



Recreation Vehicle Dealers Association of Canada
Assn des Commerçants de Véhicules Récréatifs du Canada

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**Travis Bromley of Transcona Trailer Sales in Winnipeg, MB
receives the George Goodrick Emerging Leader Award**

Richmond, BC – Travis Bromley of Transcona Trailer Sales in Winnipeg, Manitoba was presented today with the 2023 George Goodrick Emerging Leader Award at the RVDA of Canada reception during the RVDA Convention/Expo in Las Vegas. The George Goodrick Emerging Leader Award recognizes and encourages early-career professionals who have demonstrated exceptional commitment, passion and promise of leadership to the Canadian Recreation Vehicle industry.

Travis' journey into the RV industry began back in 2003 when after school and on weekends you would find him washing and detailing RVs & boats at the family's dealerships. In 2009, after graduation, he began working in the Parts Dept, and in 2012 he went on to develop his skills as a Service Writer. In 2015 he became the Sales Manager and has slowly become the new face of Transcona Trailer Sales.

Travis recently identified a void and an opportunity to better communicate digitally with their client base and brought forward the use of a text-based communication tool. It has created better dialogue with their customers and feedback from the clients has been extremely positive and far preferred it over emails. This initiative created an internal Transcona family that brings the entire

digital dealership to the client.

Travis became involved with the RVDA of Manitoba in 2016 by joining the association's RV Show committee. Travis took on the chair of the RV Show committee in 2020 and has been involved in promotion of the industry in Manitoba ever since. Travis was instrumental in the creation of the 2023 Mid-Canada RV & Marine Sale which merged two shows together to produce a show that would appeal to a wider audience thus exposing more people to the RV lifestyle. In 2021, Travis joined the RVDA of Canada board as the director from Manitoba.

True to Travis's upbringing, his line of sight is not just on the smooth operation of the dealership, but he also takes his Social Responsibility seriously. He is always looking for ways that Transcona Trailer Sales can work for the betterment of the community. As such Travis always creates a fund-raising component when hosting sales events or open houses and recently, a dealership BBQ saw all proceeds go to their local shelter.

While George Goodrick's family could not be present for the award ceremony, Ruth Ann Goodrick noted that Travis's journey in the family business reminded her so much of George's; starting out in the family business doing all those same things to work his way up to where he was. The Goodrick family congratulates Travis on his drive and successes.

Congratulations Travis!

The Recreation Vehicle Dealers Association (RVDA) of Canada is a national which exists to protect and promote the interests and welfare of RV Dealers across Canada in order to enable the industry to maximize its potential.