



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



The Florida RV Trade Association just completed seven of its eight regional shows held around the state and the attendance numbers have been fantastic.

The Fort Myers RV Show celebrated it's 25th year of providing residents of Southwest Florida with the finest in camping. This year's event featured 15 dealers from all along the Gulf Coast displaying the latest and greatest recreation vehicles ranging from luxury Class A motorhomes to affordable folding camping trailers. The show also offered attendees well over 100 vendors with all the items guaranteed to make their outdoor adventure the best ever.

Many sales were registered by both dealers and vendors alike, as attendance increased about 1,000 over the 2009 tally, rising to 12,500 from 11,500. Of course, most importantly, dealers were busy on their lots for weeks afterwards where interested customers sealed the deal for their dream machine.

Next up was the Ocala RV Show held the last week in January. Even with a day of rain on Saturday, the show was up close to 1,000 people over last year with over 5,300 attendees. "This was the third year we held the show at the Ocala Equestrian Center and I think people like the venue," said FRVTA Marketing Director Dave Kelly. "It's easier to get to and we draw more from the south where a lot of campgrounds are located."

The Central Florida RV Show was held at the Volusia County Fairgrounds in DeLand the third weekend of February and great weather and more creative marketing brought in a record crowd of over 7,100. "We used post it notes on the newspapers and a four page wrap on opening day," said Ken Prentiss, chair of the ad committee. "We really tried to focus the ad budget to our customers, and it really brought them in this year."

The Jacksonville RV Show moved to a new venue this year, the Jacksonville Equestrian Center. The move paid off as close to 8,000 people found their way to the new location. "A lot of people didn't like going to the stadium downtown but they had no problem going to the new location," said Region 6 President Bill Propper. "From what we saw, we were able to draw people from outside the Jacksonville area. This was a great start using a new location."

All of the shows also received a lot of press coverage from both TV stations and newspapers. "We received great PR from the media at all our shows," said Kelly. "The coverage was very positive and the media referred to RV sales as a leading economic indicator that is pointing the way to the end of the recession."



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PRESIDENT'S MESSAGE

Dear FRVTA Members:

These past couple of weeks has been a very busy time for Americans. If you were at my house, the Winter Olympics took center stage while we cheered on our fellow Americans in their chase to the winner's podium. I watched as they pushed to be at the top of their form and bring home, for America, the medal of that event. It made me proud to be an American.

It also made me realize my old body is sure past all the twisting, turning and flipping I witnessed during these events. If I fell or crashed like some of them, I would need to spend a couple of months on the beach, under an umbrella, soaking up the warmth, sipping on...wait this is supposed to be business related!

Think of your business and your commitment to that business. Sure, the times are hard, dollars and cents are tough to come by. But like those in the Olympics contest, you sometimes get that medal. When you don't, you pick yourself up and you try again. While all this is going on, you continue to prepare your team for the sales/service event that will lead to a satisfied customer experience. When you can hang that "Sold" sign on a coach or you get a letter of appreciation for a service event, that is your gold medal. So, don't fret away your time on a beach worrying about what could have been. Go for the Gold!

The Association realizes preparing your team for this win is not always easy and even though we offer "Distance Learning," the "Certified RV Service Center" program and RVIA's training program, there may be additional suggestions that you consider important to the industry. After all, the entire Distance Learning program started as a single comment and developed into a major learning tool.

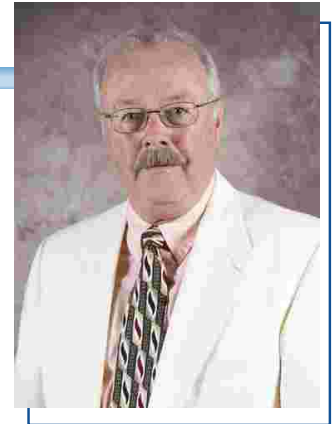
FRVTA will hold its quarterly Board of Directors meeting this month. If you have suggestions or concerns you would like addressed, please make sure your Region President or Director is aware so they can present them directly to the Board. Also, the Board will host our annual RV Caucus Barbecue with our Florida State Legislative body. Over the years, this event has helped remind members of the legislature that the RV Industry is all about a relaxed, family lifestyle. My thanks to all the Board members who help make this successful.

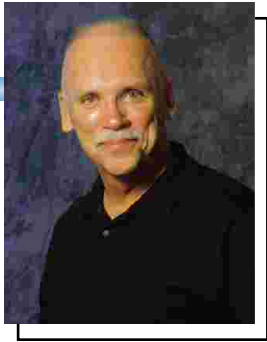
Our industry does produce a product that provides people with much needed relaxation and special times to be spent with family and friends. I believe the attendance at our shows reflects the interest and demand the public has for our products and your ability to "sell the lifestyle dream." All this will see us, as an industry, thru these rough times.

As we enter into April, we normally think of the rebirth of spring and the renewing of green fields. May that same growth be evident in our businesses!

DONNIE DAVIS

FRVTA President





FINANCIAL CHECK-UP... by Jerry Mann, FRVTA Benefit Consultant

Roth IRA or Roth 401(k) Contributions... YIKES! Pay the tax now?

Yes children, there really is a tooth fairy....at least for now.

Last month's (March 2010)

column was about whether the conversion of traditional IRA's, 401(k), 403(b) and pension plan payouts to a Roth account might make sense. This month we will address whether contributions to a Roth IRA or Roth 401(k) might make sense for you.

First, some important facts. Roth IRA accounts were established by the Taxpayer Relief Act of 1997 (Public Law 105-34). Honest, that was actually the name of the law...right. And, the Tax Increase Prevention and Reconciliation act of 2005 (TIPRA), another doozy of a name, kicked in effective January 1, 2010.

In 2006, Congress authorized Roth contributions to 401(k) plans. The primary advantage of a Roth Account is the idea of a tax-free stream of income during retirement years. However, the tax advantages don't end there. More on that later.

Roth contributions are made with dollars taxed at today's income tax rate. There are certain filing and eligibility requirements one must meet. For instance, one's tax status (single, married, etc.) and income makes a difference when contributing to a Roth IRA. If the 401(k) plan document is written to allow 401(k) salary deferrals, one's tax status and income are not taken into account. This is not so with Roth IRA's.

Before one makes a decision about contributing to a Roth IRA or Roth 401(k) Account they may want to consider the following:

- Do you expect your federal income tax bracket to be higher during retirement than now? Federal Income tax rates have been significantly higher in the recent past, as high as 70%. Today, the top marginal tax bracket is 35%. Given the depth of our nation's financial crisis and astonishing national debt, one may expect significant increases in federal tax rates to service annual interest on the debt and hopefully, begin reducing the debt itself.

- Currently, Florida does not impose state income taxes or death taxes on residents. Would it be prudent planning to anticipate a change whereby one or both taxes may be applied in the future? Bite your tongue Henry!

- Have you taken care of other priorities? An adequate reserve fund? Education funding for your children (if desired)? Making sure you have a paycheck if you can't

work (disability insurance)? Addressing the distinct possibility you might actually live to retirement (and long after) and someday need long-term care of some kind (at home, assisted living or nursing home)? Adequate life insurance which, when combined with other assets, will allow your family to live in dignity. These are just a few that come to mind.

While there is not adequate space in this column for a more in-depth discussion about this matter, I did say earlier that there would be more about Roth tax advantages later. It's later. Here are just a few:

- Roth Accounts are not subject to Required Minimum Distributions (RMD) at age 70-1/2 as are traditional IRA's and other qualified accounts.

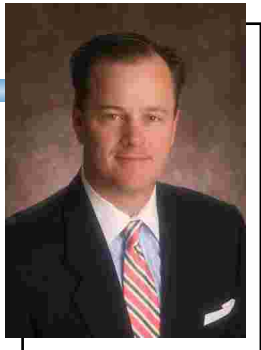
- After the death of the account holder, beneficiaries may take a lump sum tax-free or over a period of time or some combination of both.

- Up to \$10,000 may be withdrawn from a Roth Account for qualified first-time home purchase. No income tax or 10% IRS penalty on principal-only withdrawals held less than 5 years in the account. Principal and interest distributions are income tax and 10% IRS penalty free on funds in an account held for over 5 years.

- Qualified higher education expenses, same rules as above, no limit.

As always, one must play by the rules and wise is he that seeks counsel. If you can think of taxes as an expense during your retirement years, the idea may make even more sense. With no repeal of Roth advantages being currently considered and the likelihood that the IRS would "grandfather" accounts already set up, NOW is the time to act.

Jerry Mann is a member of FRVTA (Region 3) and served two terms as Treasurer. He has been the employee benefit consultant to FRVTA since 1996. He is the President of Vantage Benefit Solutions, Inc., an employee benefit consulting firm located in Temple Terrace, Florida. He also owns Executive Tax Benefits of Florida, Inc., a company that specializes in consulting, plan design and administration of tax-qualified plans for highly compensated individuals. He does not charge for an initial consultation. Jerry can be reached toll free 866-529-1619 or by mail at jerry@vantage-benefits.com.



LEGISLATIVE UPDATE... by Marc Dunbar, Legislative Consultant

It's that time of year again... the Florida Legislature is back in Session!

We are excited to host the Annual FRVTA Legislative BBQ to show our appreciation to the members of the Legislature. It's scheduled for Monday, April 5 at 6:30 p.m. at the Tallahassee RV Campground.

Session started at full throttle and there are a number of bills moving through the process that we would like to highlight that include potential changes that would affect the RV Industry.

House Bill 631, by Rep. Burgin, a Republican from District 56 in Hillsborough County, relates to motor vehicle transactions. The bill makes changes to the provision for off-premises sales of motor vehicles and adds fines, towing and storage fees for vehicles improperly displayed for sale. It also makes changes to motor vehicle title transfer forms and provides penalties for dealers who fail to provide proper payment to the Department of Highway Safety and Motor Vehicles.

House Bill 513, by Rep. Horner, a Republican from District 79 located around Kissimmee, relates to mobile home park tenancies. The bill revises notice procedures to mobile home owners subject to eviction due to changes in the land use and creates provisions for a homeowners' association to purchase a mobile home park for the same price and terms as set forth in the eviction notice. The bill would also require the Florida Housing Finance Corporation to provide technical assistance to mobile home owners wishing to purchase the mobile home park.

Senate Bill 354, by Sen. Dean, a Republican from District 3 located around Inverness, Ocala and North Central Florida, relates to mobile home and recreation vehicle parks. The bill makes recreation vehicle park health requirements applicable to mobile home parks, establishes uniform standards for health and sanitary facilities, and requires approval by the Department of Health prior to construction for a new park or camp.

We would also like to highlight that the Department of Highway Safety and Motor Vehicles met at the Florida Cabinet meeting on March 9, 2010 and repealed Rules 15C-4.001 through 15C.4.009, F.A.C., relating to private recreation vehicle inspections. The rules had become obsolete due to the rule-making authority provided for in Florida Statutes having been repealed. The Department had not performed these private recreation vehicle inspections since 1996.

We are currently monitoring over 100 pieces of legislation during this Session and will continue to track all amendments and changes that will impact Florida's recreation vehicle industry and ensure that the interests of FRVTA are protected. All bills and amendments are available for viewing at the legislative sites: www.flsenate.gov, www.myfloridahouse.gov, and www.leg.state.fl.us.

Continued support of FRVTA and its PAC fund will help maintain the voice of FRVTA in the State of Florida. Please talk to your board members and state officers to find out more information on how you can help.



FRVPC UPDATE

As we move into yet another Session of the Florida Legislature we should expect to see many different attempts to find additional revenue to shore up the state's overburdened budget.

These attempts can take many different forms, from cutting services and staff to increasing fees and closing sales tax loopholes. A combination of these, and others, will probably be the outcome.

All this means is that living and working in Florida could become either less profitable or more expensive, depending on how you look at things. What's for sure is that the government's gain in revenue means less for you.

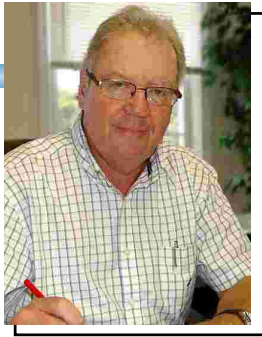
As FRVTA's Legislative Consultant Marc Dunbar reports in this month's issue, there are currently a variety of bills and amendments designed to tighten up some loopholes and increase fees and penalties. Marc and his team are charged with monitoring and reviewing the various legislation to make sure no changes, additions and/or new regulations adversely impact Florida's large recreation vehicle industry.

And, should something come up that is detrimental to our businesses, Marc tries to turn the legislation from a negative to a positive.

To do this means he needs to go to legislators and plead the case to protect our businesses. This can mean spending money to help a legislator's election efforts to just getting to know them on a personal matter via events like the annual FRVTA Legislative BBQ.

Money, like so many things, is the grease that makes the wheel go round. That's why we need you to continue donating to the FRVPC PAC FUND. This fund is designed to provide money to help our friends in Florida's legislature so that by supporting them they will support us.

In this coming election season, please make sure Florida's RV Industry continues to grow by supporting the FRVPC PAC Fund. Send your checks today to FRVPC, c/o Florida RV Trade Association, 10510 Gibsonton Drive, Riverview, FL 33578. Call the State Office with any questions you may have about the FRVPC.



TRAINING NEWS ... by Jim Carr, Training Director

RV Receptionist Training and Certification Program... A Very Popular Course

Among the many offerings available on the Distance Learning Network is the RV Receptionist Program. Since 2007, the program has been available and has proven extremely popular and useful. Apparently receptionist turnover is high, therefore a continuous need for training; not that receptionists are leaving, just moving up within the dealership ranks. It's rewarding to see Dealers are realizing the value of a well-trained and professional receptionist. It does make a world of difference!

The one hour web-based program was modeled after the Customer Service Academy program designed and operated for the Greater Tampa Chamber of Commerce and delivered to customer service organizations throughout the Tampa Bay area. Mrs. Annie Clasen, Director of the Customer Service Academy, spent time interviewing and observing working RV receptionists at a variety of dealerships in the Tampa area. She then revised her curriculum to make it RV specific, tailoring it for the working RV receptionist. Mrs. Clasen also developed a learning guide to be used when viewing the program via the net and wrote a final test. All who have viewed the entire program are very pleased.

The program is written and delivered in six interactive modules and delivered in a one 60-minute session.

The modules are:

1. Importance of Customer Service
2. Skills & Expectations for the RV Receptionist
3. First Impressions
4. Communicating on the Phone
5. Handling Difficult Customers
6. Organizational Techniques for the Workplace

The program is offered as part of the DLN and is FREE to all Florida members. Participation is simple: Just log on, use your advanced password, print out the booklet, view the course and take the test. Upon passing, a certificate of successful completion will be issued.

Remember; A professional receptionist ensures a great start to the buying experience.

Any questions on this program or anything else concerning the Distance Learning Network, please call us at 386-754-4285. Thank you for your continued support. We look forward to working with you and meeting your training needs.

NEW RV CAREERS SERVICE

In an effort to simplify our RV Careers program, we are modifying the existing process to keep it as user friendly and efficient as possible for both the employer and potential employee.

We are modeling after the RVDA Canada system where dealers simply post RV job openings on a "Postings Board" with the association website that offers information and direct contact by interested applicants. All information will take place only between the employer and applicant without any third party involvement.

Here is some general information on this revised program:

FRVTA offers a "Job Board" available to all members to post job openings in their dealership or related enterprise. This job board is part of the FRVTA website listed under www.FRVTA.org or www.FLRVCareers.com. It is available to all interested persons seeking employment in Florida's RV Industry. The process is simple to use:

1. Complete a "Job Posting" form and fax to Judy Wilson at 386-754-4785. Be certain to complete the "Contact Information" section.
2. Postings will be monitored on a regular basis and after 60 days you will be contacted for deletion or continuation of the item.
3. State employment agencies will be notified of this service and updated on a regular basis. Google and other web-based search engines will have the appropriate web addresses.

NOTE: The Association does not wish to be in the employment business. This service is provided as a model for general information to the public seeking employment. All contact will be between the applicant and employer, and confidential per your internal systems. The Association reserves the right to delete all postings older than 60 days unless otherwise directed to extend.



Back in the Saddle Again!

by Gary LaBella, RVIA Vice President and Chief Marketing Officer

What a difference a year makes! This year – our industry's Centennial year – is off to a strong start with much promising news indicating that the RV market is indeed on the road to recovery. This has sparked a contagious sense

of optimism about our future that lies in stark contrast to the doubt and fear of early 2009.

Driving this optimism is the fact that RV wholesale shipments have been trending upward. RV shipments totaled 15,800 units for the month of January – a 116 percent rise over the January 2009 total of 7,300 units. This marked the sixth consecutive monthly improvement for RV shipments to dealers. With the RV market strengthening, Dr. Richard Curtin of the University of Michigan's Survey of Consumers is now predicting that wholesale shipments will total 215,900 units for 2010, a 30 percent rise over 2009's year-end total of 165,700 units.

Importantly, stories about the RV industry's turnaround are appearing in the national media, with The Wall Street Journal, ABC News, Chicago Tribune, Detroit News, Fox Business Network and the Associated Press all reporting on the upturn in RV sales.

This coverage echoes themes and storylines promoted by RVIA in our outreach to the media – that the industry is a leading economic indicator with rising shipments boding well for the general economy, that RVing has remained popular with Americans throughout the economic downturn, and that RVing offers great value. These are all very powerful messages for potential buyers to hear as we approach the important spring and summer selling season.

Also boosting exposure for RVing in this pivotal time in the industry's recovery is Go RVing's "Go Affordably. Go RVing" national advertising campaign for 2010, launched to huge television audiences watching Daytona 500-related programming and the Winter Olympics over the President's Day weekend. The Vancouver Olympics went on to become the second-most watched Winter Games ever, with a total of 190 million Americans tuning in to all coverage on the networks of NBC Universal. Go RVing ran 105 ad spots during NBCU Olympics programming Feb. 13-28.

Highlighting this year's efforts are the new "Ambassadors

of Affordability" television commercials that feature colorful animal spokespeople (including a bison, fox, bear and jackrabbit) to capture viewer attention, boost awareness and recall. The "Ambassadors" also are featured on the re-launched GoRVing.com that provides a fresh look, updated information and much more interactivity to enhance visitors' experiences.

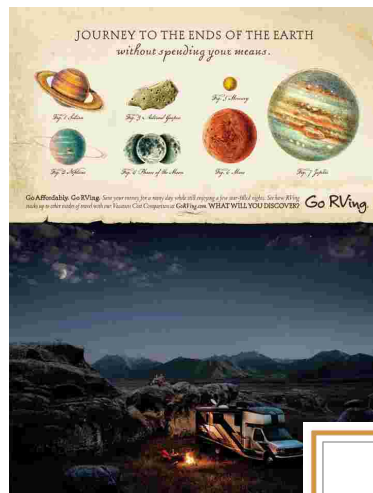
The new ads and website are backed by an expansive \$8.25 million media plan for 2010 that will reach prospects with a wide variety of interests and media habits through television, print and online advertising. The total media budget is more than double what we were able to spend in 2009, thanks to the improving economy and increases in RV sales. Though still only about half of what we invested in media in 2006 before the recession, this year's additional media spending will help us do more to help the industry recover from this down period in our history.

The new Go RVing ads and website have been a hit with the industry since they were unveiled at the Outlook 2010 program in Louisville. RVDA Chairman Debbie Brunoforte said, "The Ambassadors of Affordability" campaign is the perfect way to communicate the affordability of RVing. The message is entertaining and memorable. RVing is fun, and so are these ads and the clever new interactive website." Initial consumer response to the campaign is also very favorable. Preliminary measures (with only a small fraction of 2010 media running) indicate that the new ads and website are boosting response. Over the launch weekend of February 12-15, GoRVing.com logged over 7,000 visits, up more than a third from the previous weekend when the old TV spots were running. Page views on the new site almost tripled. Perhaps most significantly, the average time spent on the site by a visitor rose to approximately four-and-a-half minutes – 79 percent more than previously.

This encouraging early data points to the fact that this year's Go RVing ads, website and media investment will reenergize customers, all the while working in tandem with RVIA's aggressive public relations efforts to shine the light on the RV industry in this critical time of economic recovery.

And there is even more on tap to boost our exposure. The RV Centennial Celebration, being spearheaded by RVIA, is shaping up to be not only an important media opportunity, but also a way to lift the spirits of our entire industry and kick off our second century on a high note.

Highlighting this year's efforts are the new "Ambassadors of Affordability" television commercials that feature colorful animal spokespeople (including a bison, fox, bear and jackrabbit) to capture viewer attention, boost awareness and recall. The "Ambassadors" also are featured on the re-launched GoRVing.com that provides a fresh look, updated information and much more interactivity to enhance visitors' experiences.



There are many exciting events and promotions scheduled for this industrywide, yearlong celebration, including:

- The RV Centennial Media Tour – RVIA spokesperson and RV historian David Woodworth will hit the road for two weeks this spring, traveling to media markets in the Northeast and Midwest to show how RVs have evolved and changed through the years while emphasizing that the reasons for RVing are the same today as they were in 1910.

- "Centennial Charlie's Cross-Country Caravan" – A 100-day tour to RV retail shows and factories by the official Centennial mascot – Charlie, an American stuffed black bear – that will generate enthusiasm among the industry and consumers.

- RV Centennial Celebration Month – We are designating June as RV Centennial Celebration Month as a focal point for the industry to rally around as the summer vacation season kicks off. We are working to have President Obama and Congress issue proclamations to mark the occasion.

- The RV Centennial Celebration – RVIA will host an all-industry, 100th anniversary party during our Committee Week & Annual Meeting on June 7 at the RV/MH Hall of Fame and Museum in Elkhart. This is going to be an energetic festival, reception and barbecue with a special one-hour program featuring entertaining videos and presentations saluting the RV industry, a cake-cutting ceremony and fireworks display to cap the evening.

- "A Salute to RV Workers" – A very important theme of the Centennial party will be a "Salute to RV Workers" to

honor the industry's hardworking men and women who are the heart and soul of our industry. This will include special recognition of those workers and a video salute from industry leaders. In fact, this important message will be a big part of our yearlong celebration so that all our audiences understand that the RV workers have kept the RV industry rolling along for the last 100 years.

The RV Centennial Celebration is going to be a tremendous event for all of us throughout 2010. I urge you to visit RVCentennial.org to learn more about the event. It is a clearinghouse of information and treasure trove of free resources to help you incorporate the RV Centennial into your own efforts. We hope you will join us in celebrating the RV Centennial. It is a fantastic opportunity for all of us to demonstrate our strength and to draw positive attention to the industry in the coming year.

Certainly, one of the hallmarks of our industry over the last 100 years is the remarkable resiliency of the RV market. We've faced some very hard times before and have always come back stronger than ever. This most recent economic downturn is no different.

Our new Go RVing television ads are set to the classic Western tune of "Back in the Saddle Again." It is a song of friendship, community and enjoying the great outdoors....perfect for promoting RVing. It is also a very fitting theme song for our industry because as 2010 begins we are saddling up once again, ready to ride toward better days and a brighter future.



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Fax: (703) 620-5071

Florida State Parks Announces "Two for Tuesday" Deals Part of Park System's 75th Anniversary Celebration

The Florida Department of Environmental Protection's (DEP) Florida State Parks has a new promotion to encourage weekday camping.

The "Two for Tuesday" promotions allow visitors to purchase discounted camping packages at three state parks for Tuesday and Wednesday night stays that include admission to select nearby state parks. Packages range from \$40 to \$270, with savings of \$30 to \$36 off the value of the full package. Reservations may be made for stays from starting this past March through May 26.

Locations of the Two for Tuesday parks range from springs near Central Florida to beaches in the Panhandle and museums in southwest Florida. Campers can bring a tent, camper or RV, or stay in a cabin or bungalow. All overnight accommodations are subject to availability.

Throughout 2010, DEP's Florida State Parks will celebrate 75 years of recreation and preservation. Florida State Parks will host special activities and interpretive

events, including 25 signature events that highlight individual parks' histories, as well as the history of the state park system as a whole.

Created in 1935, Florida State Parks has grown from eight to 160 parks over the last 75 years. Today, the Florida Park Service manages more than 700,000 acres of Florida's natural environment, including 100 miles of beaches, eight National Historic Landmarks and 39 sites on the National Register of Historic Places. Florida State Parks has been recognized by the National Recreation and Park Association as the nation's first and only two-time Gold Medal winner for the nation's best park service.

For more information, visit www.FloridaStateParks.org/thingstodo/deals.cfm. To learn more about 75th Anniversary events, and the history of Florida State Parks, visit www.FloridaStateParks.org/history. –RV Daily Report



Fee-Free Days for National Parks Begin in April

The National Park Service will again offer admission-free days this year, allowing visitors to visit the nation's 391 national parks for free, according to a news release from the park service.

National Parks Week 2010, April 17-25, is set to be the first of the free days. Additional information on fee-free periods will be released later this spring.

Many park partners, including tour operators, hotels, restaurants and gift shops, plan to enhance the fee-free periods by providing discounts and special promotions to sweeten visits. Fees for activities such as camping, tours or concessions are not affected by the entrance fee waiver.

The national park system offers 147 parks that normally charge entrance fees, which range from \$3 to \$25. A total of 244 national parks never charge an entrance fee.

For more about national parks, visit www.nps.gov.—*RV Business*



Judges Rule Airstream Ranch Legal

A three-judge panel has ruled that "Airstream Ranch" is legal. The decision reverses a \$100-per-day fine imposed on RV Dealer Frank and Dorothy Bates, who installed the row of silver RVs along Interstate 4 in 2007.

County officials have 30 days to appeal the decision to the 2nd District Court of Appeal in Lakeland, the St. Petersburg Times reported.

According to the report, the judges did not consider the artistic merits or whether the display is constitutionally protected free speech. They simply ruled that county officials had not produced substantial, competent evidence establishing that the display created a nuisance, was

a commercial sign or constituted an open storage of the vehicles.

After winning, Bates said he wanted to draw even more attention to the artistic work. "Now we're going to light it at night," he said.—*RV Daily Report*

THREE THINGS YOU SHOULD KNOW

- 1 January 2010 wholesale shipments rose 116% according to data recently released by RVIA. The national RV Manufacturer's association reported that 15,800 new RVs were shipped by manufacturers to their dealers in January. This is more than double the shipment numbers recorded in January 2009 and includes both motorized and towable units. The January increase marked the sixth month in a row that RV shipments to dealers improved.
- 2 Trip planning in Florida just got easier thanks to the Florida Department of Environmental Protection. The agency's newly updated website offers a new site (www.floridastateparks.org) that allows travelers to obtain specific information about any of Florida's 160 parks, activities a particular park offers and any special events. Park passes also can be purchased at the site.
- 3 Elkhart, Indiana, has long been known as the nation's hub for RV manufacturing. But now, growing almost overnight, America's electric car manufacturers have located there, too. Electric Motors Corp., Think North America and Navistar International Corp. all have their manufacturing facilities located in Elkhart, where city fathers are happy to see it following high unemployment due to the downturn in RV sales.



SHOW THE LOGO!

The PR/Communications Committee would like to encourage every FRVTA member to use the FRVTA logo in their advertising. This will identify you as a member of the Florida RV Trade Association and the public will recognize your commitment to improving the entire industry. Let the State Office know if you need any logo sheets or stickers.

MEMBERSHIP INFORMATION

NEW MEMBERS

BEACH RV • 8319 Panama City Beach Parkway • Panama City Beach, FL 32407 • Phone: 850-233-6444 • Fax: 850-230-9020
 Email: roy@beach-rv.com • Website: www.beach-rv.com • Service, Region 5

LAKE MANCHAUG CAMPING • 76 Oak St. • Douglas, MA 01516 • Phone: 508-476-2471 • Fax: 508-476-7128
 Website: www.lakemanchaugcamping.com • Campground, Region 10



Don't Miss Out! FRVTA's 2009-2010 Show Season

Show season is here and it's your chance to grab the opportunity to sell your products to qualified and interested RVers throughout the Sunshine State! Please contact FRVTA Show Coordinator Patty McCarson in the State Office for more information on these events:

TAMPA BAY SPRING RV SHOW • April 29-30, May 1-2 • Florida State Fairgrounds, Tampa
2nd Annual PRIME OUTLETS RV SHOW (tentative) • April 30, May 1-2 • Prime Outlets, Ellenton



Top-Selling Motorhome in 2009

For the ninth consecutive year, Winnebago Industries Inc. has been recognized as the top-selling motorhome manufacturer in the nation.

According to Statistical Surveys Inc., a Grand Rapids, Mich.-based retail reporting service, dealers carrying Winnebago products retailed more Class A and C motorhomes combined than any other RV manufacturer in 2009. This enabled Winnebago to increase their market share to 19.2 percent, up from 18.3 percent in 2008.

"Achieving the top-selling position again is a tribute to the teamwork of our dealer partners and our employees," said Roger Martin, Winnebago vice president of sales and marketing. "Once again our dealers have shown that when our company gives them the right product and the right support, they can accomplish anything."

Winnebago also was the sales leader in Class B motorhomes with its ERA model achieving a 17.9 percent market share in 2009.

For its overall efforts, Winnebago has been recognized by the Recreation Vehicle Dealers' Association (RVDA) with its Quality Circle Award every year for the past 14 years.—*RV Business*



Ranked No. 1 Manufacturer

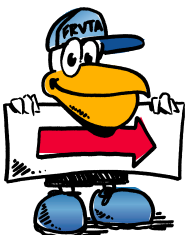
Fleetwood RV Inc. recently was recognized as the No. 1 Class A motorhome manufacturer in 2009. The announcement was made by Statistical Surveys Inc., a reporting service based in Grand Rapids, Mich., which has tracked the RV Industry since 1987.

During this period, Fleetwood has been honored with this same recognition 22 of the past 23 years. During 2009, Fleetwood realized 18.4 percent of the Class A motorhome retail market share.

"This year's achievement is extra special for Fleetwood RV," said John Draheim, president and COO of Decatur, Ind.-based Fleetwood RV Inc. "It is a true testament to all of Fleetwood RV's dealers, customers and associates who we were able to maintain our number one market share position throughout the challenges of the past year."

2010 marks the 60th anniversary for Fleetwood, one of the most recognized brands in the RV industry.—*RV Business*

MEETING DATES



REGION 1 • April 7 • Captain's Table • Punta Gorda • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 2 • April 21 • Holiday Inn • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 3 • April 13 • Rusty Pelican • Tampa • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 4 • NO MEETING

REGION 5 • TO BE ANNOUNCED

REGION 6 • NO MEETING

REGION 7 • April 22 • Felix's • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM