

RV BUSINESS



DEALER AWARDS

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**Local Business Named Into Top 50 RV Dealers in America**

**SCOTT, La.** – In the face of today's slowed economy and low consumer confidence, some businesses are still flourishing and setting an example among their peers, exhibiting "best practices" in their industry.

That's the story behind Gauthiers' RV Center, a dealership recently selected as one of the Top 50 Recreation Vehicle (RV) Dealers in America by *RV Business* magazine. "This program is unique in that it doesn't focus solely on sales. We understand what makes a dealership truly great is not just what it does, but how it gets the job done," explained Sherman Goldenberg, *RV Business* publisher. "RVing offers a special brand of life experiences, togetherness and interaction with the world around us, so successful RV dealers naturally focus on people over products. Gauthiers' RV Center was selected for its level of outstanding personal customer service, along with sound business practices and forward-thinking philosophies."

The Top 50 was recognized Sept. 24 at a celebration dinner and reception held during the annual Recreation Vehicle Dealers Association (RVDA) convention in Las Vegas, where awards were presented to the Top 50 including the top five Blue Ribbon honorees and the recipient of the Dave Altman Award, established in memory of the respected southern California dealer and industry activist who passed away in January of 2008.

The program was set in motion last spring, when RV manufacturers nominated their most worthy dealers to be considered. Dealers then completed an extensive application asking both quantitative and qualitative questions regarding all aspects of their operations. Those applications were submitted to a five-person judging panel made up of representatives from several sectors of the industry.

Goldenberg said members of the panel met for several hours in order to decide on the Top 50. "It was difficult to narrow it down, and there was some lively discussion. They ended up with a group they were quite proud of," he said, mentioning the finalists collectively generated approximately \$2.1 billion in sales last year and have received hundreds of awards from manufacturers and their local communities.

To help bring the *RV Business* Top 50 to fruition, several members of the industry lent their support in the form of the newly-created Leadership Alliance. These companies were invited to participate because of their willingness to help spearhead something authentically new in this business sector to promote professionalism across the board. The 2008 Leadership Alliance companies are Coach-Net, ADP Lightspeed, Assurant Solutions, Blue Ox, Cummins Onan, Freightliner, Key Bank, Protective Insurance and RV Trader.

To view the complete list of the Top 50 dealers and to learn more about members of the Leadership Alliance, visit [www.RVBusiness.com](http://www.RVBusiness.com).

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**About the Top 50 RV Dealers Program:** The program's purpose is to showcase credible role models and establish best business practices benchmarks at the retail level of the RV industry in terms of staff training, performing warranty and service work, managing aftermarket stores, superior consumer care and being good citizens of their respective communities. The dealerships were selected among those nominated as the best by the nation's RV manufacturers. The program was founded and coordinated by *RV Business* magazine with additional support provided by the Leadership Alliance.

