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### **RVBusiness Magazine Honors PleasureLand RV Center with Two Industry Awards**

**ST. CLOUD, Minn.** – RVBusiness magazine recently released the list of its 2019 Top 50 RV Dealers in North America Awards recipients, among those was local dealer PleasureLand RV Center, who was also selected to receive this year’s Arthur J. Decio Humanitarian Award for excelling in charitable endeavors.

“We are very grateful to once again be selected as a Top 50 Dealer; and being selected to receive the Decio award was beyond humbling for our team” said Dan Pearson, President of PleasureLand RV.

Dealers across the United States and Canada are first nominated by RV manufacturers who believe they’re outstanding in their field before even being invited to fill out the comprehensive application covering practices pertaining to consumers, staff, marketing, charitable endeavors and overall business procedures. An independent panel of industry experts then reviews the applications during an intensive two-day, closed-door session at the RV/MH Hall of Fame & Museum in Elkhart, Ind., known as the “RV capital of the world.”

RVB Top 50 Administrator BJ Thompson said the selection process was exceptionally intense this year. “Our judges were about as intently engaged as we’ve ever seen in completing their evaluations. There were some dynamic debates among the judges regarding the dealer finalists, and rightfully so,” he said. “We saw evidence of dealers placing additional emphasis on service technician training and pressing for even higher levels of customer satisfaction.”

While the judges had difficulty getting the list down to just 50, selecting the 2019 Decio Humanitarian Award winner was relatively easy by comparison. “PleasureLand RV Center made quite an impression on all the judges – one even called them ‘a guiding light for community involvement’ – so the panel came to a quick consensus after what was probably the shortest discussion of the day,” Thompson reported. “Dan Pearson and the entire PleasureLand team embody precisely what the Decio Award stands for. They’re a stellar example to both our industry and their community.”

“Since our founding in 1971, our team has always strived to be good corporate citizens and giving members to the communities we serve. Our team is involved personally and professionally in so many different civic organizations, fundraisers, church and other associations and does a great job of representing our founding principles.”

The RVB Top 50 Awards honorees will be publicly recognized on stage Nov. 13 at an all-industry reception held during the RV Dealers Association International Convention/Expo at Caesars Palace Las Vegas Hotel & Casino with support from program sponsors Airxcel, Brown & Brown, Cummins Power Generation, Dometic Corp., Freightliner Custom Chassis Corp., Lippert Components Inc., Northpoint Commercial Finance, NTP-STAG, Protective Asset Protection and Wells Fargo CDF.

“It is truly an honor to be selected as a Top 50 Dealer and to receive the Arthur J Decio Humanitarian Award. I’m so proud of the team we have and to see them be recognized with these huge honors is simply over the top.”

“Just when you thought you’d seen it all, that the dealer applicants had pretty much played out their hands with regard to innovative, thought-provoking approaches to RV retailing, this year’s applicants took things to a new level in terms of creative business practices, new-age marketing, charitable outreach, tech training and bar-raising approaches to consumer care,” said RVBusiness Publisher Sherman Goldenberg. “We have an outstanding group for 2019.”

For more information about PleasureLand RV Center, visit [www.pleasurelandrv.com](http://www.pleasurelandrv.com) or call (320) 258-7414.

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