

UNITED STATES DISTRICT COURT
Northern District of Indiana
South Bend Division

HEARTLAND RECREATIONAL)	
VEHICLES, LLC,)	
Plaintiff,)	
)	CASE NO.: <u>3:08-cv-490</u>
v.)	
)	
FOREST RIVER, INC.,)	JURY DEMAND
Defendant.)	

SUPPLEMENTAL DECLARATION OF BRAD CAMPKIN

I, Brad Campkin, hereby declare under penalties of perjury under applicable laws of the United States of America, that:

1. I am an adult and am competent to the testify as to the matters herein based upon my personal knowledge and upon information and belief.

2. This declaration is intended to supplement the “Affidavit of Brad Campkin” which I signed on or about August 2, 2010, for use in this lawsuit.

3. The events of October 22-23, 2008 stick in my mind for several reasons. First, this was the first time that Forest River had this kind of an “open house” event. I was aware the some RV companies had previously had “open houses” of a sort, but nothing nearly as large as Forest River’s event, and I had not been invited to any open houses like that for about 20 years prior to Forest River’s event. Forest River’s event was different in kind from prior open houses by RV manufacturers because it was very large, covered all brands, and was outdoors. Previously, most every year I had made a “pilgrimage” to the Elkhart area on my own (on behalf of my RV dealership)

in the summer to meet with various RV manufacturers and do “R&D,” gather information about recreational vehicles in preparation for what I might see at the Louisville show later that year. I did not make such a trip in the summer of 2008. Instead, I came to the Forest River event. This event also sticks out in my mind because Forest River was hosting a big promotion for RVs in the fall of 2008 when everyone else was shutting down, and 2008 was widely recognized as a bad year for the RV industry in general. Further, Forest River contacted us to invite us (myself and others in my RV dealership) to visit and offered to put us up in a hotel at Forest River’s expense. Previously, my visits to the Elkhart area had been at my own expense (or the expense of my RV dealership). Forest River’s event saved us money in that regard. This event was also different from my prior visits to Elkhart in that previously I had done “factory tours” and spent time one on one with my dealer reps for the particular manufacturer(s) and/or product line(s) that I had arranged to visit. In contrast, at the Forest River event I was able to see a wide range of other products made by all of the subsidiaries and divisions of Forest River, which I did not carry at that time, and to meet and converse with a wide range of people that I would not have otherwise have met except at large trade shows, like the Louisville show. For example, at the Forest River event I was able to view other Forest River brands and meet the dealer reps for those other brands. Also, there was information available at the Forest River event about other products and services by other companies. For example, GE financing had a booth at the Forest River event, but they did not have any Canadian reps at that booth, and we were not looking to use their services anyway.

4. My dealership relies on floorplan financing to sell RVs. In the fall of 2008, the financing company whom I partnered with for floorplanning was the same company that Forest River and Heartland used, i.e., Textron Commercial Finance. There is a limit on the amount of dollars I can

use the floorplan financing for and that limits the number of RVs that I can purchase at any given time.

5. At the time I came to the Forest River event, I did not intend to purchase any RVs. Instead, I was planning to do “R&D” again and wait until at least the Louisville trade show. In fact, however, I recall that I probably did purchase some Forest River products as a result of the event, the newly introduced “r.Pod” trailers, but I do not recall the specific number or prices, etc. at this time. I did not purchase any other RVs at the time of the Forest River event or the meetings with any other RV manufacturer in Indiana at that time. I did purchase some RVs later after the Louisville show that year. My meetings in Indiana at the time of the Forest River event did allow me to gather information about RVs which might be of interest to my dealership. The reason that I purchased some r.Pod trailers that I had not expected to purchase at that time was because there were deals being offered at the Forest River event which I considered to be especially attractive and I felt that I needed to take advantage those deals of then and there and, as I was a dealer for Forest River’s Surveyor products (the Surveyor division makes the r.Pod products), I did not want to lose the line by deciding not to purchase at that time .

6. I found that coming to the Forest River event was advantageous for my business, but not in the same way that it was advantageous for us to make the annual visits to Elkhart previously. The nature of the trips was different in kind and had different aspects, as I described above.

7. The reason that the hotel incident with the packet of Heartland promotional materials (referred to in paragraph 5 of my prior Affidavit) sticks in my mind even today is that it reminds me of a similar incident which took place five to ten years ago in which Jeff Cripe put some promotional materials for his company, Forest River, under my door at the Louisville trade show of that year.

I do not know of any trade show instance where any RV manufacturer put a package under the hotel doors which was specifically addressed to a particular dealer or person. Jeff Cripe had not done that, his packet merely showed the products he was selling and indicated his name as a person to contact. At this point in time, I do not recall whether or not the Heartland packet which was put under my door at the Forest River event had my personal name on it or not. However, I do recall that when I saw that packet I thought that it was clever of Heartland to have figured out where I was.

8. Normally, at RV trade shows we do receive information general trade show magazines as well as information from manufacturers or about particular RV brands slipped under our hotel room door, but it is my understanding that those items are placed under every guest door in the entire hotel and rather than being specifically directed or addressed to particular persons within the hotel.

November 25, 2010

Brad Campkin