennedy** Executive Conference Moderator  
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## Executive Committee

<b>Allan Fertig</b>	Chairperson	Term Expires: Month Year
<b>Chase Baerlin</b>	Co-Chairperson	Term Expires: Month Year
<b>Chad Shepard</b>	Co-Chairperson	Term Expires: Month Year

**Aaron Vogt** Meeting Host

**Group Listserv** [011@group.ncmassociates.com](mailto:011@group.ncmassociates.com)

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## 20 Group Report Due Date

The group-requested due date for your reporting is the **10th of every month\***.

\*The NCM team or the group may select a run date before/after the regular monthly due date to use current data for a meeting reporting. The deadline will be communicated to the group if it is running earlier or later than normally scheduled.

## Tuesday, October 22, 2024

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7:30 AM **MEETING ROOM OPENS / BREAKFAST IS SERVED**

8:00 AM **WELCOME, INTRODUCTIONS AND CONFIDENTIALITY REMINDER**

**Goal:** To give all members a feel for how business is in each dealership

- Introductions
- Confidentiality Reminder – Outside of meeting, conventions, manufacturer and vendor meetings, restaurants, group email accounts, photos, etc.
- Bylaws Violations – Confidentiality, missing numbers & budgets, past due accounts, missed meetings

8:15 AM **HOW'S BUSINESS**

**Goal:** To give all Members a feel for how business is in each dealership and market

- Interesting news in the RV Business; aka Industry Gossip
- What actions did you take at Open House?
- What is happening with your manufacturers?
- Competitors in your market – Have any gone under?
- Rumors – Where there's smoke, there's fire
- Are you seeing an uptick of manufacturers looking for new dealers to peddle their products? More is not always better.
- Recent initiatives
- Current market conditions
- Hot products and cold products
- Surprisingly good or surprisingly disappointing products
- Lines being added or dropped
- Management changes
- Sales, Profit and units sold in September 2024 vs. September 2023
- Overall dealership performance

10:00 AM **BREAK**

10:15 AM **FINANCIAL REVIEW**

12:00 PM **LUNCH IN PRE-FUNCTION AREA 5TH FLOOR**

1:00 PM **INVENTORY DISCUSSION**

- Anyone take a swing at the Nelson plan?
- Margin review and discussion...what are the bright spots?

- Aging report
- Are we headed back to 1.75 - 2.0 turns? What does that mean for profitability at these margins? How low would interest rates have to go to make that work? What can we do to keep that number in the 3.0 range?
- *Now that we have falling interest rates, does it impact your inventory and pricing strategy? What kind impact on volume and/or margin are you forecasting?*
- *We have dealt with invoices falling for a few years but do you have renewed concerns with customers being upset with trade values if there is an increase in recently purchased trades?*

2:15 PM **BREAK**

2:30 PM **RIGHT SIZING MANAGEMENT STRUCTURE VERSUS PLANNING FOR THE FUTURE. WHAT MAKES SENSE?**

- *As profits have been a struggle, our producers have shrunk. We find ourselves chief-heavy. Is that okay, or should we actively strike a balance?*
- *People-How many is too many? Similar to the above but with all employees.*

3:45 PM **BREAK**

4:00 PM **LIVING IN THE SHADOW OF THE MEGA DEALER**

- *The manufacturers have allowed themselves to be owned by large dealer groups. How can we remain relevant enough to keep competitive advantage? What should we be trying to accomplish for future success?*
- How do we distinguish ourselves in our market?
- What is our strategy with manufacturers? Where are we in five years?

6:00 PM **GROUP DINNER**

## Wednesday, October 23, 2024

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7:30 AM **MEETING ROOM OPENS / BREAKFAST IS SERVED**

8:00 AM **PREP FOR DEALER VISIT – ASSIGN TEAMS AND ORGANIZE TRANSPORTATION**

8:15 AM **DEPART FOR VOGT RV**

11:45 AM **RETURN TO HOTEL**

12:00 PM **WORKING LUNCH IN MTG ROOM / TEAMS PREPARE CRITIQUE**

1:00 PM **SITE VISIT CRITIQUE**

2:30 PM **BREAK**

2:45 PM **EXECUTIVE CRITIQUE**

3:15 PM **MARKETING IN 2025**

- *How do you advertise online? By price is great if you have a giveaway. By MSRP is great if that is the rule for every dealer. But what about the "in between?" What strategies do people use to be attractive online but hold room for profit?*
- *Are large shows still the best option? Some shows have reached preposterous levels of expense. Are we better off hosting our own show at a smaller venue? Do super well-advertised and well-funded open houses make more sense?*

4:20 PM **BREAK**

4:30 PM **HR TOPICS**

- Does anyone do a severance package with legal paperwork when terminating employees; basically, saying they acknowledge they were treated fairly and they agree not to sue?
- How are you handling terminations? What is the best practice to avoid unneeded liability?
- Is the employee market changing? Do they finally need us more than we need them?

6:00 PM **GROUP DINNER**

## Thursday, October 24, 2024

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7:30 AM **MEETING ROOM OPENS / BREAKFAST IS SERVED**

8:00 AM **BALANCE SHEET & CASH FLOW; PLANNING DEBT TO EQUITY**

9:15 AM **BREAK**

9:30 AM      **ROUND TABLE**

10:00 AM      **OBJECTIVES AND BEST IDEA**

**Disclaimer:** *I acknowledge and agree to NCM® using the idea I submit during 'Best Idea' at my 20 Group meeting. It is my understanding that the idea(s) may be used in NCM Idea Books and correspondingly on the NCM website, or for other promotional purposes as NCM deems appropriate. If you do not want your idea included, please let your moderator know in advance.*

11:30 AM      **HOUSEKEEPING**

**LEAVING EARLY IS HIGHLY DISCOURAGED BY THE GROUP!**

**Agenda Topics and Times Subject to Change!**