

## Protective Coatings Engineered For The RV Lifestyle.

*We seal in the beauty of your RV and the value of your investment.*

*Our skilled technicians will install DURATAIN® to your new coach for years of carefree enjoyment.*



### VC-1 EXTERIOR PROTECTIVE COATING

*What does it do for you?*

- eliminates waxing for up to five years
- preserves color and shine
- prolongs the life of your finishes
- eliminates black-streak staining
- creates an easier to wash surface

*5-year repair or replace warranty*

### VC-3 AWNING, LEATHER & VINYL COATING

*What does it do for you?*

- prevents staining
- protects against fading
- prevents cracking
- protects against mildew

*5-year warranty, re-sprayable for life*

### VC-2 TEXTILE COATING

*What does it do for you?*

- prevents staining
- reduces off-gassing
- prevents sun rot
- lengthens textile life
- makes textiles easier to clean

*5-year repair or replace warranty*

### VC-4 SHIELDED UNDERCOATING

*What does it do for you?*

- prevents rust & structural corrosion
- seals joints & seams
- inhibits road noise
- provides extra insulation
- protects exposed tanks & lines

*10-year warranty, re-sprayable for life*



## Protect Your RV With An Extended Service Plan.

*All Service Plans Include:*

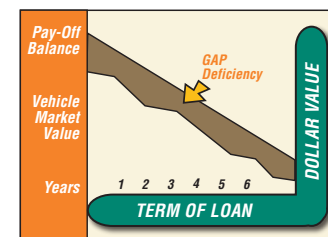
- *Nationwide Coverage, No Matter Where Your New RV Takes You*
- *Unlimited Number Of Claims*
- *Fast And Easy Claim Assistance*



### TYRON FLAT TIRE PROTECTION



### GAP PROTECTION



### ROAD HAZARD PLAN



### MULTI SEAL PROTECTION



**Dodd RV of Portsmouth**  
4705 Portsmouth Blvd.  
Portsmouth, VA 23701  
Local Toll Free 1-888-781-2721

**Dodd RV of the Peninsula**  
7023 George Washington Memorial Hwy.  
Yorktown, VA 23692  
Local Toll Free 1-877-743-7360

**www.DoddRV.com**

*Inside - Article As  
Seen In RV News*



**Dodd RV**  
Since 1956

# Resiliency, Fortitude, Determination

*Family-owned Dodd RV adapts to the times, recruits talented staff and meets industry challenges for success throughout the decades.*

*By Cean Burgeson*



Jamie Dodd (left, front) poses with his team. Dodd says the dealership is highly selective when recruiting new employees. An opening at Dodd RV might receive between 50 and 100 applications, and they all will be considered.

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&gt;&gt; Dodd RV



# Dodd RV

Since 1956



[www.DoddRV.com](http://www.DoddRV.com)



## Exclusive Virginia Dealer

### RV WARRANTY FOREVER!

### LIFETIME WARRANTY INCLUDED WITH EVERY NEW PURCHASE!

\*Only applies to new and slightly used units, see dealer for complete details. See RV Warranty Forever™ agreement for details on coverage and exclusions. Proof of annual maintenance is required.

## DealerRater Customer Testimonials

### Dodd RV of Portsmouth

*"I would like to highly recommend this dealer to anyone looking to purchase a new or used RV. Jennifer and her sales staff were very helpful to find the right camper for us. Dave the service tech was very knowledgeable and took extra time with us explaining every aspect of our new camper."*

*"Absolutely wonderful experience trading in our old camper and moving up to a much newer and nicer model! These folks are friendly and accommodating. Drew stayed past closing time to allow us to look at a few campers and was very patient while we decided on the make/model we wanted. Everything was explained thoroughly by Jennifer and David delivered the camper right to our home. Very smooth transactions...will be back!"*

### Dodd RV of the Peninsula

*"Very professional, friendly, courteous, well trained and versed in RV sales and service. Staff was very knowledgeable and well versed in their individual areas of expertise."*

*"What more is there to say!!! Second time around and everyone was very low keyed and professional from start to finish. Told them what I wanted and they delivered. Highly recommend this dealership."*

*"Exceptional service during all aspects of the sale. We never felt rushed or pressured. All our questions were answered with expertise during the sale, financing paperwork and walk through of our new RV."*



[www.DoddRV.com](http://www.DoddRV.com)



## &gt;&gt; Dodd RV



Service Advisor Melissa Grace and Service/Parts Manager Joey Lawrence regularly receive ongoing management training for service writing and customer service.



Parts Advisor Cindie Merritt assists a customer in her department stocked with products recommended by NTP-Stag. "They do a really good job on keeping us up to date, what's new and getting us product quickly," Jamie Dodd says.

"People who are buying RVs are family-oriented people," Jennifer Dodd Moore says. "Our customers are families who want to camp together. And I think they see us as a family that can work together and have a business together this long and figure, 'They must be doing something right.'"

A wide selection of brands is another advantage that Dodd RV uses to help their customers find the right RV. They sell new and used units—everything from small travel trailers to motorhomes, from brands including Forest River, Keystone, Grand Design and Prime Time, as well as motorhomes from companies such as Thor Motorcoach, Georgetown and Coachmen. "We're fortunate to have many of the best brands in the industry, so the brands we sell are very top-quality and some of the most sought after," McNeil says. "All of the manufacturers we do business with want us to succeed, and in most cases are willing to do whatever it takes to help us succeed."

Jamie Dodd adds, "Part of our continued success is due to partnering with great

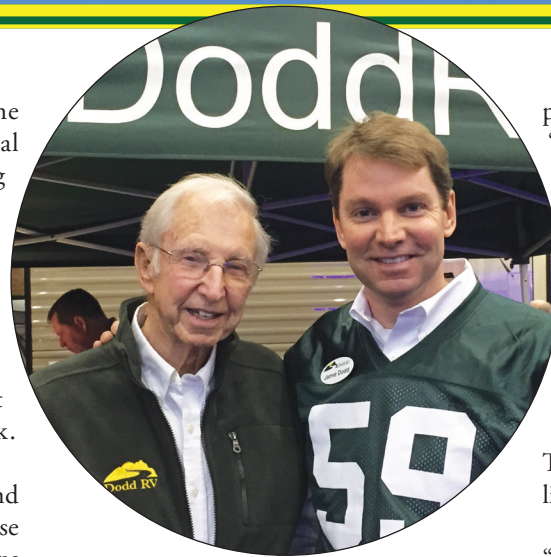
manufacturers and investing in those relationships. Some of those relationships date back more than 20 years, such as Coachmen, as well as a long-standing relationship with Thor that dates back to 1982. "We like to partner with manufacturers who are industry leaders and hold good market share. We also look for quality people to work with, from salespeople to the service team. Those are the people we are going to continue working with."

A lot has changed since Dodd RV's humble beginnings back in 1956, when gasoline was 22 cents per gallon, a stamp cost three cents and the average income was \$4,454 per year. What never changed, however, was their commitment to their customers.

"To be so many years in the RV industry is rare, because there's been so many challenging, difficult years," Dodd says. "That's why honesty is key. That word is in our corporate mission statement. We speak the truth. When your back is against the wall, a lot of unethical things can happen in business. One of the key points, in good times and bad times, is to strive to tell the truth and be honest with our customers, our suppliers and with our team. That's huge, because with technology today, people who buy RVs will find out the truth. If you speak the truth and people know it, they will purchase from you, use your service department, or recommend you."

This business philosophy has been successful for the dealership. "We've had double-digit increases the last several years," McNeil says. "Dodd RV is growing each year and we're trying to improve each and every month, each and every year. We want to keep up with the times, keep doing what we're doing, and keep giving the good service that we've given for all of these years."

RVN



Founder George Dodd (left) helmed the growing dealership before enticing his son, Jamie, to return to the family business and take over in 2000. Now, 16 years later, Jamie Dodd says, "I couldn't imagine doing anything else."

**L**It's a word not often heard in the ever-changing, fast-paced recreational vehicle industry. The long-standing dealer has been in operation since the early 1970s in Southeastern Virginia, servicing more than nine major cities in the metropolitan region known as "Hampton Roads." This includes communities such as Virginia Beach, Chesapeake, Hampton, Newport News, Williamsburg and Norfolk.

From recessions to rising gas prices and other industry challenges over the course of 45 years, the dealership, with locations in Portsmouth and Yorktown, has seen it all since founder George Dodd started the family business back in 1956 as a Texaco gas station. In 1971, he obtained the Fleetwood Terry towable franchise and discontinued the Texaco franchise, though he grew its automotive repair business along with the RV dealership.

"Changes in the industry over the years have made it difficult to survive for some," Dodd RV Sales Manager Michael McNeil says. "That's why I think it's a testament to the Dodd family that they were able to weather the storms. And here we are after all these years—bigger, better and stronger than ever."

Founder George Dodd helmed the growing dealership before enticing his son, Jamie, to return to the family business and take over in 2000 so he could retire. (This was more of a slowdown than a retirement, as George Dodd's passion for the business still finds him at the dealership one to two days a week.)

After five years of working for an automotive dealership in the area and returning to school to earn a graduate degree in business, Jamie Dodd says when his dad called, "The RV industry wasn't really on my radar." He had spent eight years working as a junior service tech at Dodd RV during summers and school breaks, as well as a one-year stint as a salesman after college. But after talking over the opportunity with "wise friends" and mentors, he agreed to return. Now, 16 years later, Dodd says, "I couldn't imagine doing anything else."

He doesn't consider his tenure working at the auto dealership as wasted time, either.

people part of the business," Dodd says. "The auto dealership was really good at recruiting talented, smart people, whether they were salespeople or technicians. That strategy drew customers. People would drive 45 minutes or more to buy a vehicle. It was a pleasurable experience for the customers and a very pleasurable experience for the employees."

This company culture has since been replicated at Dodd RV.

"The people part of it is huge," Dodd says. "We're really selective. When we have a position that's open, we might have 50 to 100 people or more apply. And we'll go through them all. We've taken on the strategy to look for great people, and once we've hired them, to invest heavily in their training so they're really good at what they do."

Dodd adds, "The people that deserve a huge amount of credit for our success are those who are on our team or were on our team — since we have been in business 60 years, several key players are deceased. We have a very special group and they really have done a lot to keep us rolling."

"In addition to my dad, a few outside RV advisors/consultants have played a key role in helping us through the 60 years. These include RV Hall of Famer Bob Azevedo, the late Bill Gorman, Finance Specialist Jan Kelly, the Spader Company, Marzahn & King, Michael Rees and Dave Foco of A World of Training. The Lord has played a key role in all of it."

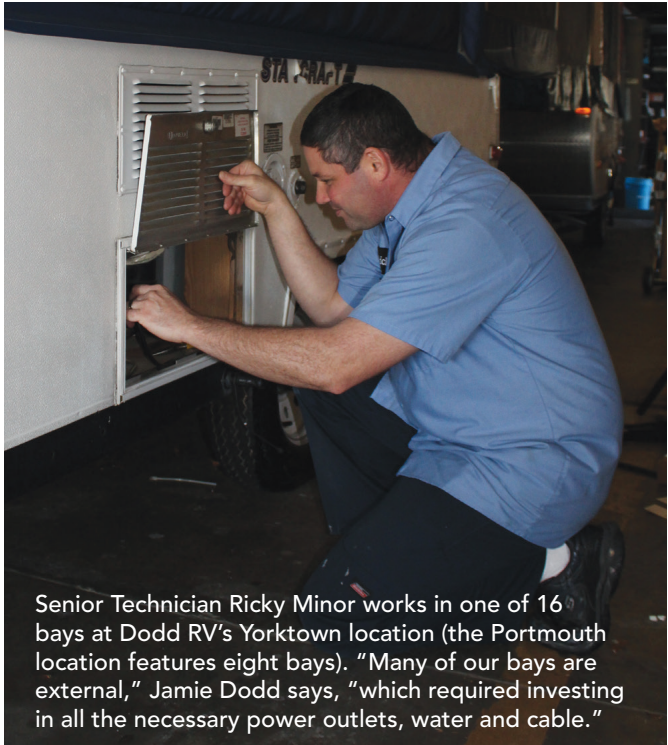


Founder George Dodd started the family business in 1956 as a Texaco gas station. In 1971, he obtained the Fleetwood Terry towable franchise. This photo is circa 1960.





Operations Manager Brian Doss spent 15 years on the manufacturing side of the RV industry before working at Dodd RV. "I've basically been in every dealership across the U.S. and Canada, so I've seen how all the good dealerships operate," Doss says.



Senior Technician Ricky Minor works in one of 16 bays at Dodd RV's Yorktown location (the Portsmouth location features eight bays). "Many of our bays are external," Jamie Dodd says, "which required investing in all the necessary power outlets, water and cable."



At right: Sales Manager Mike McNeil (left) and Product Specialist Scott Hudgins say Dodd RV has experienced double-digit increases the last several years. "It's not a high-pressure atmosphere. We're really here to help them find the right camper, not to sell them something specific," McNeil says.

## Growth of the Dodd Family Business and Dodd RV

• **1956** – George Dodd starts family business as a Texaco gas station.

• **1971** – George Dodd obtains the Fleetwood Terry towable franchise. The Texaco franchise is discontinued, though its auto repair business grows along with the RV dealership.

• **1994** – George Dodd's daughter, Susie Dodd, enters the family business after graduating college.

• **2000** – George Dodd's son, Jamie Dodd, takes over for his father.

• **2002** – Jamie Dodd's sister, Jennifer Dodd Moore, joins the dealership.

• **2004** – Jamie Dodd opens a second location in Newport News.

• **2009** – Dodd RV in Newport News moves to Yorktown.

• **2016** – The Dodd family celebrates 60 years in business and 45 years of Dodd RV.

1956



From left: Billy Boyd, George Dodd and Bobby Branch stand in front of the Texaco gas station in February 1959. Dodd would later expand into RV sales.

1994

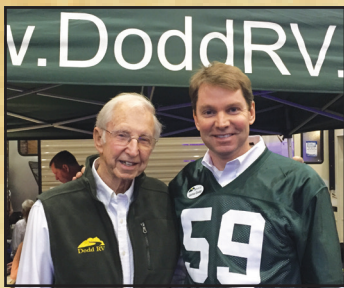


This photo of Dodd RV during the fall 1994 shows the dealership's travel trailers, none of which had slide outs at the time.

2000



Susie Dodd is the comptroller.



George Dodd (left) and Jamie Dodd.

2002



Jennifer Dodd Moore is Dodd RV's finance manager.

2009



The Yorktown dealership inventories 200 RVs.