



Get Ready for the Best Birthday Celebration Ever!

A celebration of two great birthday events takes place at this year's annual FRVTA Convention, being held at the luxurious Gaylord Palms Hotel in Kissimmee, September 9 through 12. This year we're not only celebrating the 30th Anniversary of the Florida RV Trade Association, but also the 100th Anniversary of the RV Industry, prompting this year's convention theme of "We Hear It's Your Birthday...It's Our Birthday, Too!!"

Both milestones make this year's convention a landmark affair you can't afford to miss.

Besides the great time you've come to expect and for which FRVTA conventions are known, this year's educational opportunities will be the best ever. And, we've returned to the three-day schedule to allow more free time to spend getting to know all participating FRVTA members.

Thursday evening's "Get the Party Started" Welcome Reception is a great place to meet up with old friends and make new ones. Of course the "Party Central" Hospitality Room will be open that evening to continue the meeting and greeting.

Friday morning the convention begins with the General Session and highlighting this will be the RV Industry Panel. Rick Horsey from Parkview RV Center in Delaware, Linda Profaizer from ARVC, Mark Beecher from Bank of the West, Bob Parrish and Pete Lannon from GE Distribution Finance, Bob Morder from NTP Distribution and Doug Gaeddert from Forest River will represent all segments of the RV Industry. This one session will address the problems each segment of the industry faces in the coming years and what we can expect.

The next session will focus on the newly-passed Health Care Bill and what it will mean to all businesses. This session will be hosted by Erick Swenson from Morgan Stanley Smith Barney. The Political Round Table will wrap up the morning General Session. Hosted by FRVTA's Legal Counsel Marc Dunbar, this session will have some of the state's most prominent legislators discussing the importance of the RV Industry for the State of Florida.

Friday afternoon will feature the annual golf tournament and a fun scavenger hunt held at the Gaylord Palms Hotel. You can choose to take part in the organized activities or just enjoy the pool, spa or any of the area's many attractions.

Whatever you choose to do, be ready to party hardy at the "Rolling Through the Years" Costume Party. Dress in any fashion from the past 10 decades—roaring '20s flappers, gangsters, sock hoppers or '70s disco are only a few of the many costumes you're sure to see at this fun-filled dinner/party.

Saturday's morning breakout sessions will cover an array of topics on information you'll be able to use immediately. Dr. James Hogg from UCF will cover Social Networking and how to use it in your business. Allen Monello and Larry Peters will address Title Work and Privacy Compliance. Kim McCorvey from the Department of Revenue will talk about Sales Tax and Audit Issues. Bob Morder from NTP Distribution will speak on making your parts departments more profitable and Tom Walworth with Statistical Surveys will discuss Industry Trends in both Florida and nationally.

Dave "Guy Fiere" Kelly will host the "Surprise Party" Game Show

continued on page 3



STATE OFFICERS

PRESIDENT
Donnie Davis

VICE PRESIDENT
Larry Schaffer

TREASURER
Sam Abdo

SECRETARY
Rob Rothenhausler

CHAIRMAN OF THE BOARD
Sherry Perkins

REGIONAL OFFICERS

REGION 1
Nelda Iacono - PRESIDENT
Chris Morse - DIRECTOR

REGION 2
Bob Clark - DIRECTOR

REGION 3
Deanna Pearce - PRESIDENT
Paul Carey - DIRECTOR

REGION 4
Rob Cochran - PRESIDENT
Dennis Charron - DIRECTOR

REGION 5
Neal Stewart - PRESIDENT
Lyn Hart - DIRECTOR

REGION 6
Bill Propper - PRESIDENT
George Cranston - DIRECTOR

REGION 7
Dell Sanders - PRESIDENT
Russ Perkins - DIRECTOR

George Lempenau
CAMPGROUND DIRECTOR

OFFICE STAFF

Lance Wilson
EXECUTIVE DIRECTOR

David Kelly
MARKETING DIRECTOR

Desiree Alfonso
CONTROLLER

Lesa Colvin
SHOW DIRECTOR

Patty McCarson
SHOW COORDINATOR

Damarys Cuebas
ADMINISTRATIVE COORDINATOR

FLORIDA RV TRADE ASSOCIATION
10510 Gibsonton Drive
Riverview, Florida 33578
(813) 741-0488 • Fax (813) 741-0688

e-mail address: info@frvta.org
internet address: www.frvta.org

PRESIDENT'S MESSAGE

Dear FRVTA Members:

Summer is here and in full swing, making the days hot and long. Would you like a way to cool off, relax and still tell everyone you are working? I can get you to "that place" if you register and attend the 30th Annual FRVTA State Convention held at The Gaylord Palms Resort and Spa. Is it really that simple? Oh yes!

By now you should have received your registration form for the September 9-12 event. It's a beautiful resort and will offer you time to relax and rekindle that winning spirit. There will be some terrific informational sessions that can help us to improve our businesses during these challenging times. It's a good time to take a breather and renew your spirit for the RV Business in Florida. It's also a great time to visit with old friends and make new ones. Call the State Office and get registered today!

There are still a few events that need sponsors. This is a great way for your company to be recognized as a supporter of the FRVTA. The Association will demonstrate your participation as a sponsor by announcing your support at the event, adding your name to the overall list posted in the assembly area, adding a "sponsor" ribbon to your name badge and having a table in the common area for the display of your products and/or services. Be proud, be a sponsor!

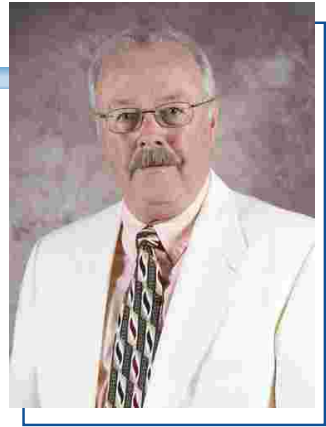
August also brings the drawing of spaces for our annual Florida RV SuperShow. Please encourage your manufacturers to purchase a lot of space. We need to remain optimistic that 2011 will be a positive year of growth and this show is a good place to start. With the attendance up at the 2010 show and the economy turning around (yes, I do have my fingers crossed), 2011 can be the year. Not, of course, without you and your manufactures, so be the leader that leads the Association and this industry back into the "good old days." Buy space!

I'll ask your indulgence for a moment as I talk about the business of power generation. Many of you may not know, but on January 1, 2011 the Environmental Protection Agency (EPA) will implement Phase III emissions standards for gaseous engines installed in non-chassis products. This means our towable members must conform to this "all state" standard. Failure to comply can become very costly. If you are a towable member and you perform power generation installations you must comply. Please be prepared!

The Board of Directors met in Tampa last month and had a very productive meeting. By now your Presidents or Directors should have your region up-to-speed on decisions made. One of those decisions was to offer a contest among the regions to build attendance at the State Convention. This will be fun!

Until next month: Keep the Faith!

DONNIE DAVIS
FRVTA President





FRVTA STATE ELECTIONS SET FOR SEPTEMBER

It's Your Chance to Make a Difference!

The annual election of FRVTA State Officers will take place at the State Convention (September 9-12 at Gaylord Palms Hotel and Spa in Kissimmee) in accordance with the FRVTA By-Laws. The Nominating Committee would like to hear from any qualified candidates (see below) who would like to submit their name for nomination to State Office.

Those candidates selected thus far are:

President: Larry Schaffer
Rivers Bus & RV Sales

Vice President: Sam Adbo
Outdoor Recreation World

Treasurer: Rob Rothenhausler
Ocean Grove RV Supercenter

Secretary: Ryan Hollan
Camping World Fort Myers

Other members interested in running for state office should contact the Nominating Committee Chairman, Donnie Davis, at (813) 664-5801.

ARTICLE VI SECTION III

VOTING: Voting on all questions or issues submitted to a vote of the members, shall be done in such a manner as is determined by the person presiding at the meeting, or by a majority vote of the members. In connection with any secret ballot vote, the person presiding at the meeting where the vote is to be taken shall appoint two tellers to distribute, collect and count the ballots.

SECTION IV

PROXIES AND ABSENTEE BALLOTS: There shall be no voting by proxy at any meeting of the FRVTA. Absentee ballots may be cast for the election of State Officers, which will be held at the Annual General Membership Meeting or Convention. It will be the responsibility of the Chairman of the Nominating Committee to see that absentee ballots containing the nominations for all officers are mailed to all voting members who have provided written notice that they will not attend the General Meeting.

All absentee ballots must be returned to the Chairman of the Nominating Committee in adequate time to allow the sealed votes to be presented to the teller prior to the voting at the General Meeting.

ARTICLE VII SECTION II

ELECTION AND TERM OF OFFICE: All officers of the State shall be elected by a majority vote of the members present at the Annual Meeting except where previously noted. All officers will be elected to serve a one-year term of office. Any officer can be nominated for

an additional term of office with no more than two (2) consecutive years being served in any one office. No member shall serve in the State Office of President, Vice President, Treasurer or Secretary unless they previously have served on the Board of Directors for a minimum of one year. Only an owner, corporate officer, sole proprietorship or its assigned designee is eligible to run for State Office.



2009-2010 FRVTA State Officers; (l to r) Donnie Davis, President; Larry Schaffer, Vice President; Rob Rothenhausler, Secretary; and Sam Adbo, Treasurer.

FRVTA ANNUAL CONVENTION...

continued from page 1

Luncheon featuring new games similar to the ones on "Minute to Win It." This funny session will prompt participants to do some of the wildest things to win a prize. Afterwards, elections of the State Officers will take place.

Saturday evening features the "Birthday Bash" Awards Banquet. The Silent Auction, which benefits the FRVTA PAC Fund and features great gifts and wonderful trips, will end that evening as well. This is the event where outgoing FRVTA Officers are recognized and incoming leaders are inducted into office. Music and dancing wrap up the evening and,

of course, the Hospitality Room will open into the night.

We still have several sponsorships available and we need items for both the Silent Auction (\$50 minimum value) and the Game Show Luncheon. The convention sign-up form is available on the FRVTA website. Remember, most of the regions pay all or part of the registration fees, so check with your regional officers or the State Office for more information.

If you need any additional information, contact Dave Kelly or Damarys Cuebas in the State Office.





LEGISLATIVE UPDATE... by Marc Dunbar, Legislative Consultant

Qualifying for Office...

As the summer temperatures top out the scales, the campaigning season has been in full swing underneath a backdrop of uncertainty amongst Florida's constituents.

Qualifying for public office has ended and 33 members of the Legislature were elected without opposition. In the Florida Senate, this included two powerful leaders, President-elect Mike Haridopolos (SD 26-R) and Minority Leader Nan Rich (SD 34-D). They were joined in reelection by incumbents Sen. Don Gaetz (SD 4-R) from Niceville, Sen. Arthenia Joyner (SD 18 D) from Tampa and Sen. Joe Negron (SD 28-R) from Stuart. Two new senators also took office without opposition: David Simmons (SD 22-R) from Altamonte Springs and Maria Sachs (SD 30-D) from Delray Beach.

No new members of the Florida House of Representatives were directly elected during qualifying, but 26 incumbents were elected without opposition. Some of those leaders elected include Rep. Gary Aubuchon (HD 74-R) from Cape Coral and the current Chairman of the Roads, Bridges & Ports Policy Committee, Rep. Jennifer Carroll (HD 13-R) from Jacksonville and the current Chairwoman of the Economic Development Policy Committee, Rep. Denise Grimsley (HD 77-R) from Sebring and the current Chairwoman of the Health Care Appropriations Council, and Rep. Rich Glorioso (HD 62-R) from Plant City and the current Chairman of the Transportation and Economic Development Appropriations Committee.

Although a few were able to avoid an election battle, many campaigns around Florida are very contentious. With the primary election approaching on August 24, we'll highlight a few of the most contested primaries and elections.

In the Tampa area, the Republican primary for Senate District 12 is shaping up to be the one to watch. Current Rep. Kevin Ambler will face Jim Norman, a Hillsborough County Commissioner. Rep. Ambler has raised approximately \$270,000 to Mr. Norman's \$450,000. Each candidate is well-known in the district and with such heavy hitters in the race it will be very interesting to see who will prevail.

Down in Miami, the Republican Primary for Senate District 36 has three candidates vying for office. Current Rep. Julio Robaina will face opponents in Miguel Diaz de la Portilla, brother of the current District 36 Senator, and newcomer J. Nillo. Rep. Robaina has raised approximately \$200,000 for the race compared to Mr. Diaz de la Portilla's \$450,000. Mr. Nillo has not yet filed campaign finance information. With a tight three-way race for the primary, every vote will count and the victor will likely be the next senator as there is no Democrat challenger.

Across the bottom half of the state, Senate District 27 stretches into Charlotte, Lee, Glades, Hendry and Palm Beach counties with a near equal voting registration for Democrats and Republicans. Both primaries feature multiple candidates and promises to be a very exciting primary and general election.

In the Republican primary, Lizbeth Benacquisto, a Wellington Councilwoman, Sharon Merchant, a former legislator, and Michael Lameyer, an author, have all thrown their hats into the ring. Ms. Benacquisto has raised approximately \$236,000 compared to Ms. Merchant's \$117,000 with no available financial information available for Mr. Lameyer.

In the Democratic primary, current Rep. Kevin Rader (\$182,000) will face attorney Pete Burkert (\$138,000). With so many qualified candidates, this will be a district inundated with political advertising!

And finally, although he is the Speaker-elect, Rep. Dean Cannon (HD 35-R) from Winter Park will face a difficult election against Democrat Amy Mercado and Tea Party Nina Virone. His opponents have not raised anywhere close to his campaign funds, hovering around \$678,000, but the close registration numbers of Republicans and Democrats may be upset by the presence of a third party candidate.

These races are just a taste of this hotly contested campaign season. Your help is necessary for FRVTA and its PAC Fund to help us maintain FRVTA's influence, access and reputation in Tallahassee, and involvement in the political process. Please talk to your board members and state officers on how you can get involved.



FRVPC UPDATE

As summer passes and we near the fall, Florida's election season, just like our weather, continues to heat up. Previously, political watchers said this election cycle would be quite challenging as many seats in the Florida House and Senate, all state executive offices and the U.S. Senate seat are up for grabs.

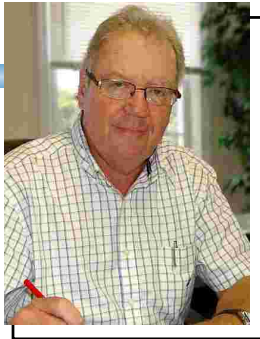
As you can read from this month's interesting update from our Legislative Consultant Marc Dunbar, there is quite a bit of maneuvering going on for the various legislative seats.

With all this confusion, the only positive notion is that there's opportunity in chaos. This chaos enables FRVTA

and Marc a chance to assist candidates who are most willing to support initiatives beneficial to Florida's RV Industry.

That's why this year it's especially important to make sure our FRVPC PAC Fund remains healthy and is used as a strategic asset that will benefit all aspects of the Sunshine State's RV Industry.

In this election season, please make sure our businesses continue 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

Distance Learning Network Mentors Update

Believe it or not it is almost the end of our school year. Yep, July 31 ended the 09-10 school year and begins the 10-11 year. Was it really 10 years ago that we began the new century?

Here are some items of interest to help you sort through the changeover year:

1. FLAT RATE MANUAL AVAILABLE: RVDA Learning Center has the newest version of the industry-approved Flat Rate Manual, known as the Service Management Guide, and here is the link that will take you directly to the Center and the Manual:

<http://www.rvlearningcenter.com/Content/NavigationMenu2/Service/ServiceManagementGuide/default.htm>

I receive many inquiries about the Flat Rate Manual and now know why you have trouble locating it. Remember, SERVICE MANAGEMENT GUIDE.

2. END OF YEAR CLOSE OUT: To insure your folks receive credit for the program, whether they did Certification Prep or Advanced, we need them registered and on a roll page. We then record those hours into our database and have them readily available for documentation when and if the time comes.

Do it now, don't wait! We are constantly getting calls for documentation for years past. If forms were sent in we have them, if not we don't. When a tech is seeking documentation for hours to use for certification renewal and learns their mentor didn't follow up with the paperwork it puts everyone in an awkward position.

3. BEGINNING NEW YEAR: August 1 begins our new training year. You should have automatically received your new password in late July so there should have been no interruption of service. Just destroy the old and add the new and you're good to go.

4. CERTIFICATION TESTING: Since electronic testing is now available throughout the U.S. at approved ACT test centers, usually at local colleges, we are not hosting any group "paper and pencil" tests as in the past. For information on the testing process, please contact Isabel McGrath at RVDA, 1-800-336-0355 x 102.

5. COLLEGE NAME CHANGE: Effective July 1, Lake City Community College will be known as Florida Gateway College, a new name for a new statewide structure. No more community colleges in Florida, just four-year granting colleges and universities, therefore, an opportunity for a name change. The name was chosen since the Lake City area of Florida is known as the "Gateway to Florida." NOTE: we have new email addresses, same phone number. The new web address for the DLN will be rvinstitute.fgc.edu.

Thanks for letting us serve you.

Jim & Judy: 386-754-4285 or jim.carr@fgc.edu and judy.wilson@fgc.edu

April Wholesale RV Shipments Soar 85%; Marks Nine-Month Increase Trend

RVIA reports that wholesale deliveries to dealers reached 24,6000 units in April 2010. This was up 2.5% over March 2010 and up a whopping 85% from April last year, reaching the highest level reported in two years. All RV categories showed an increase in shipments from April 2009.

As expected, towables registered the greatest gains in retail deliveries, rising 78.9% to 22,000 units. Motorhomes registered the highest percentage of improvement, growing from 1,000 units in April 2009 to 2,600 units in April 2010, a 160% increase.

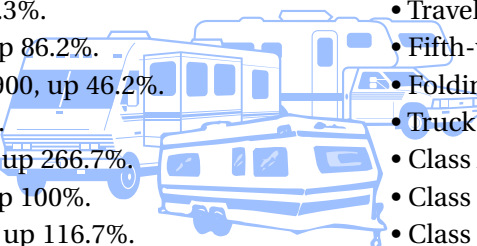
Shipments of all RVs year-to-date in the first four months of 2010 reached 84,500 units or nearly double the total from the same period last year.

Here's a breakout of April 2010 shipments to dealers:

- Travel trailers, 14,400, up 82.3%.
- Fifth-wheel trailers, 5,400, up 86.2%.
- Folding camping trailers, 1,900, up 46.2%.
- Truck campers, 300, up 50%.
- Class A motorhomes, 1,100, up 266.7%.
- Class B motorhomes, 200, up 100%.
- Class C motorhomes, 1,300, up 116.7%.

Here's a shipment breakout on a year-to-date basis:

- Travel trailers, 50,400, up 93.1%.
- Fifth-wheel trailers, 18,700, up 96.8%.
- Folding camping trailers, 6,100, up 48.8%.
- Truck campers, 1,000, up 66.7%.
- Class A motorhomes, 4,200, up 200%.
- Class B motorhomes, 600, up 100%.
- Class C motorhomes, 3,500, up 105.9%.--RV Business



MEMBERSHIP SPOTLIGHT

Rick Couch, Tradewinds RV, Family Business – Family Man...

What do fishing and RV sales have in common?

No, it's not the introduction to a corny joke, it's the basis of a unique philosophy put into play by Rick Couch, General Manager of Tradewinds RV, Inc. in Ocala who is also a top competitor in professional fishing tournaments.

"There's really no secret to fishing, you just have to figure out what the fish wants and find a way to give it to him. It's the same for RV sales," he says.

Tradewinds RV, located in Region 7, is a true family business. It was started in the mid-'80s by Rick's grandparents. When they retired, Rick's parents took over, and Rick became GM about seven years ago. Today, Rick's mother (who shares ownership of the business with Rick) still works at the dealership.

The dealership bills itself as "Florida's Towable Specialists" since it deals mainly in fifth wheels, travel trailers, and toy and cargo haulers.

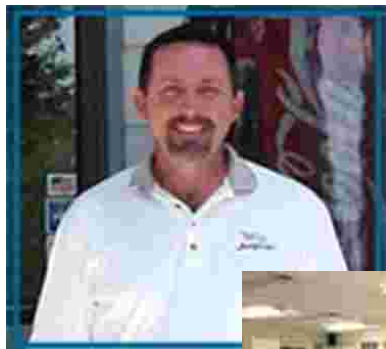
Tradewinds RV is open six days a week, and Rick clearly loves to work hard and play hard (he's won about \$100,000 in fishing tournaments throughout the Southeast), but he won't let anything compromise his time with his family. Married for many years, he and his wife have four sons and Rick keeps a daily appointment with his family—literally.

"Every day I set my alarm (at the office) for six o'clock, and no matter what I'm doing or what's going on, I close up, lock the door and head home. It's that important," he proudly says.

Rick admits some business owners might be shaking their heads or clucking their tongues at this somewhat unorthodox approach, but he offers up a good argument.

"Whether you leave the office at six or stay until eight or nine, there'll still be work waiting for you when you get back in the morning. It's inevitable," he says. "So you might as well get out at a decent hour and be with your family."

And the Couch family practices what Rick preaches, in



both work and play. The whole clan takes regular camping trips in their own fifth wheel. Rick grew up camping and says, with four kids, he and his wife wouldn't have it any other way, "Trust me, we've tried it," he laughs.

Rick's family-friendly philosophy extends to his customers as well. Tradewinds RV prides itself on taking care of their customers' needs—no matter what, and goes way beyond the sale.

Tradewinds RV services and repairs many RVs, whether they sold them or not. Being in the Ocala area, where a lot of their customers are families on dream vacations—as Rick puts it—"to visit the mouse," the last thing a family wants or needs is a problem with their RV.

"I've had guys stay until two in the morning to make sure a family's vacation isn't ruined and we get them back on the road," Rick says.

Keeping customers is one thing, but getting them in the first place is another, and that's where Rick says the Florida RV Trade Association shows are invaluable. He also says being a Region 7 member of the Association helps him keep his business on the leading edge of an industry that has seen remarkable

changes since his grandfather founded Tradewinds RV in the 1980s with just three RVs.

And Rick, who expects Tradewinds RV to have a successful year, believes his fishing philosophies really can be applied to RV sales.

So, just what do fishing and RV sales have in common? Just ask Rick. "With fish it's the lure, with a sale it's the RV, either way, you just have to figure out how to give them both what they want."

But don't call him a professional fisherman, "I'm a professional RV salesman... who fishes," he says.

Financial Regulation Bill Exempts RV Dealers

The U.S. Senate passed and President Obama signed into law a financial regulation bill in response to the financial problems on Wall Street that exacerbated the country's economy. Part of the overhaul includes an exemption for RV, boat and auto dealers from additional regulation by a new consumer finance protection bureau. Dealers, in their role for arranging loans for motor vehicle customers, would not be subject to supervision or enforcement by a new Consumer Financial Protection Bureau (CFPB).

RVDA and its members worked with the National Automobile Dealers Association, the National Marine Manufacturers Association and the Marine Retailers Association of America to secure language in the bill that

includes both motorized and towable RVs, as well as boats, in the exemption.

"RV dealers are not banks and we are pleased that Congress recognizes that fact," said RVDA President Mike Molino. "RV dealers and their employees sent hundreds of messages to their Congressional representatives to help educate them on the dealers' role in financing motorhomes and travel trailers."

Sen. Sam Brownback of Kansas authored language to exempt RVs and boats, which was then passed by the full Senate. House conferees later accepted Brownback's Senate language, making it part of the conference report.—RVDA



IRS Offers Details on New Small Business Health Care Tax Credit

irs.gov The Internal Revenue Service recently issued new guidance to make it easier for small businesses to determine whether they are eligible for the new health care tax credit under the Affordable Care Act and how large a credit they will receive. The guidance makes clear that small businesses receiving state health care tax credits may still qualify for the full federal tax credit. Additionally, the guidance allows small businesses to receive the credit not only for regular health insurance but also for add-on dental and vision coverage.

Notice 2010-44 provides detailed guidelines, illustrated by more than a dozen examples, to help small employers determine whether they qualify for the credit and estimate the amount of the credit. The notice also requests public comment on issues that should be addressed in future guidance.

Included in the Affordable Care Act approved by Congress in March and signed into law by the President, the small business health care tax credit, which is in effect this year, is designed to encourage small employers to offer health insurance coverage for the first time or maintain coverage they already have.

In general, the credit is available to small employers that pay at least half the cost of single coverage for their employees in 2010. The credit is specifically targeted to help small businesses and tax-exempt organizations that primarily employ moderate- and lower-income workers.

For tax years 2010 to 2013, the maximum credit is 35 percent of premiums paid by eligible small business employers and 25 percent of premiums paid by eligible employers that are tax-exempt organizations. The maximum credit goes to smaller employers — those with 10 or fewer full-time equivalent (FTE) employees — paying annual average wages of \$25,000 or less. The credit is completely phased out for employers that have 25 FTEs or more or that pay average wages of \$50,000 per year or more. Because the eligibility rules are based in part on the number of FTEs, not the number of employees, businesses that use part-time help may qualify even if they employ more than 25 individuals.

Eligible small businesses can claim the credit as part of the general business credit starting with the 2010 income tax return they file in 2011. For tax-exempt organizations, the IRS will provide further information on how to claim the credit.—*IRS*



RVDA Celebrates 40th Anniversary of Serving the Nation's RV Dealers

The Association is seeking dealership photos for video and special magazine sections.

RVDA, the National RV Dealers Association, is celebrating its 40th Anniversary of serving RV dealers in 2010. To mark this important milestone, RVDA is developing a commemorative video and will publish special sections in RV Executive Today magazine featuring photos of the events and people that shaped RVDA's first four decades.

RVDA was incorporated as a not-for-profit association in July 1970. RVDA held its first Congress and Symposium during the 1970 Louisville Show, attracting 300 dealer representatives.

"As the industry celebrates the 100th Anniversary of the first mass-produced recreation vehicles in 2010, it's also important to recognize the contributions RV dealers have made to the growth of RV travel since 1970," said RVDA Chairman of the Board Debbie Brunoforte. "We invite

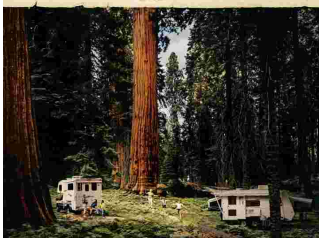
RVDA members and their business partners to participate by providing vintage and contemporary photos of the people, places, and products that have contributed to the success of RVDA and its member dealerships."

The RVDA 40th Anniversary video will debut at the RV Dealers International Convention/Expo, Oct. 4-8, 2010, at the Rio-All Suite Hotel & Casino in Las Vegas, NV. The video will be also available on RVDA's website and YouTube until September 2011. In 2010, special sections focusing on the Association's 40th Anniversary will run in the October, November and December issues of RV Executive Today magazine and on RVDA's website.

Dealers and their business partners may submit photos to info@rvda.org (digital photos preferred) or mail photos to RVDA Headquarters at 3930 University Drive, Fairfax, VA, 22030. The deadline for photo submission for the video is August 6, 2010. RVDA cannot guarantee use of all photos submitted. The video will be produced by RV Pro, the general session video production sponsor for the 2010 RV Dealers International Convention/Expo.—*RVDA*

New Ad Materials Available for Go RVingSM Dealers

By becoming a Go RVing participant, dealers are able to tie in with Go RVing's new "Ambassadors of Affordability" television ads. Additional new advertising and promotional materials are accessible in the "industry-only" section of the GoRVing.com website for use by dealers and their advertising agencies.



For \$250, Go RVing tie-in program participants can order the customizable spots. They will be sent both a DVD for easy viewing and a BETA tape for the highest production quality. Companies already registered for the industry tie-in program can preview the spots in the industry-only area of GoRVing.com. Select the "Toolbox" heading and click on "Go RVing ads for Industry to Tag."

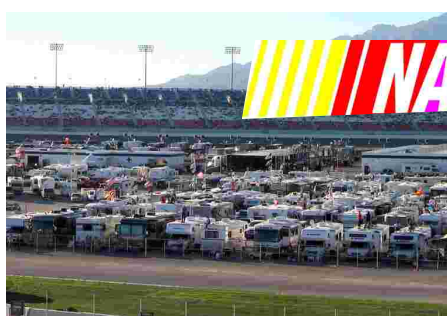
Additionally, new TV spots are being modified by Go RVing to include a five-second taggable segment that can be personalized for dealer or show use that feature the latest and most innovative RV products.

Industry members interested in creating their own television spots or other marketing materials can take advantage of the Go RVing B-roll stock footage, available for \$150 in the industry-only section of GoRVing.com. During the summer of 2009, Go RVing produced this new footage featuring lightweight, fuel-efficient and "green" RVs.

RV dealers and their agencies can access all these promotional tools and more by signing up for the 2010 Go RVing Dealer Program for \$225. In addition to providing the ability to order the Go RVing TV spots and B-roll stock footage, access to the industry-only section

provides access to consumer leads, an image library, and a custom ad builder. To sign up, visit www.rvda.org or send an e-mail to info@rvda.org.

Campground operators and others interested in participating in the tie-in program should contact RVIA Advertising Manager Margie Spence at 703.620.6003 or e-mail mspence@rvia.org.—RVDA, RVIA



NASCAR MOVES INTO CAMPGROUND BUSINESS

Racing

In a nationwide expansion of their racing franchise, NASCAR plans to team up with up to 500 U.S. campgrounds branded with their logo in an attempt to tap into consumer devotion to racing while attracting additional fans.

Presently, NASCAR has inked a deal with Morgan RV Resorts and real estate investor and developer Silver Companies to open 13 locations with a goal of expanding over the coming decade. Morgan RV Resorts is one of the largest private

owners and operators of recreation vehicle facilities in the country. Terms of the deal were not disclosed, but it is a licensing agreement under which the National Association for Stock Car Auto Racing would get a royalty.

The initial plan is to brand RV resorts with the NASCAR label that are away from present racing tracks in an effort to bring the "racing experience" closer to campers. Data from Simmons National Consumer Survey and Scarborough Research indicates that NASCAR fans are twice as likely to own a motorhome and stay at a campground with their unit.

Besides Morgan Resorts, NASCAR also has a previous relationship with Camping World, which was the title sponsor for the truck racing series. NASCAR reportedly will attempt to use this affiliation at the new campgrounds.

Presently, Morgan owns about 45 campgrounds, but the NASCAR affiliation will be available for non-Morgan Resorts as well.—*wire services*

ANNUAL RV DIRECTORY AND SUPERSHOW PROGRAM AD SALES



Advertising sales for the 2011 RVer's Guide to Florida and the Official SuperShow Program and Directory are under way! These two publications are an excellent way to promote your business to the thousands of RVer's who travel to Florida each year as well as first time buyers.

Deanna Pearce is once again handling the advertising sales for both publications and will contact you shortly or you can secure your placement in the publications by contacting her directly at 1-863-318-0193 or email at dlpearce7@aol.com.

The complete media kit including rates, advertising guidelines and deadlines are available online at www.frvta.org. If you have any questions, please contact Dave Kelly in the FRVTA State Office at 1-800-330-7882. Your support of these two very important publications is appreciated!

MEMBERSHIP INFORMATION

NEW MEMBERS

CITRUS RV LLC • PO Box 429 • Homosassa Springs, FL 34447-0429 • Phone: 352-302-1742 • Toll Free: 877-800-6028
 Email: info@citrusrvrentals.com • Website: www.citrusrvrentals.com • Service, Region 7

DRUMMER BOY CAMPING RESORT • 1300 Hanover St. • Gettysburg, PA 17325 • Phone: 717-334-3277 • Toll Free: 800-293-2808
 Fax: 717-334-9524 • Email: drummerboy@diparks.com • Website: www.drummerboycampresort.com • Campground, Region 10

FOUNTAIN RV • 8345 State Road 33 N • Lakeland, FL 33809 • Phone: 863-984-9764 • Toll Free: 888-264-6523 • Fax: 863-984-0945
 Email: marke@fountainrv.com • Website: www.fountainrv.com • Dealer, Region 3

KINGHAM SOFTWARE INC. • 196 Ave B NW • Winter Haven, FL 33881 • Phone: 863-291-4268 • Fax: 863-582-9259
 Email: mike@kingham.com • Website: www.epolk.com • Service, Region 4

LONG VIEW RV SUPERSTORES **Donates Motorhome**

A 28-foot Georgie Boy CruiseMaster motorhome decorated with signage honoring a charitable effort to help the homeless was recently presented to Kim Denmark, said Robert Deliguori, general manager of Long View RV in Dover.

Kim began her Spiritual Walk Across America 94 months ago in Dayton, Ohio, in an effort to call attention to the plight of the homeless, the poor and, as she puts it, “the folks living paycheck to paycheck.”

So far she has covered 4,460 miles and 16 states in 10-mile-a-day increments, relying on the kindness of strangers for lodging and life's necessities. She's on her 23rd pair of New Balance shoes. Kim held fund raising appearances at both the Tampa RV SuperShow and the Fort Myers RV Show this past show season.

“When we met Kim last January at the Tampa RV SuperShow, her mission to help the homeless resonated with us,” explained Deliguori, who was in attendance with Frank, Fran and Shirley Roberts, owners of Long View SuperStores. “So we began thinking about ways that we could help her effort.”

The decorated CruiseMaster will serve as an information center in each city Kim visits, detailing not only her goals, but the ways others can help those who cannot always help themselves.

“It will also serve as a free health clinic once a month,” Kim said, explaining that doctors and dentists will donate their time. A big part of her focus is on homeless veterans. “I have no funding to do this, just people who have met me along the way and asked, ‘how can we help?’”

For information on Kim Denmark's Spiritual Walk Across America, visit www.kimdenmark.com.—*Long View RV, RV Daily Reports*



Winnebago Industries Inc. Recently Announced its Circle of Excellence Dealerships for 2010.

The industry's first dealer excellence program in 1986, Winnebago seeks to recognize select dealers for excellence in customer satisfaction. A total of 109 dealers were honored with the Circle of Excellence award due to their excellence in customer satisfaction as it relates to the customers' sales and service experience with the dealer.

“Dealerships earning this award have proven their commitment to providing customers with a total RV experience – knowledgeable sales personnel, qualified service technicians and quality warranty and aftermarket service support,” said Roger Martin, vice president of sales and marketing for Winnebago Industries.

Florida winners and the products carried are listed below:

- | | |
|--|---|
| • Camping World RV Sales, Midway (Itasca) | • Suncoast RV Inc., Cocoa (Winnebago/Itasca) |
| • Carpenter's Campers Inc., Pensacola (Winnebago) | • Suncoast RV Inc., Jacksonville (Winnebago/Itasca) |
| • Harberson RV – Pasco LLC, Holiday (Winnebago/Itasca) | • Suncoast RV Inc., Ocala (Winnebago/Itasca) |
| • Lazy Days, Seffner (Winnebago/Itasca) | • Suncoast RV Inc., Winter Garden (Winnebago) |
| • R.V. World of Nokomis Inc., Nokomis (Winnebago) | |
- RV Business

MEETING DATES



REGION 1 • NO MEETING

REGION 2 • August 18 • Holiday Inn • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 3 • August 10 • Rusty Pelican • Tampa • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 4 • August 11 • Sheraton Safari • Orlando • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 5 • TO BE ANNOUNCED

REGION 6 • August 19 • Jacksonville Equestrian Center • Jacksonville • 6:00 PM

REGION 7 • August 26 • Horse & Hounds • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM