



# FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



It's your time to "Discover Your Dream" at the 25th Annual Florida RV SuperShow, Wednesday, January 13 through Sunday, January 17. The mega-RV event will again be held at the Florida State Fairgrounds in Tampa, Florida.

As the nation's largest RV Show, the SuperShow is the focal point for everything related to the RV Industry. Every major RV Manufacturer as well as hundreds of accessory booth exhibitors will be present, meaning large crowds of interested RVers will roam the fairgrounds.

"We will have more Suppliers' booths and every type, size and style of RV on the market," said Marketing Director David Kelly. "With the addition of new entertainment and more seminars, we're anticipating record crowds this year. We're also renewing the two-day pass so the public will have two full days to see everything at the SuperShow at no additional cost."

Hundreds of RVs and a variety of educational seminars mean the SuperShow is the place for the general public to either trade in their old rig or purchase products to enhance their current RV Lifestyle. Many of Florida's finest campgrounds and resorts will have booth exhibits to show attendees the best camping opportunities found anywhere. Also, a huge display of camping accessories and supplies will be found in the Camping World Store.

Free entertainment, of course, is a favorite of SuperShow attendees. From clowns and unicycle riders to Barbershop Quartets and BagPipe Bands, the SuperShow has enough entertainment to keep everyone busy the entire day. A free shuttle service inside the SuperShow will carry visitors from exhibit to exhibit so no display will be missed.

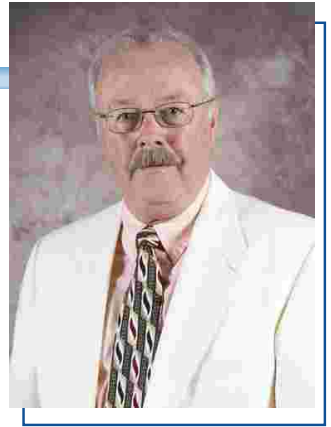
A variety of seminars are scheduled throughout each and everyday, making it easy for attendees to hear them all. This year's sessions include national RV writer Bob Marx who will host two seminars daily. "Choosing an RV; A Logical Approach" helps you decide which RV is right for your particular lifestyle and "Full Time & Extended RV Travel" explains how RV travelers deal with banking, bill paying, telephone communications, e-mail, mail forwarding, medical care and other concerns while on the road for extended periods of time.

Other daily seminars include Basic RV Maintenance and seminars by John Holod Productions including "The Perfect Alaska RV Adventure: Highway & Ferry" and "The Great Rocky Mountain RV Adventure!" (New Mexico to Montana).

The Super Rally, a huge event by itself, celebrates its 20th year at the SuperShow. This RV rally is open to any and all RV clubs and the general public, and includes a number of amenities including FREE admission to the SuperShow all five public days, meeting facilities for your club, FREE coffee and donuts every morning and seminars. Three nights of entertainment and refreshments are also included and will feature "The Rivoli Revue" music by Kay and Ron Rivoli, a fun evening with George Raab with his country and rock and roll songs, and The Porchdogs with their spicy combo of Louisiana Cajun and Zydeco.

Brian Brawdy returns again with his "Green" RV display. The Green RV uses six solar panels and a wind turbine. It also captures and stores rainwater for use later as fresh, sanitary water. The RV has everything found in today's homes: complete kitchen, queen-sized bed, full bath and entertainment center. It even has walls that slide out at the touch of a button.





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## PRESIDENT'S MESSAGE

*Dear FRVTA Members*

*It is my hope each of you and your families have experienced a most satisfying and welcomed holiday time. It is always good to be with family and friends, seeking the challenge of opening presents without destroying the wrapping paper and bows, and of course, all the rich, calorie-laden food consumed with the thought of a new diet in 2010.*

*As the holiday season moves past us and 2010 comes to life, the nation's RV Industry will begin to focus its attention on the 25th Annual RV SuperShow sponsored by the Florida RV Trade Association and held at the Florida State Fairgrounds in Tampa. Even though the SuperShow is almost here, there is still time to register to see everything new the industry will offer for 2010. Tuesday, January 12 is Industry Day and your chance to get you and your staff around the grounds to preview the latest and greatest.*

*Of course beside exhibits, education is a big part of what the SuperShow offers not only the public, but to our continued learning. A variety of educational seminars will be open and available to everyone at the show. Check your program for dates, times and topics.*

*You will see some changes with the structure of the show this year. As always, we are tasked with giving the public the platform to view and purchase the latest in RV products. I feel we do a very good job with this task, but conversely, we, the Board of Directors, the Executive Committee and the State Office, are also tasked with the need to streamline the cost to the Association for this event and perform with due diligence as directed by our members. So please let us know what your impressions are as they relate to the show's structure. We are always trying to improve this event and keep the overall cost inline.*

*As 2010 brings hope of additional growth for our industry, we will continue to be challenged to keep our businesses in sound shape. We will need to continue to manage wisely, spend wisely and keep our businesses ready to respond to our customer's needs. A new year...continual challenges!*

*I can assure you the FRVTA is heading into 2010 ready to take on those challenges. Our Association will continue working on the issues with the same energy and commitment we have in the past. As is our charter, we are looking for ways to improve the Florida RV Business for our members.*

*I am excited about the opportunities that lie ahead for Florida's RV Industry during 2010 and I commit myself and this Association to help bring you, our membership, a more successful year. We will start together by making the SuperShow the most successful in history.*

*See you there!*

**DONNIE DAVIS**  
FRVTA President

**Now you can track the Florida RV Trade Association anywhere you go! To keep you better informed, the FRVTA has joined both Facebook and Twitter! Just look for us anywhere online and we'll be there!**

At first glance, it may seem RVing is hard on the environment. "It's not," says Brawdy. "I'm sharing my Green RV to make this point." Brawdy also says he already sees other RVers at local campgrounds doing a big part to conserve water and electricity, recycle and buy paper items over plastic. "We can all do a little more. And a little from all of us is all it takes," he says. Brawdy, 47, grew up in Syracuse, N.Y., where he was a police officer for nine years. Referred to as an 'Outdoor Adventure Expert,' 'Environmental Pioneer' and 'Eco-RVer,' he has inspired audiences during appearances on Good Morning America, Fox News, CNN, CBS Early News, ABC, CBS and FOX.

Admission to the SuperShow is only \$8.00 for adults and that includes a second day admission for the cost of one day and children under 16 are FREE. The SuperShow hours are Wednesday-Saturday, 9am-6pm and, Sunday 9am-5pm. Wednesday is Senior Citizens Day with seniors receiving \$1.00 off the cost of admission (not valid with other discounts).



For more information on the 2010 Florida RV SuperShow contact the Florida RV Trade Association at 10510 Gibsonton Drive, Riverview, Florida 33578, (813) 741-0488, or visit our website at [www.frvta.org](http://www.frvta.org).

## IT'S NOT TOO LATE!

*You and your staff can still attend this year's Industry Day at the 25th Annual 2010 Florida RV Supershow, Tuesday, January 12. Registration for all FRVTA members is FREE. What better way to see the latest and greatest the national RV Industry has to offer but to attend this FREE day-long event. You'll also receive a FREE breakfast of hot coffee and donuts, and a FREE lunch. Look for the registration form online at [www.frvta.org](http://www.frvta.org) or call the State Office for more information.*

## **RVIA** Focuses Media Attention On Improving RV Market

With the RV market showing early signs of beginning to recover from the historic national recession, RVIA is working to promote positive news about the industry's rebound to the media and consumers.

NBC Nightly News with Brian Williams was the latest media outlet to report on improving RV industry conditions in an Oct. 21 report from Elkhart, Ind. stating that the RV hub is climbing back from the economic brink as RV manufacturers rehire workers. USA Today, Bloomberg, National Public Radio, and Yahoo! Finance are also among the national media outlets recently reporting on the upswing in sales of RVs.

This coverage was spurred on by RVIA reports showing that wholesale shipments are improving with August 2009 totals increasing by nearly 32 percent over July's performance (to 17,800 units) and by 5 percent over the August totals one year ago. This was the first year over year gain in monthly shipments in nearly two years and the August total represented a seasonally adjusted annual rate of nearly 210,000 units, the best in more than a year.

"The RV industry has long been considered a leading

indicator for the national economy," said RVIA Vice President and Chief Marketing Officer Gary LaBella. "Any positive information we can share about our industry's comeback plays into the larger story about brighter prospects for the national economy and helps generate good exposure for the RV market."

In addition to promoting the brightening prospects for the RV industry, RVIA's public relations effort is continuing to stress several priority messages about RVing that resonate with the media and consumers in an economic environment that is improving, but still uncertain.

These key messages are that RVing remains extremely popular with current RVers still hitting the road; that RVing provides tremendous value; that RVing is family friendly; that now is the time to buy an RV; and that RV travel is environmentally responsible.

"These themes have helped RVs stay relevant and in the news in a very positive way despite the gloomy economic conditions," said LaBella. "Maintaining our strong image with the media and American public will help speed the industry recovery."—RVIA

## **National RV Show Attendance Down Slightly**

Recreation Vehicle Industry Association released final attendance figures for the National RV Trade Show recently held in Louisville, Kentucky.

A total of 8,323 people attended this year's show between Dec. 1 and 3, that's down 1.2 percent from the 8,427 people who attended in 2008. A total of 13,703 people attended the 2007 National RV Show.

Of those in attendance, 2,864 people were from RV Dealerships, accounting for 34 percent of the crowd. Dealer attendance was off 2.4 percent from the 2,934 dealers who attended in 2008. Last year, RVIA reported 1,387 dealerships were represented in 2007, but they did not release similar figures this year.—RVIA, *RV Daily Report*



## LEGISLATIVE UPDATE... by Marc Dunbar, Legislative Consultant

### *Florida Railroad Transportation Closer to Reality*

After a whirlwind week in Tallahassee, the Florida Legislature finally has wrapped up their special session.

The subject of this past December's special session was an omnibus rail bill designed to help develop the framework necessary for a passenger rail in Florida.

The House version of the rail bill, which was ultimately passed by both the House and Senate, was sponsored by Rep. Gary Aubuchon, chairman of the Roads, Bridges & Ports Policy Committee. Rep. Aubuchon, from Cape Coral, represents District 74, consisting of parts of Charlotte and Lee counties.

The rail bill creates the Florida Rail Enterprise that will coordinate the development and operation of passenger rail services statewide, including the potential for high-speed rail. The bill also established a Statewide Passenger Rail Commission to monitor, advise and review publicly-funded passenger rail systems as well as identify the potential impacts of freight rail traffic changes resulting from passenger rail activities. It also provides for a funding source for South Florida's "Tri-Rail" System.

Two portions of the bill served as points of contention, which threatened to upset the train bill. First, the bill provides for the purchase of the Central Florida Rail

Corridor from CSX, which critics such as Sen. Paula Dockery from Lakeland claimed was paying "too much" for the commuter line in the Orlando area. Additionally, the bill provides for indemnification to freight operators in specific circumstances, but caps the duty to indemnify at \$200 million.

Senate-sponsor Jeremy Ring from Broward County affirms that the bill "is a framework to build the future transportation infrastructure in the State of Florida." Proponents also state it will help establish a statewide rail policy to move the State of Florida into the 21st Century of mass transit while at the same time providing immediate "shovel-ready" jobs for Florida residents.

After passing the Florida House and Senate, the bill now awaits the Governor's signature or veto due by the end of December.

Session is approaching quickly—only a handful of committee weeks remain but there are plenty more bills to be filed. We will continue to fight for the interests of FRVTA and monitor all legislative proposals that will impact the recreation vehicle industry. Any support of FRVTA and its PAC Fund may make the difference in the upcoming session. Please talk to your board members and state officers to find out more information on how you can help.



## FRVPC UPDATE

With Florida's Legislature readying plans for a new high-speed railroad system as well as other expensive projects, they will naturally seek new methods to collect additional revenue. This, of course, will probably mean additional taxes for both you and your business.

As is always the case, however, the upcoming election cycle should cause the tax increase approach to either slow down or fade away. The threat of losing their valued legislative seat seems to provide a braking reaction among politicians who want to stay in power as long as possible.

And, as mentioned previously, many Florida House and Senate seats will be up for grabs as term limits, retirements and moving from the House to the Senate take effect. This can mean the FRVTA can have a major impact on electing those candidates who are sympathetic to our business needs.

Additionally, the FRVTA will need to educate and update newly elected legislators on the needs of Florida's large RV

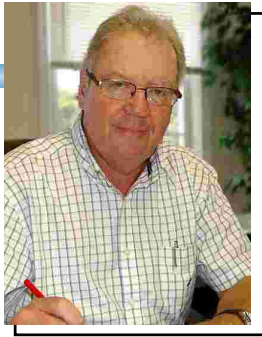
Industry, which encompasses RV Dealers, RV Manufacturers, RV Campgrounds/Resorts and RV Suppliers.

The main way we do this is by having a healthy FRVPC PAC Fund. This fund is used regularly to enhance the needs of our membership, and to make sure the rules and regulations passed by the legislature help rather than hinder our businesses.

The Florida RV Trade Association is well-known in Tallahassee and enjoys a reputation that's taken years and many dollars to achieve. We want to maintain this prominence and to do so takes that which makes the wheels of government move quickly: money.

With the great work of our Legislative Consultant Marc Dunbar coupled with our PAC Fund, the FRVTA is able to make sure government doesn't step on our toes too heavily.

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

### *Why I am a Certified Technician*

*In my capacity as Training Director for the Florida RV Trade Association (FRVTA), I'm in continuous contact with RV Technicians, Service Managers and GM's, and even the RV*

*Public throughout the Sunshine State and across the nation and wish to share some real life insight into the value of Technician Certification as told to me by the following:*

**MARK M:** A 29-year-old high school graduate, he began working part-time at a small local RV Dealership during high school as a lot boy. He liked the work, saw opportunity and *was encouraged by the owner to consider working full time after graduation as a Tech trainee with support and promised reward to gain RV Tech Certification.* Mark told me this one simple conversation, with encouragement and support, launched him on his RV Career.

The original dealership Mark began in was sold six years ago. He was recruited by a larger local dealership because of his experience combined with a resume filled with trouble shooter clinics, on-line training, supplier and manufacturer schools and certification status. He was hired as a lead tech and recently promoted to Service Manager. "I feel I have a career, not just a job. I feel like a professional doing a valuable job for people who really appreciate it—my employees, my employer and, most importantly, my customers. It's a nice feeling, like I'm contributing to making lives a bit better."

I asked Mark if he's run into the "economy" issues the entire RV Industry is facing. "Oh yeah, we've had our budget concerns, had to let two techs go but luckily it stopped there. We put a real emphasis on our service department and continually contacted customers offering a nice menu of service "specials" and our shop work has stayed steady. Of course we have enjoyed a very good reputation locally for being a quality dealership and that's helped a lot. We've even utilized our in-house talent (techs) to completely remodel two of our eight service bays and provide general site cleanup on a regular basis. Yes, we've had down time, but not often. I use any "slow downs" as opportunity to train and grow and everyone seems to be buying into it and appreciating the effort. With 18 technicians on board, we have more than half certified and the other half committed to becoming certified. Our owner just makes that an understanding of how things will be.

Yes sir, being a Certified Technician is important to me, it separates me from a lot of the others but more than that it gives me status, to myself, my family, my employer and my customers and that's important to me."

**JOEY D:** A 51-year-old, high school graduate with 28 years as an RV Tech, two years as a Certified Technician. "I have worked for 11 different RV Dealerships, in three states and never really thought about being certified. In fact, truth be told, I actually avoided it. Didn't like school when I was there, didn't see myself doing book work or taking tests, just wanted to work on my tools and be left alone. Sometimes it got me in trouble and cost me a job or two, but there were always other jobs, so I just moved on."

This may seem like an unusual case but believe me it is much more common than we realize. Joey is typical of many older workers who know their jobs, in fact are even good technicians, but just can't get over the "school work and test taking" issue to get to that certification level. Most will rationalize that they don't need certification and point to new technicians who have it but still don't know as much as them, or at least they think so. What is being missed here is the value of "Continuous Improvement," of joining a career movement and leaving the "job jumping" behind, of becoming a professional.

Obviously I had to ask, "why did you all of sudden, after 26 years, decide to become a certified technician?" "Two reasons," Joey answered. "I could see the handwriting on the wall that I either got with it or I could be out of work; jobs were not that plentiful anymore and I was running out of dealerships. AND my new Lead Tech and now Service Manager was a pretty sharp young guy who really gave me a sense of belonging and confidence. He told us one day at a meeting that it was his, and the owner's goal, to get as many Technicians certified as possible. He explained how we were going to go about it and how he would be with us all the way and work with us one-on-one if necessary. He also explained what the rewards were if we got certified; money, professionalism, better performance and just a good feeling about oneself.

"That night I had one of those "Come to Jesus" moments with myself and made the decision that if I were going to stay in this business, and stay at this dealership, especially in this economy, I'd better get Certified.

"Best decision I ever made. It wasn't easy, but as Mark promised, he stuck with us, especially me, and got me over the fear of books and tests, gave me the confidence I needed and on the first try I scored high enough for Master Certified RV Technician. I couldn't believe I avoided taking that test all those years! Man, it would have saved me a lot of miles and moving expenses, and one wife. Not to mention how much better I feel about myself. Now when I hear an older tech say he doesn't need Certification, I know he's just afraid of the process and deep down wishes he had it."

*continued on page 7*

## ON THE LINE: Garpow on Residential RV Trends

**Editor's Note:** This is a reprint of a conversation between Sherman Goldenberg of RV Business and Bill Garpow, executive director of the Recreational Park Trailer Industry Association Inc. (RPTIA). A well-known RV Industry veteran, Bill has worked for RVIA and previously served as FRVTA Executive Director.

Bill voiced concerns in this brief interview about a creeping trend that most in this industry are well aware of by now: RV's designed for leisure pursuits being used by a growing number of hard-pressed Americans as residences during the ongoing recession. Here's the crux of that conversation:

**RV BUSINESS.com:** Bill, we're all aware of an increase in destination-style "camping" in units generally designed for longer term use. That's a trend with which we can all live. But now we're seeing news reports about people settling into recreational park trailers and conventional RVs for full-time habitation, which has caught many in this business off-guard. It's an emerging trend, is it not?

**GARPOW:** It is. The last thing in the world that a park owner wants to have is a school bus stopping at the front gate and picking up kids from his park. That's the final warning call to a local unit of government. And it means approximately \$6,000 to \$12,000 per child that somebody has got to pay for in school taxes, property taxes. And they're not getting it from the RV parks right now. That's not to say that if the trend continues they won't find a way to get it because they probably will.

**RV BUSINESS.com:** That certainly couldn't be viewed as a good thing for the recreational vehicle sector.

**GARPOW:** We don't want that — don't need it, can't use it. It would just increase the heck out of the cost of a camping site. If we want to maintain the industry the way it is, we've got to be very careful about allowing recreation vehicles to be used as residential property.

You're talking about mixing good people who are using it (the RV) the way it should be used as a vacation and seasonal dwelling — people of stature, people of means that come to your park and they spend money while they are there and their kids have a great time. And when they're done — or if they have a problem — they go home. They don't leave that problem and put it on the local unit of government to try to solve it for them.

Quite frankly, they don't have squabbles in the household, if you know what I mean. You don't have the police department out there at 2 o'clock in the morning

trying to straighten out a man and a wife that have gotten into a (loud) discussion.

**RV BUSINESS.com:** You are frankly talking about something — the residential aspects of recreational vehicles — about which this business arena has always been quite wary. Certainly, your typical mainstream park operator wouldn't want any part of it. Nor would the members of the Recreation Vehicle Industry Association (RVIA), which has always tried to keep its distance from all this for a variety of reasons, especially with regard to federal standards pertaining to residential dwellings.



**GARPOW:** The recession has kicked that particular use up, and we're seeing more and more of it. Unfortunately, when a park owner lets that genie out of the bottle and has people in his park using it as a domicile, chances are pretty good that those folks aren't going to mix real well with your standard camping family.

As a matter of fact, they will probably have an attitude because, after all, the way the full-time resident sees it, 'I live here and you're only here for a

weekend or 10 days, and when you're here, you're a pest. You pull in to the campsite at 10 O'clock at night when I'm watching my favorite TV show and it's disruptive and I don't like it.' It doesn't take too long for our good camping customers to figure out that 'we're not really appreciated here anymore.' And what are they going to do? They're going to go some place else.

So, what is the campground owner going to be left with? He's going to be left with a trailer park. It's going to be full of people who are going to be living as full-time residents and it's going to be very difficult to convert back to an RV park.

**RVBUSINESS.com:** So, you're essentially talking about crossing that long-held divide between a "campground" and a "trailer park."

**GARPOW:** Kind of, except that you are going to be using less than a manufactured housing park (in terms of space and infrastructure) to do it. You are using something that is smaller, tighter and less expensive. And guess what? That's the kind of folks you are going to attract — people that can't afford anything else.

It frightens me, and the reason it frightens me is because, long term, we're dependent on the local units of government to welcome recreation vehicle parks with open arms into their community.

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## 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 McCarron in the State Office for more information on these events:



### FLORIDA RV SUPERSHOW

Industry Day – January 12  
Public Days – January 13 – 17  
Florida State Fairgrounds, Tampa

### FORT MYERS RV SHOW

January 21 – 24 • Lee Civic Center, Ft. Myers

### OCALA RV SHOW

January 28 – 31 • Florida Horse Park, Ocala

### CENTRAL FLORIDA RV SHOW

February 18 – 21 • Volusia County Fairgrounds, DeLand

### WEST PALM BEACH RV SHOW

February 18 – 21 • South FL Fairgrounds, W. Palm Beach

### JACKSONVILLE RV SHOW

February 25 – 28 • Jacksonville Equestrian Center, Jacksonville

### TAMPA BAY SUMMER RV SHOW

May 13 – 17 • Florida State Fairgrounds, Tampa

## TRAINING NEWS...

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Yes, Mark and Joey work in the same dealership and represent both ends of the current RV Tech workforce

spectrum; older and younger, fearful and gung-ho, denial and vision. Yet, both were motivated by the same simple word; encouragement.



Please don't underestimate the impact a little positive attitude and encouragement can have on a fellow worker. If you're in a position of authority, you have the

pulpit, not to mention the responsibility, to develop everyone you can to a higher level. It could be as simple as "I believe you can do it."

## SOME GENERAL INFORMATION ON CERTIFICATION AND RECERTIFICATION.

### CERTIFIED TECHNICIAN:

1. Answer 146 of 200 questions correctly (73%)
2. Complete 14 task sign-off sheets

### MASTER CERTIFIED TECH:

1. Answer 175 of 200 questions correctly (87.5%)
2. Document five years experience in RV Tech field\*
3. Complete 14 task sign-off sheets

\* If five-year requirement is not met, tested individual will receive Certified status until five year anniversary at which time conversion to Master Certified Tech will be made.

NOTE: Testing dates are set through RVDA. On-line testing is now available at registered testing centers through the U.S. More info at RVDA.org.

## GARPOW...

*continued from page 6*

They are an asset. People come from other locations, and while they are in that park, they spend money at the park and in the local community. They go out to eat and they buy gasoline and groceries and they entertain themselves. It has an economic impact on the community.

It was money that was earned someplace else, so it doesn't take any jobs away from the local community. The economic largess is wonderful. In the past, that's worked for us. But if you suddenly bring in people of lesser means who don't have the capability to do any of these things, and they start sending kids to school and they start imposing on government services, suddenly the welcome mat is going to be pulled out from underneath us.

**RVBUSINESS.com:** Before we close out here, Bill, we probably ought to ask you about the current state of the recreational park trailer marketplace.

**GARPOW::** We're down about 55% from the high that we had for 12-wide units. Things are starting to pick up a little bit as they are for other segments. Some of the manufacturers have even got a little bit of a backlog, which is great news. I hope we don't run into supplier problems.

We may see some of that because we've never experienced a deep, long-term turndown like this before.

We've had some deep ones before. I remember back in 1979 during the gas crisis. That was deep, but within six months we were back where we were.

But this time, we've had some suppliers that have basically shut off their ability to produce and we may have some difficulty obtaining OEM parts.

**RVBUSINESS.com:** So, the recovery at this point is real?

**GARPOW:** I think we're seeing it. We still have a problem with financing. That's going to take some time. We still have a problem with the consumer who lost a lot of their 401(k) in the market. But fortunately, some of that has come back. We've also had some people, worse than others, take a real hit in the value of their primary residence that could be as much as 40% in some cities. But in other locations it hasn't been too bad. If you look at it, those places that experienced great galloping increases in the last 10 years or so (in real estate) are the ones getting hit with the great galloping decreases in value.

—by Sherman Goldenberg, RV Business



## **Shirley Crum, wife of Dusty Crum, Passes Away**

Shirley A. Crum, 74, of Plant City, lost her battle with cancer this past December. She was the wife of Florida RV pioneer Earnest "Dusty" Crum, to whom she was married to for 49 years until his death several years ago. She was a loving mother, grandmother, great grandmother, sister, wife, aunt and friend.

She co-founded Dusty's Camper World with her husband Dusty in 1973 and worked there until she retired in 2003. She was an active member of Bell Shoals Baptist Church where she volunteered in many areas.

She is survived by her husband Bernard J. Scherbaum; her children Terry Crum (Peggy), Diane Perry (Ted), and KC Crum (Candy); brother Donald Tanner; 12 grandchildren, 23 great grandchildren and stepmother Hazel Tanner.

Our heartfelt condolences go to the Crum Family.



## **FRVTA Participates in Career Day**

The Florida RV Trade Association recently participated in the National Career Day at Hunter's Green Elementary School and Family of Christ Pre-K, both in Tampa.

Marketing Director Dave Kelly took a Class C motorhome (thanks to Snow Chamberlain at Lazy Days RV Center) to both schools and had six classes of students go through the RV.

"I was surprised by the number of kids who have been on RV trips," said Kelly. "And the intelligent questions they came up with caught me by surprise. They were all ready to go on an RV trip by the time they were done inspecting the unit!"



## **Landrum Human Resources Vice President Joins Big Brothers Big Sisters of NW Florida**

Bill Cleary, Vice President and Director of Client Relations, Landrum Professional Employer Services, has been appointed as Board Member for the Big Brothers Big Sisters of Northwest Florida agency (BBBS). His term as a board member is three years.

"The vitality and strength of the organization and the board are dependent on member leadership and commitment," comments, Paula Shell, Chief Executive Officer, BBBS. "I look forward to working with Bill and learning from the skills he brings to the agency."

As a board member, Cleary will help ensure the agency's compliance with established policies, budget guidelines and the development of strategies to help BBBS serve more Northwest Florida children. BBBS board members serve as ambassadors for the agency and will represent the mission and the issues facing children and youth.

Cleary also has a personal mission he hopes to accomplish during his term.

"I want to help the organization reach its goal of making 1,000 'matches' between adults and the kids who are waiting for someone to care about them," Cleary states.

The mission of BBBS is to help children reach their potential through professionally supported, one-to-one relationships with measurable impact. For more information about the Big Brothers Big Sisters of Northwest Florida agency, visit [www.bbbsnwfl.org](http://www.bbbsnwfl.org).



## **Do Not Use "RV SuperShow" To Promote Your Event**

The Florida RV Trade Association has registered the name "Florida RV SuperShow" and any variation of the name for the show held annually at the Florida State Fairgrounds in Tampa. It has been fought in court and the FRVTA takes very seriously the use of that name.

When you are promoting your sales events DO NOT use the name "SuperShow," "RV SuperShow" or "Florida RV SuperShow" in your advertising.

This is a very serious issue and the FRVTA will protect this name by whatever means it takes. Any questions should be directed to the State Office.

## MEMBERSHIP INFORMATION

### NEW MEMBERS

- AZTEC RV RESORT, INC.** • A-1 Sundial Cir. • Margate, FL 33068 • Phone: 954-975-6411 • Toll Free: 888-493-2856 • Fax: 954-975-6404  
Email: jfleblanc@aztecrvresort.com • Website: www.aztecrvresort.com • Campground, Region 2
- BLUE RIDGE PARKWAY** • PO Box 2136 • Asheville, NC 28802 • Phone: 828-670-1924 • Fax: 828-667-1607  
Email: tomhardy@blueridgeparkway.org • Website: www.blueridgeparkway.org • Service, Region 10
- BOESHIELD I-9 / PMS PRODUCTS** • 76 Veterans Dr., #110 • Holland, MI 49423 • Phone: 616-355-6615 • Fax: 616-355-6675  
Email: tom@boeshield.com • Website: www.boeshield.com • Supplier, Region 10
- BRENT WASIK INSURANCE** • 22373 Fountain Lakes Blvd. • Estero, FL 33928 • Phone: 239-273-6800  
Email: brentforins@aol.com • Insurance, Region 1
- BUDDY GREGG MOTOR HOMES, LLC** • 11730 Snyder Rd. • Knoxville, TN 37933 • Phone: 865-675-1986 • Toll Free: 800-421-0031  
Fax: 865-966-0701 • Email: fred@buddygregg.com • Website: www.buddygregg.com • Service, Region 10
- CABOOSE LAKE CAMPGROUND** • 3657 W. US Highway 24 • Remington, IN 47977 • Phone: 219-261-3828 • Toll Free: 877-600-CAMP  
Email: info@cabooselake.com • Website: www.cabooselake.com • Campground, Region 10
- CEDAR KEY RV RESORT** • 11981 SW Shiloh Rd. • Cedar Key, FL 32625 • Phone: 352-543-5097 • Email: cedarkeyrvresort@bellsouth.net  
Website: www.cedarkeyrvresort.com • Campground, Region 7
- CHINOOK COUNTRY TOURIST ASSN.** • 2805 Scenic Dr., South • Lethbridge, AB T1K 5B7 • Phone: 403-329-6777  
Toll Free: 800-661-1222 Fax: 403-329-6177 • Email: lindsay@chinookcountry.com • Website: www.chinookcountry.com • Service, Region 10
- COMO RV** • 3335 S. Suncoast Blvd. • Homosassa, FL 34448 • Phone: 352-628-1411 • Toll Free: 866-344-1411 • Fax: 352-628-1411  
Email: r.como@tampabay.rr.com • Website: www.comorv.com • Dealer, Region 7
- ELATIONS** • 347 Stanley Ave., 1st Floor West • Cincinnati, OH 45226 • Phone: 513-919-6019 • Fax: 513-321-4072  
Email: samantha@innercirclegetin.com • Website: www.elations.com • Supplier, Region 10
- FAN-TASTIC VENT FL DISTRIBUTION** • 4916 Cricket Dr. • Sebring, FL 33876 • Phone: 810-444-0607 • Toll Free: 800-655-2644  
Fax: 863-655-2000 • Supplier, Region 1
- FLEETWOOD RV, INC.** • 1031 US Highway 224 E. • PO Box 31 • Decatur, IN 46733 • Phone: 800-648-6582 • Fax: 951-368-2975  
Email: lenny.razo@fleetwoodrv.com • Website: www.fleetwoodrv.com • Manufacturer, Region 10
- FLORIDA GATEWAY RV RESORT** • 7516 SE 113th Blvd. • Jasper, FL 32052 • Phone: 386-792-2692 • Toll Free: 877-253-0114  
Fax: 386-792-1692 • Email: fgvrresort@hotmail.com • Website: www.floridagatewayrvresort.com • Campground, Region 7
- KUNTZ ELECTROPLATING** • 851 Wilson Ave. • Kitchener, ON N2C 1J1 • Phone: 519-635-6430 • Fax: 519-893-5431  
Email: murray.abs@kuntz.com • Website: www.kuntz.com • Supplier, Region 10
- NATURE'S RESORT** • 10359 W. Halls River Rd. • Homosassa, FL 34448 • Phone: 352-628-9544 • Toll Free: 800-301-7880  
Fax: 352-628-9747 • Email: naturesresortfla@yahoo.com • Website: www.naturesresortfla.com • Campground, Region 7
- P. S. SALES** • PO Box 303 • Sterling Heights, MI 48311 • Phone: 586-944-9022 • Supplier, Region 10
- PRO-TECH MOBILE RV SERVICE** • 17720 US Highway 27 N. • Clermont, FL 34715 • Phone: 352-404-6936 • Toll Free: 800-710-1660  
Fax: 352-404-6938 • Email: protechr1@aol.com • Website: www.protechrsvservicecenter.com • Dealer, Region 4
- RICK'S SPECIALTY VEHICLES** • 2517 Mike Ladgett Hwy. • Augusta, GA 30906 • Phone: 866-798-2227 • 706-798-2078  
Email: carolr9@msn.com • Website: www.ricksesv.com • Supplier, 10
- RV LIGHTING** • 1651 DV Joli-Bourg • Quebec, PQ G1T 2B5 • Phone: 418-570-3742 • Email: gregoirelussier@hotmail.com  
Website: www.eclairagevr.com • Supplier, Region 10
- RV STUFF** • 1116 Sea Pines Dr. • Savannah, TX 76227 • Phone: 940-368-0068 • Email: rej@gte.net • Website: www.rvstuff.org  
Supplier Region 10
- RVM PROMOTIONS, LLC** • 180 Deer Lake Cir. • Ormond Beach, FL 32174 • Phone: 386-547-8013 • Fax: 386-671-2898  
Email: radams@cfl.rr.com • Service, Region 4
- RY ENTERPRISES, LLC** • 313 Parmley Dr. • Goshen, IN 46528 • Phone: 574-361-1325 • Fax: 574-535-0470 • Email: yoder727@aol.com  
Supplier, Region 10
- SHADY ACRES TRAVEL PARK** • 19370 Tamiami Trl., S. • Fort Myers, FL 33908 • Phone: 239-267-8448 • Toll Free: 888-634-4080  
Fax: 239-267-7026 • Email: camp@shadyacresfl.com • Website: www.shadyacresfl.com

## MEETING DATES



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

**REGION 2** • TO BE ANNOUNCED

**REGIONS 3 • 4 • 5** • NO MEETINGS

**REGION 6** • January 21 • *Copeland's* • 4310 Southside Blvd, Jacksonville • Cocktails: 6:30 PM • Dinner: 7:00 PM

**REGION 7** • January 28 • *Felix's* • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM