

MASON-DIXON



Discoverys

THE MASON-DIXON HERALD

September 2011

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PRESIDENT'S REPORT

Alice and I are finishing our jobs in Denali Park, Alaska on the 11th of this month and we will be returning to civilization. Our journey back through the remote areas of Alaska and Canada will mean there will be times we will not have phone or internet service, so if you try to contact us, and we don't get back to you quickly, please be patient, we will get back to you as soon as we can. When we leave, we will be headed for the DOAI National Rally in Shawnee. Hope to see you there.

I have had several calls and emails regarding membership in the Mason-Dixon Discoverys. DOAI Bylaws and our Bylaws state that to be a member, you must be an owner of a Discovery motorhome. The Mason-Dixons have always had a policy that non-members could attend Mason-Dixon rallies as SOB's (Some Other Brand), and pay the same rally fees as the members. I personally have brought SOB's to our rallies, my brother and sister-in-law, for example and they were greeted warmly by everyone. My brother still talks about it. I encourage our members to bring friends as SOB's whether they are in a Motorhome or a trailer of some type. Let them see the camaraderie we have and who knows they might just decide to buy a Discovery.

Our search for candidates for office in the Mason-Dixon Discovery chapter is over; we have a slate that will be introduced later in this newsletter. I want to thank the people for volunteering to do these important jobs.

TREASURERS REPORT

The balance in the Mason-Dixon Account as of August 31, 2011 is \$5020.86

MASON-DIXON ELECTIONS

The election of officers for the Mason-Dixon Discoverys is now upon us. The ballot is attached to this newsletter and the ballot must be returned by November 15, 2011. If there is anyone that wants to propose someone or run for a position they can use the "Write-In" portion of the ballot.

FLEETWOOD INFORMATION

Chris Carter from the Fleetwood product development team will be with us in Shawnee! Chris will meet first with the ladies to hear what their most-favorite and least-favorite features are, as well as listen to their suggestions for upcoming product features. Then it is the guys' turn. What do you think should be done differently? What a great opportunity to see your ideas incorporated into the Discovery design.

Think about it; get your ideas together and visit with Chris.

There is also an attachment to this newsletter with info from Fleetwood.

NEW MEMBERS

I would like to welcome new members to the Mason-Dixons. They are Louis and Linda Zilinski, from Pennsylvania.

MASON-DIXON CLOTHING

Dick Tracey has been getting in touch with our members telling them about the new Mason-Dixon Discoverys shirts. If you are interested, contact him directly, at 610-207-2016 or dtracy@pdt.net.

PRAYER LIST

Butch Mauck
Charles Smith
Mabel Pritchard, Elizabeth Deal's mother
Reuther Haden (Grandson of Eileen and Hank Haden)
Marie Money
Peggy Shuping

BIRTHDAYS & ANNIVERSARIES

SEPTEMBER

BIRTHDAYS

8 Barbara Lippert
9 Marion Davis
11 Jana Davis
11 Elizabeth Deal
13 Jill McMillion
14 Lalia Nuzzolo
14 George Beier
15 Jack Torbert
16 Shirley Pedro
18 Louise Mauck
23 Ronald Keibler
28 Pat Beier

ANNIVERSARIES

7 Marshall & Louise Mauck
10 Leon & Susan Fleming
12 Glenn & Gail Camp
19 Liz & Butch Stanton
Pat & Sue Stanton

OCTOBER

BIRTHDAYS

1 Jim Brown
5 Barbara Brady
5 Debbie Fowlkes
6 Richard Money
18 Thomas Hundley
23 Martha Hundley
26 Robert Angus
28 Marie Money

ANNIVERSARIES

2 Angelo & Shirley Pedro
6 John & Alice Ricciardi
10 Ray & Lalia Nuzzolo
19 Larry & Pat Runge

HUMOR FOR THE MONTH

SENIOR WEDDING

Jacob, age 92, and Rebecca, age 89, living in Miami, are all excited about their decision to get married. They go for a stroll to discuss the wedding, and on the way they pass a drugstore. Jacob suggests they go in.

Jacob addresses the man behind the counter:

"Are you the owner?"

The pharmacist answers, "Yes."

Jacob: "We're about to get married. Do you sell heart medication?"

Pharmacist: "Of course, we do."

Jacob: "How about medicine for circulation?"

Pharmacist: "All kinds."

Jacob: "Medicine for rheumatism?"

Pharmacist: "Definitely."

Jacob: "How about suppositories?"

Pharmacist: "You bet!"

Jacob: "Medicine for memory problems, arthritis and Alzheimer's?"

Pharmacist: "Yes, a large variety. The works."

Jacob: "What about vitamins, sleeping pills, Geritol, antidotes for Parkinson's disease?"

Pharmacist: "Absolutely."

Jacob: "Everything for heartburn and indigestion?"

Pharmacist: "We sure do."

Jacob: "You sell wheelchairs and walkers and canes?"

Pharmacist: "All speeds and sizes."

Jacob: "Adult diapers?"

Pharmacist: "Sure."

Jacob: "We'd like to use this store as our Bridal Registry."

UPCOMING RALLIES

The Mason-Dixon's do not have another chapter rally scheduled for this year, but the following DOAI rallies are scheduled.

DOAI National Rally
Shawnee, OK

October 17 – 22

DOAI Southeast Region Rally
Lazydays Campground
Seffner, FL

January 29 – February 3

MASON-DIXON DISCOVERYS BALLOT FOR OFFICE 2012

PRESIDENT

Dick Tracy _____
WRITE-IN _____

VICE-PRESIDENT

Marshall Mauck _____
WRITE-IN _____

SECRETARY

Martha Hundley _____
WRITE-IN _____

TREASURER

HELEN BLACKWELL _____
WRITE-IN _____

WAGON MASTER

BOB DEAL _____
WRITE-IN _____

Members Signature

DOAI number

Please mail to:
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Fleetwood RV CEO: ‘There is Business Out There’



August 25, 2011 by [Sherman Goldenberg](#) [Leave a Comment](#)



Fleetwood RV's John Draheim

In a rather eloquent address to his company's dealers, staff and key suppliers, Fleetwood RV Inc. President and CEO John Draheim discussed the market, his company's quest for quality and the health of the two-year-old firm during Fleetwood's 2011 National Dealer Meeting Wednesday (Aug. 24) at the Grand Wayne Center in Fort Wayne, Ind.

Indeed, within seconds of stepping to the stage at Fleetwood's dealer meeting, which took place Tuesday through Thursday in Indiana's second largest city and about a half hour north of Fleetwood's headquarters in Decatur, Ind., Draheim set out to dispel negative perceptions about the economy as it relates to the U.S. motorhome arena.

"I visited with several of you last night and, of course, have been in touch with many dealers and customers at events in the past 60 to 90 days, and it's a tough market," said Draheim, before a crowd that included about 85 dealer personnel. "We're flying into very difficult economic headwinds today. Retail traffic is spotty. In some areas it's pretty good; in other areas it's not so good. I talked to a dealer last night who said for two weeks he didn't see enough (traffic), then, all of the sudden, he was covered up (with business) over the weekend."

As for Fleetwood itself, which was established in 2009 when American Industrial Partners Capital Fund IV LP of New York acquired the Decatur operation for \$53 million from its bankrupt predecessor, Fleetwood Enterprises Inc., Draheim said Fleetwood and its sister divisions in Allied Specialty Vehicles (ASV) are all profitable.

ASV is a billion-dollar-a-year, 3,000-employee network of ten companies and 13 brands located throughout the country into which Fleetwood was integrated in February. ASV is comprised of divisions for fire and safety (fire trucks and ambulances), RVs (Fleetwood and its high-end American Coach division) and commercial and industrial products (including bus companies, Gold Shield fiberglass and sweeper products).

Draheim said Fleetwood's retail turn rates right now remain respectable, averaging 100 to 110 days, and **with the company's best selling Discovery Class A posting a mean turn rate of closer to 84 days.**

And he insisted that business exists for those willing to work hard enough to get it.

To illustrate that point, he said that July was Fleetwood's best retail month in the past year. "We've lowered our dealer inventories 12% in the last 90 days," he said. "That's over 180 units that have come out of the channel in these economic times. We had high water marks set in record sales on American Eagle, Expedition, Bounder Classic, Storm, the new Tioga Jamboree DSL's and Searcher Montera. All had their highest sales since we've launched those products in the new company in the month of July – in this economy.

"There is business out there," he added. "You've got to fight for it, and, yes, we're all under margin pressures. But there is business to be had."

Meanwhile, he says, Fleetwood's pursuit of a lean manufacturing format, a "cultural transformation" the company has pursued for 18 months, continues today.

"Lean is about limiting waste, not being a batch manufacturer and building one unit at a time," said Draheim. "Thankfully we've made this investment in this process in the last 18 months because, when you're in an economy like today's, it would be very difficult to run our plants the way we used to. We can respond to market demand very quickly now because we no longer build batches of products. We build one at a time."

As part of this transformation, they're involving suppliers and have implemented an internal certification process for their associates, who are recognized for becoming certified.

Draheim, in turn, commented on the general quality of industry products, Fleetwood's included.

"You're not satisfied," he told the dealers. "We've done some research on all this, and we know that you're not satisfied with us or with some of our competitors. Sometimes, it's (product quality) good, and sometimes it's not so good. It's inconsistent. The fact of the matter is that we're also not satisfied. This is all part of the journey, the process. To have quality product, you've got to have quality people and suppliers. We're working on this on our journey as well."

In an effort to elevate expectations at Fleetwood, Draheim is promoting the use of Customer Response Teams that inspect every unit, and he even closed plants last week because he didn't find some of the quality audits acceptable and he wanted "to recalibrate everybody on what we will accept and what we won't accept."