

# The Signal

by WINEGARD®



DEALER NEWSLETTER VOLUME 1, ISSUE 2 — SPRING 2006

## New Motorized Sensor® TV Antenna

### A twist to the world's most popular RV off-air antenna

Here at Winegard® we've raised the bar on off-air antennas for recreational vehicles with our new Motorized Sensor® off-air antenna. No more hand-cranking—users can raise, rotate, lower and stow the Motorized Sensor® automatically from inside the RV.

We have sold more than 10 million regular, hand-cranked Sensors® to date; they are by far the most popular RV antenna on the market. The traditional Sensors® are reliable and dependable, but the new, motorized version is even easier to use: simply push a button on a wall plate control inside the RV to raise, rotate, lower or stow the antenna.

Motorized Sensor® is cable-ready with a built-in amplifier for exceptional VHF/UHF reception when parked. The antenna also features an obstruction warning indicator and weighs just 11¼ lbs. It elevates to 33½ inches for viewing, and lowers to a compact 5 ½ inches for travel.

The aftermarket version, model number MA1000W, has a white base and white wings, and the package includes antenna, white wall plate control panel, white RV-7042 power supply switch with +12 VDC receptacle, built-in 2-way splitter for a second TV, cable TV input, 25 feet of control and coaxial cables and mounting hardware. MSRP is \$399.00.

Contact Winegard Customer Service at [csvc@winegard.com](mailto:csvc@winegard.com) or call (800) 288-8094, Ext. 1 for additional information.



U.S. Patent D500,496 and Patent Pending

## Winegard Dealers 'Cruising' After Stag and Coast Show Wins

At the recent StagParkway and COAST shows, Winegard offered attendees the chance to win a fabulous four-day trip for two on Carnival Cruise lines. Pictured in the photo at right, Dennis Williams, Winegard Regional Manager, and Aaron Engberg, Winegard Manager Mobile Products, pose with Jeff and Terri Henkle and their son, Jeremiah. Jeff and Terri, Parts Department Managers at Peco Campers in Tucker, GA, won the cruise voucher at the StagParkway Show in January.



In the photo at left, Mark Lockwood and John Thomson of Gardner's RV and Trailer Center in Kalispell, MT, pose with Keith Larson, Winegard's National Sales Manager, after winning the cruise voucher at the COAST Show in February.

In other show news, we awarded a \$500.00 Best Buy Gift Certificate at the Arrow Show to Lester Arnold of Arnold's RV in Enid, OK. Leon Krebs from Stout's RV in Greenwood, IN, won a 26" widescreen LCD high-definition TV at the NTP Show.

Congratulations to all our winners, and thanks to everyone who stopped by our booths and helped make these shows a success.



## "Sat Chat"

By Aaron Engberg  
Manager Mobile Products

It's a month of transition here at Winegard, switching gears from shows and conventions to rallies. As I write this, we are just finishing up a very busy and successful trade show season, with appearances at the Northern Wholesale, Bell, StagParkway, and Arrow shows in January and the Coast and NTP shows in February. Shows are very important to Winegard as this is the time we get to meet with you, the dealers, and show you why Winegard is superior to the competition and what new products, programs and literature/POP items we have to meet your and your customers' needs.

Summer, of course, is the busiest season for the RV industry as consumers take to the road for summer holidays. Many RVers also participate in the rallies that take place across the country, and Winegard prides itself on having a very visible presence at these events. (You can find the complete Summer 2006 Rally Schedule on page 2).

We attend rallies for a number of reasons: of course, just being there raises our profile among RVers. These rallies are a terrific way for us to meet RVers and to see and hear how our products are meeting their needs. We also perform service calls at these events, which allows us to help consumers with any technical problems that may arise, and to build great, strong and lasting relationships.

On other fronts, demand for our product is going through the roof, especially with our Movin' View® line. We are also very excited about the launch of our NEW Motorized Sensor® antenna. We are confident that from the response it received at the shows, it will be a hit in the RV industry. In addition, our mobile training program has been so well-received in the industry, that it's been a challenge to accommodate all the requests we've had so far! Over the next few months, our focus will be in scheduling group training sessions in centralized locations to accommodate all of the requests we've received. For more information, go to our new dealer website at [www.winegard.com/dealer/intro.htm](http://www.winegard.com/dealer/intro.htm).

Wishing you a busy and fruitful summer season, and remember, we are always here to help you, to hear your concerns, and to answer your questions.

Until next time,  
  
Aaron Engberg  
Manager Mobile Products  
WINEGARD COMPANY



# Improved POP Kits Now Available

We’ve made a few changes to our dealer POP kits: We removed the LP-1000 trifold brochure, and have redesigned the big poster background sheet to include our new Motorized Sensor® off-air antenna. Also, instead of two trifold brochures, the kits now include three: one for the Movin’ View® satellite TV antennas, one for the Off-Air Antennas/Motorized Sensor®, and one for the “Which System is Right for You?” brochure. We’ve also redesigned the literature order form **WC-807** to add in our new items since the last newsletter. If you would like to receive any of our new literature pieces, please contact Winegard Customer Service at (800) 288-8094, Ext. 1, or email [csvc@winegard.com](mailto:csvc@winegard.com). If you already have our POP Kit A, just tell customer service that you only need the new trifolds and background sheet.



## A New Look to Some of Our Packaging

Over the next couple of months you will see a slight change in the look of a few cartons. In an effort to give our mobile product line a more consistent look, we’re changing the ink colors on some of our packaging to Blue/Black. **There are no changes in the products themselves.**

These are the packages that will change:

- **TR-2000, Existing Red/Black**
- **RS-1500, Existing Red/Black**
- **RS-2000, Existing Green/Black**
- **AS-2003, Existing Red/Black**

We encourage you to rotate out old inventory to make way for the new packaging. If you have any questions, just give customer service a call at (800) 288-8094, Ext. 1.

## Send Us Your News

We know many of you are having great results with Winegard products, and we want to help you publicize your success. Send us your best ideas for how you sparked sales, or your most innovative sales and marketing ideas in general. All you have to do is include what the idea was, how you implemented it, and what the results were. We’ll choose one each issue, and send the winner a prize. This time, it’s a free Motorized Sensor®, so let’s hear from all of you!

Send your ideas to Tiffini Brockway at [tbroc@winegard.com](mailto:tbroc@winegard.com), and look for the results in future issues of *The Signal*!

# Summer Rallying With Winegard

Summer is fast approaching, and Winegard is busy gearing up for the coming rally season. We’ll be at the events listed below to offer technical service and general support to RVers with Winegard products. Winegard is happy to support our OEM customers and to educate consumers on our products.

RALLIES	LOCATION	RALLY DATES
APRIL '06		
The Rally (fka GNAR)	Daytona Beach, FL Daytona International Speedway	4/7-4/10
Allegro Fun in the Sun Rally	Myrtle Beach, SC Lakewood Camping Resort	4/17-4/22
MAY '06		
No Rallies Scheduled		
JUNE '06		
National Lazy Daze Caravan Club Rally	Cheyenne, WY	6/24-7/1
SunnyBrook RV Club	Burlington/Essex Junction, VT Champlain Valley Exposition	6/26-6/30
Airstream International Rally	Salem, OR Oregon Expo Center	6/27-7/4

## Dealer Spotlight: Gardner’s RV and Trailer Center Pulls In ‘Big Sky’ Country Satellite Signals

KALISPELL, MT—When RVers in the Big Sky state of Montana are looking to buy or outfit a new motorhome or fifth wheel travel trailer, they can visit Gardner’s RV and Trailer Center. These days, more and more customers are walking out the door with a Winegard satellite television system onboard.

Founded in 1960 by the Gardner family, the business started out as an auction house, and initially was expanded to sell a few RV trailers and just a few parts from a single-bay shop. It grew steadily over the years, and just last year, the parts and service departments were expanded to 4000 sq. ft., with 10 service bays, 30 total employees and eight factory-trained technicians. Todd Gardner is the company’s General Manager; Donovan Bergeson is Sales Manager; John Thomson is Service Manager; and Mark Lockwood is Parts Manager.

Gardner’s RV had been selling Winegard replacement products and repair services for about seven years. But all that has changed in the past two or three years as more and more consumers are asking to have the same television and entertainment capabilities in their RVs as they do in their own homes.

“Satellite systems are fast becoming a good part of our parts and service departments,” says Mark Lockwood, parts manager for the business. “It seems like almost every new fifth-wheel trailer we sell leaves here with a satellite system installed on it. And as far as advertising and promotion, we don’t have to do a thing—the systems sell themselves.”

To that end, he said that many customers come in looking for the competition’s product, “But they end up buying a Winegard system after we have explained the one-button operation and just how fast they can be watching television in their RV,” he said. “We love the features of the Winegard systems—the ease of use for our customers and the ease of installation for our service techs.” He also noted that Gardner’s customers appreciate that the price for a Winegard system is \$200-\$300 less than the competition, and installations generally take about 1.5 hours for a Winegard system, as opposed to 4-6 hours for competing products.

The company’s fastest-selling system right now is the Movin’ View® MV3500A Stationary satellite TV antenna. Lockwood said sales have been brisk, and noted that even during the company’s slow winter season, they installed an impressive number of systems.

Aside from Winegard products, Gardner’s product lines include Forest River, Northwood Manufacturing, Keystone, Interstate West, Walton, Byson and C&B.

“We are a totally family-oriented business, and we have a great staff here,” Lockwood added. “We all live by our company motto: Families that Play Together, Stay Together.”

For more information contact Gardner’s RV and Trailer Center at 406-752-7682; or visit [www.gardnerrv.com](http://www.gardnerrv.com).



*Part of the Gardner’s RV team includes Mark Lockwood, (left) Parts Manager; and John Thomson, Service Manager. Shown with them (far right) is John Schweizer, Winegard Regional Manager.*



# Tech Talk: Questions? Call Our Technical Hotline

The Winegard Tech Hotline, at **800-788-4417**, is open Monday-Friday from 7:30 a.m. to 6:30 p.m. CST.

With summer right around the corner, consumers will be busy bringing their RVs out of storage. Now is the time they'll be coming to you with problems with their satellite or off-air systems. Here are three common issues you'll likely encounter from your customers during the busy summer season.

## GET READY FOR SUMMER WITH THESE TECH TIPS:

### AS-2003 First Look Search Tips

The AS-2003 uses a GPS map and multiple signal acquisition to find the correct satellite. This means that it finds out where it is using GPS and then calculates where the satellites should be in the sky relative to one another. However, since it doesn't know which direction it is facing, it doesn't know which satellite it has found until it completes its search.

To help ensure that it finds the correct satellite, here are some things to look for.

#### Is the AS-2003 level while it searches?

If not, it changes the "elevation" at which the unit finds a signal. Since the unit knows where it is and knows where the satellites should be, if the unit is more than 3 degrees off level, the unit can be "fooled" into failing to find the correct satellite.

#### Is the wire harness routed exactly the way it is shown in the manual?

If the harness is not routed correctly, it is likely that it will cause the unit to "catch." This "catch" causes damage to the gears. The unit counts each time the motor moves to determine how far it has moved. If the gears are damaged, the unit will lose count causing it to fail its search.

#### Is the sky open enough to find the signal?

The unit must find every satellite within a window around the correct satellite. This means that the system could have a clear view of the correct satellite and still fail its search due to an obstruction. The AS-2003 must see every satellite within a 20 degree window. If just one of these satellites are blocked by a tree or a building for example, the unit will fail its search.

### Sensar® Antenna Seasonal Maintenance

The Winegard Sensar® or "Batwing" antenna requires very little care throughout its life. However, 3-4 times each year it is strongly recommended that the unit receive some maintenance. By raising the antenna and spraying the gears with a **Silicon Spray Lubricant** you can increase the life of the antenna and the enjoyment of the Sensar®.

This "bath" helps in two ways: First, by cleaning the dirt and debris from the gears, the unit will be easier to operate, making raising the unit much less taxing.

Secondly, this lubricates the seal that prevents water from flowing into the coach. Without this lubrication, the seal will eventually get brittle and crack.

Properly lubricated, this seal should last for the life of the unit.

### Signal Loss in Crank-Up Satellite Antenna Due to Wind

Problem: The RM dish loses signal in the wind.

Solution:

1. With the dish elevated, gently place your hand on the top of the dish.
2. Rock the dish front to back and roughly measure how far it moves.
  - a. 1-1½ inches are normal and will NOT cause the dish to lose signal.
  - b. More than 1½ inches is a problem. To fix it, tighten the set screw on the elevation gear inside the turret.
3. Rotate the dish from left to right.
  - a. There should be less than ¼th inch of rotation.
  - b. More than ¼th inch will cause the unit to lose signal in the wind.
  - c. This can be corrected by changing the directional handle. Cut the new directional handle to be ½th inch longer than the one currently in the system. If you don't need to cut it, the handle is most likely too short and you need an extension. If you need an extension, make sure you glue it to the directional handle to eliminate movement between the handle and extension. The directional handle is the only thing involved with rotation, if it isn't long enough, the dish will move in the wind.

# Winegard FYI DISH Network® Receiver Compatibility Issues

## INFO YOU SHOULD KNOW WHEN MAKING COMPONENT CHOICES.

If DISH Network® programming is the programming source you choose, Winegard Company recommends using **Model 311 or Model 111 (no audio/video out, limited timers) receivers with our satellite antennas.**

**DISH Network® Models 625, 522 and 322 receivers are not recommended with Winegard antennas:** These are dual input/dual output receivers designed for DishPro components for home installation. Winegard mobile satellite antennas are not DishPro compatible. Prior receivers that were DishPro type were also legacy compatible—built prior to the DishPro versions. The transition receivers worked with both DishPro and legacy type systems although the DishPro functionality was limited. The latest DISH Network receivers are strictly DishPro compatible.

**Winegard automatic satellite TV antennas are NOT compatible with DishPro switches.** Be sure to tell your customers that they need to unplug the coax and run the check switch before they take their DISH Network receiver from their house to their RV.

## On-Line Tech Training with RV Distance Learning Network

Winegard is live on the Internet with our participation in the RV Distance Learning Network (DLN). This is a service which allows member dealerships to access and participate in self-paced, web-based technical training, programmed via internet broadbands or satellite broadcasts. To participate, a dealership must register with the DLN and pay an annual subscription fee. The dealership is then given passwords for all of the available classes, which are accessed online. Only participants in the RV Distance Learning Network have access to any classes in this program.



Mike Barum, Winegard's Dealer Certification Manager, taped several classes recently. He's shown here during one of the video shoots. The first classes aired in February, and the broadcasts are archived for any dealer who missed a session. All sessions are broadcast on the password-protected RV Distance Learning Network website: [www.netcast.usf.edu/rvtrade](http://www.netcast.usf.edu/rvtrade).

Barum reports that Winegard has had a great response to its classes and seminars, with 300-350 pre-registrations to date. For more information, contact your Winegard regional manager, or visit [www.lakecitycc.edu/departments/rvinstitute](http://www.lakecitycc.edu/departments/rvinstitute).

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Mail to:  
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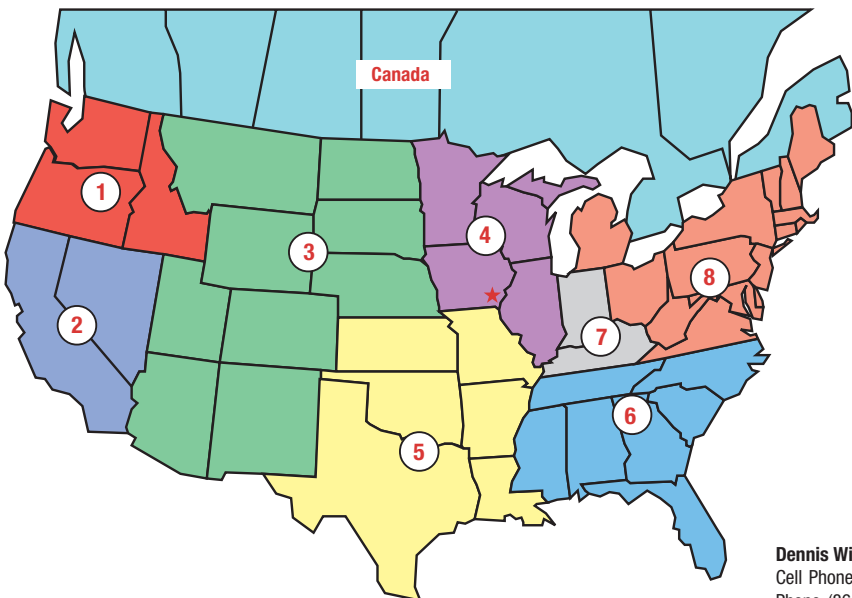
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We are always looking for testimonials. If you or your dealership would be interested in providing a testimonial for *The Signal* or our advertisements, please let us know! Contact Tiffini Brockway at [tbroc@winegard.com](mailto:tbroc@winegard.com) or call 319-754-0696.