

## STATE OF FLORIDA PROCLAIMS JUNE RV AND CAMPING MONTH

A resolution claiming June as Recreational Vehicle and Camping Month was recently signed by Gov. Charlie Crist and the Cabinet of the State of Florida. The proclamation is in conjunction with the national RV Centennial Celebration taking place in Elkhart, Indiana and was initiated by both the Florida RV Trade Association and the Florida Association of RV Parks and Campgrounds.

"It was great to be able to speak to the Florida Cabinet and thank them for the resolution," said FRVTA Executive Director Lance Wilson. "We thought the resolution was a great way to kick off our promotion of the 100 year anniversary of the industry." FRVTA will have displays at the three interstate Welcome Centers the week of June 7 to correspond with the national celebration in Elkhart, IN. The Tin Can Tourists will have "antique" RVs on display and there will be free drinks and popcorn for all travelers.

The resolution reads:

WHEREAS, the recreation vehicle industry is celebrating 100 years of American enjoyment of recreation vehicles, and

WHEREAS, 1 in 12 American homes own a recreation vehicle, and

WHEREAS, recreational vehicles allow families to build stronger relationships and explore the great outdoors, and

WHEREAS, travel in an recreational vehicle offers freedom, comfort and flexibility to see all of the United States, from historic landmarks to national and state parks, and

WHEREAS, Florida ranks third in the number of recreational vehicles shipments and is home to the largest recreational vehicle show in the nation, the Florida RV SuperShow in Tampa, and

WHEREAS, the State of Florida has more than 900 licensed recreational vehicle parks and campgrounds, with more than 120,000 licensed recreational vehicle sites, and

WHEREAS, the State of Florida constantly ranks as the nation's best and most popular recreational vehicle and camping destination, and

WHEREAS, more than 5 million people camp in Florida each year, generating more than \$5 billion for the state's economy, and

WHEREAS, 20 percent of all auto visitors to Florida either camp or travel in a recreational vehicle, and

WHEREAS, the 100th Anniversary of the introduction of the RV into the American marketplace will be celebrated June 7, 2010 at the RV/MH Hall of Fame in Elkhart, Indiana,

NOW, THEREFORE, BE IT RESOLVED that the Governor and Cabinet of the State of Florida do hereby proclaim June, 2010 as **RECREATIONAL VEHICLE AND CAMPING MONTH**

In the State of Florida and encourage Floridians and visitors to take advantage of our great State's array of sun, surf, soft breezes and fresh air where the temperate climate allows for year-round camping and endless outdoor activities.

IN TESTIMONY WHEREOF the Governor and Cabinet of the State of Florida have hereunto subscribed their names and have caused the Official Seal of the State of Florida to be hereunto affixed in the City of Tallahassee this 11th day of May, 2010.

For more information about the 100th Anniversary of the RV Industry and other events, contact FRVTA Marketing Director Dave Kelly at (800) 330-7882 or [davekelly@frvta.org](mailto:davekelly@frvta.org).



Gov. Crist and his Cabinet present the proclamation to (l to r) Lance Wilson, Donnie Davis, Marc Dunbar and Dave Kelly.



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## PRESIDENT'S MESSAGE

Dear FRVTA Members:

*The weight of the climb of the New Year is about over: we've reached the middle of the year and now we can grease our skates and start that gentle, no effort slide toward the end of the year.*

*By the way did you know the 1st of June is Donut Day? Yep, not a national holiday, but my kind of day! I also read that the fourth week of June is National Camping Week. Doesn't that sound like something the RV Industry would be involved in? "Let me sell or rent you a camper so you can enjoy National Camping Week."*

*I know you probably think I've gone off my rocker and the strain of being President has finally caused the "old man" to go around the bend. But stop and think—It's our task to make the customer's experience in the RV Lifestyle the very best they have ever been a part of. Most of the time we think of offsite shows and events to get the customer interested in the RV Lifestyle and the products we carry. With advertising, travel and manpower offsite, it can become very expensive.*

*What's wrong with having the customer on your lot and offering that customer a donut on the first of June, celebrating Donut Day, while playing up his experience with our merchandise? Why couldn't we tell those same customers that the entire nation is celebrating National Camping Week in June and you have just the deal to help them experience that event? WOW! That doesn't cost much money! I kind of like that!!*

*Yes I'm poking fun at June, but it's the middle of the year and the time when our people start to think about vacations. We need to be prepared to have coverage as our employees take that much needed rest. Maybe the donut idea is not such a bad thing to help the customer who might have to wait just a little longer in your show room to make that special deal.*

*Speaking of deals, you are going to hear me talk over the next few months about "the deal" we have for you and your staff. What's the deal? Why the 30th State Convention of course. Make your plans now to come to Orlando and help us celebrate our 30th Anniversary. I can promise you a time of learning, networking and just plain family fun. You may want to plan an extra day to enjoy all the "adventure parks" that surround the Orlando area. Why, you could make it a mini-family vacation!*

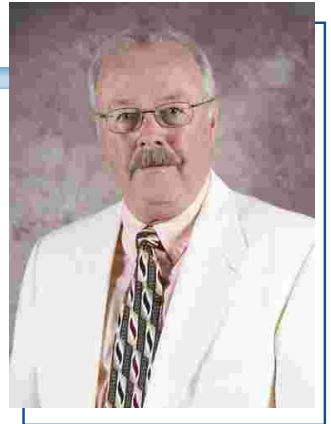
*Remember the silent auction we have each year at the convention? Now is the time to start the collection of those donated auction items. Talk it up in your regions and let's make this one of the best auctions ever.*

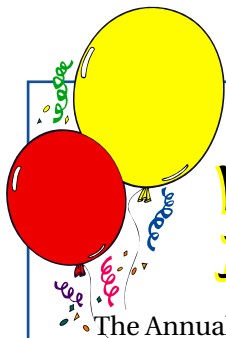
*Also remember June 20th is Father's Day. Pay tribute to all the fathers who are a positive influence in your lives and work hard at being the person you can look up to, depend on and can be your hero. Too often the time of our fathers passes so quickly and our children become adults, move out and become parents in their own right. That's when they find out dad (and mom) were a lot smarter than they thought. And it took them so long!*

*Remember June 6, 1944 and all those who participated in D-Day. Honor them as you honor yourself.*

*To America: Land of the Free, Home of the Brave!*

**DONNIE DAVIS**  
FRVTA President





# We hear it's your Birthday... It's our Birthday, too!!

The Annual FRVTA State Convention is right around the corner and this is one year you cannot afford to miss. We are not only celebrating the 100th Anniversary of the RV Industry but also the 30th Anniversary of the Florida RV Trade Association. This year's convention takes place at the wonderful Gaylord Palms Hotel in Kissimmee, September 9 through 12.

In addition to all the fun and laughs you've come to expect from FRVTA conventions, this year's educational opportunities will be the best ever. Following Thursday evening's reception, Friday morning the convention begins with the general session and highlighting this will be the RV Industry Panel. Made up of the top officials in the business, this panel will review where we've been and where our industry is headed. Finance, Insurance, Dealerships, Manufacturers and Campgrounds will be represented in this extremely important roundtable discussion where all your questions will be answered as well.

Friday afternoon will be the time for the golf outing and other activities for the non-golfer. The costume party will take on a birthday theme with attendees encouraged to wear anything from any of the last 10 decades. Roaring '20s to disco, sock hops to hip hop, an array of different costumes is available to wear.

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Saturday's breakout sessions cover some very important and critical issues on which you need to be up-to-date. How the new Healthcare Law will affect small businesses, How to make social networking work for your business, What are the new Tax Laws and how are you affected, Compliance Issues and IRS Audits are just a few of the many topics that

will be discussed during the breakout sessions. If you choose not to attend, be assured that those dealers/members who DO attend will have a huge advantage over your business.

If you attend for no other reason, the game show luncheon will make it all worthwhile. Has anyone seen "Win it in a Minute"??? Well, not to spoil the surprise, just make sure you see what your fellow businessmen and women

will be willing to do to win.

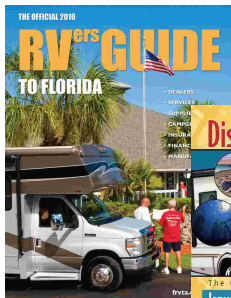
Saturday evening will be the Awards Banquet and a celebration of 100 years of RVing that can't be missed. The Silent Auction will wrap up that evening as well with everything from vacations to HD TV sets.

Sponsorship opportunities are available and donations are needed for both the game show luncheon and the Silent Auction (\$50 min. value). Contact Dave Kelly or Damarys Cuebas in the State Office for more information and be on the look out for the convention registration form coming soon.

## Annual RV Directory and SuperShow Program Ad Sales Begin

Directory sales for the Official RVer's Guide to Florida and the SuperShow Program for 2011 have been launched. The two publications are excellent ways for you to promote your business to the thousand of RVer's who travel to Florida each year as well as to the first time buyer.

Deanna Pearce will handle advertising sales for both publications and will contact you shortly. You can secure your placement in the publications today by contacting her



directly by phone at 1-863-318-0193 or email at [dlpearce7@aol.com](mailto:dlpearce7@aol.com).

In addition, the complete Media Kit including rates, advertising guidelines and deadlines are available online at [www.frvta.org](http://www.frvta.org).

If you have any questions please feel free to contact Dave Kelly in the FRVTA State Office at 1-800-330-7882. Your support of these two very important publications is needed and appreciated!



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

### *Slowing Down After the Session...*

The 2010 Regular Session of the Florida Legislature went down to the wire and finished in the waning hours of the 60th and last day.

There were some hits and misses, but overall the RV Industry enjoyed a bit of success this Session. Just to give you an overview of the transportation bills this Session:

**HB 631 Relating to Motor Vehicles by Rep. Burgin** is an omnibus motor vehicle bill that authorizes local governments to adopt ordinances to enforce provisions against curbstoning. The bill was passed and enrolled by the Legislature and will soon find its way to the Governor's desk for approval.

**HB 971 Relating to Highway Safety & Motor Vehicles by Rep. Aubuchon** amends provisions related to salvaging motor vehicles, authorizes certain satellite reception devices to be attached to windshields of vehicles, and revises rules regarding reexamination of driver's licenses; this bill will soon be sent to the Governor for approval.

**HB 197 Relating to Mobile Home and RV Parks by Rep. Gonzalez** revises the standards of permitting and operation of RV Parks and Campgrounds. The bill unfortunately died in its last House Council when Chairman Murzin refused to place the bill on the agenda. The Senate companion bill SB 354 by Sen. Dean died in Senate messages.

**HB 1271 Relating to Transportation by Rep. Horner** amends toll collection provisions and violations, makes changes with regards to driver's license renewal for toll violators and authorizes counties within an interlocal agreement with a regional transportation authority to levy a discretionary sales surtax for transportation systems; the bill passed and will be sent to the Governor for approval.

**HB 795 Relating to Penalties for Violations of Traffic Laws by Rep. Jones** provides for changes in the payment procedures for traffic offenders and permits suspension of a license for failure to comply with penalty plans; this bill, too, will be sent to the Governor for approval.

**HB 5501 Relating to the Department of Highway Safety and Motor Vehicles by the Transportation Appropriations Committee** revises driver's license issuance services and transfers the responsibility of licensing services from the Department of Highway Safety to the county tax collectors; this bill has been enrolled and will be sent to the Governor.

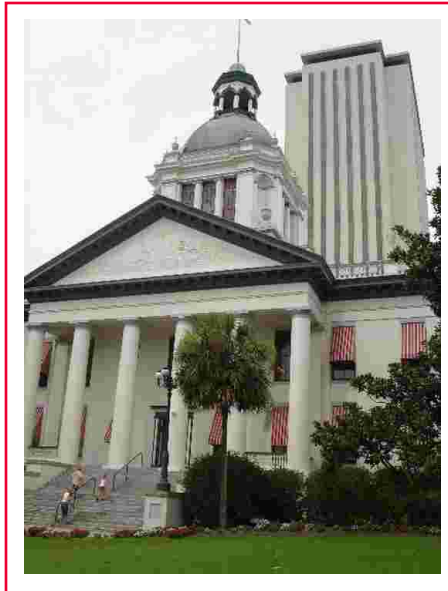
**HB 5003, the Implementing Bill for the General Appropriations Act** authorizes the transfer of transportation revenues to the Office of Tourism, Trade and Economic Development to fund economic development transportation needs and authorizes certain funds to be used to encourage space transportation facilities. The bill was engrossed and enrolled and will soon be signed by the Legislative officers for presentation to the Governor.

All of the enrolled bills are available for viewing at the legislative sites at: [www.flsenate.gov](http://www.flsenate.gov), [www.myfloridahouse.gov](http://www.myfloridahouse.gov) and [www.leg.state.fl.us](http://www.leg.state.fl.us).

These are just a handful of the more than 3,000 bills that were considered this legislative session. While the Florida Legislature was able to balance the budget this year, next year is projected to be the most challenging yet for Florida unless the economy picks up. In the hopes of spurring growth in Florida's economy, the legislature also passed provisions related to tax amnesty for those who are past due on their various state taxes and a host of economic development measures.

The FRVTA was successful in passing resolutions in both the House and Senate and the Florida Cabinet recognizing June as Florida RV Week. Working with RVIA and RVDA, the hope is to raise awareness of the importance of the industry to Florida's economy.

Lastly, focus will now shift from the policy making by the Legislature to an historic election cycle. Once in a generation will Florida see its entire cabinet and half of the legislature turn over. 2010 is such an election cycle that will place unprecedented challenges to the PAC Fund. Please continue to support the PAC Fund and get involved in any way you can this election cycle and help maintain FRVTA's voice in Tallahassee.





## TRAINING NEWS... by Jim Carr, Training Director

### Certified Service Center Program Kicks Off New Subscription Period



Below is a letter from our Board regarding the new enrollment period for continuing or becoming a CERTIFIED RV SERVICE CENTER. During the upcoming months, you will receive this "sign up" information, which will be sent to GM's and Service Managers. The program continues to be a national model for excellence in Service. Please take the time to read the information below and consider becoming a CERTIFIED RV SERVICE CENTER.

Dear Member;

For 10 years, the Florida RV Trade Association has been the driving force behind the Distance Learning Network. The DLN has been extremely successful in getting technicians certified and also in fostering a learning culture within RV Dealerships. Ongoing training is now an accepted way of doing business within the RV Industry.

Three years ago the FRVTA Education Committee and Board of Directors launched the Certified RV Service Center Program designed to increase the professional status of the RV Industry in Florida. Your Association continues to strive to bring new and varied programs to our membership and we personally invite you to participate in this valued and unique program:

#### The FRVTA CERTIFIED RV SERVICE CENTER PROGRAM

This is a voluntary initiative designed to "raise the bar" of professionalism in our Florida RV Service Centers, to increase customer satisfaction and to instill continued confidence in the ability of our RV Service Centers to meet customer demands at the highest level. The new wave of RV customers coming into the industry expect and even demand the highest standards of quality and professionalism from their RV Dealers and Service Centers.

This is your opportunity to join your fellow Florida RV Dealers and participate. Please complete the criteria checklist and application and submit via fax as indicated. Jim Carr will schedule a visit to your location to verify all criteria and assist with any corrections required. After the inspection and validation you will be awarded two "Display" Awards to show your designation as a Certified RV Service Center (see LOGO on front cover of this document) as well as being designated in our Association print materials.

Thank you for your participation and we look forward to assisting in increasing the professionalism of all FRVTA members.

Sincerely,

**DONNIE DAVIS, President**

**LANCE WILSON, Executive Director**

**JIM CARR, Educational Director**



## FRVPC UPDATE

The success achieved by the Florida RV Trade Association in this year's Florida Legislative Session was not a fluke. Years of hard work by Marc Dunbar, FRVTA's Legislative Consultant, many FRVTA members and their monetary contributions have made our Association one of the "loudest" voices in Tallahassee.

When Marc and his associates call upon legislators to provide input on the needs and concerns of Florida's RV Industry, they know and respect our viewpoints. This is critical for the long-term success of not only our individual businesses, but also for our entire industry.

This recognition has directly led to the many legislative successes Marc addresses in this month's newsletter. Sometimes, however, it's not just the successes that are most important, but what was not done.

Behind the scenes is critical when dealing with the political action that occurs during Session. Dropping or adding specific items can hurt or help our businesses. This is where

your contributions to the FRVPC PAC Fund come in.

Your donations are the "key" that buys us, via Marc and his team, entry to legislators' doors. This entry gives us the opportunity to provide input into legislation that can potentially impact our businesses.

Our PAC Fund plays a major part of what your Association does on your behalf. As Marc details, the next election cycle will be critical as the Sunshine State's entire cabinet and half our state's legislators are up for reelection.

This is an historic event that rarely occurs. As such, it will place additional burdens on our PAC Fund as we seek RV-friendly candidates to support. All this means is we need additional funds to make sure we carry a hefty balance going into fall elections.

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 if you any questions.



## ARVC Leader Linda Profaizer Announces Retirement

National Association of RV Parks and Campgrounds (ARVC) President and CEO Linda Profaizer plans to retire at the end of this year, concluding a 40-year career in the campground business.

“There comes a time in everyone’s career when it’s time to step down and move

on,” said Profaizer, who has spent 10 years at ARVC’s helm. “The campground business has been a huge part of my life for 40 years – I love it and the people in it. Maybe now I’ll get to enjoy visiting RV parks and campgrounds from the road instead of from the air!”

“I wish Linda nothing but the best, and realize that the most important thing we can do for our membership is to find the most qualified individual to replace her,” said David L. Berg, ARVC chairman. “I appreciate Linda giving us plenty of notice of her intentions so we may use this time in a positive way.”

A nationwide search for Linda’s replacement is planned.

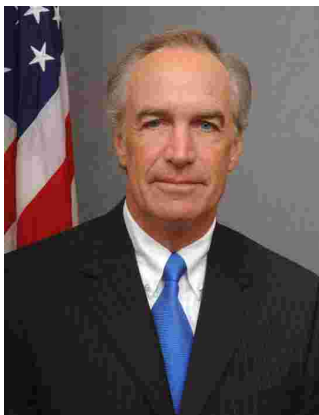
Profaizer was hired as ARVC’s vice president in 2000 and moved into the position of president/CEO in 2001. Prior to

that she served nearly 30 years in management positions with Woodall’s Publications Corp. leaving as the company’s president. She started her career working in public relations for a major teaching hospital in Pittsburgh, Pa.

Berg praised Profaizer’s dedication and work ethic.

“Linda has done an excellent job during her tenure at ARVC,” he said. “When she traveled around this country and was speaking to our members and industry partners, her passion for this industry was obvious. Even when she was on vacation, I would get e-mails from her late into the night and early morning hours. She was always putting the needs of membership first, and now I hope she has the time to relax and enjoy life with her husband, Tony. She certainly has earned it. Linda has dedicated the majority of her life to the camping industry and she will be missed by many.”

Berg said Profaizer has agreed to assist ARVC as needed after a new president and CEO is selected to ensure a smooth transition. “While one chapter may be ending,” he said, “a new opportunity exists for our association and we are going to make the most of it.”—National Association of RV Parks and Campgrounds



## Keynote Speaker Selected for RV Dealers International Convention/Expo

Former U.S. Secretary of the Interior Dirk Kempthorne will be the keynote speaker for the 2010 RV Dealers International Convention/Expo at the Rio All-Suite Hotel & Casino in Las Vegas, NV, October 4-8. Secretary Kempthorne will deliver his remarks to

attendees at the Tuesday General Session on October 5. The convention is sponsored by RVDA – The National RV Dealers Association, RVDA of Canada, and the RV Learning Center.

Secretary Kempthorne continues to champion outdoor recreation and is an active RV traveler and motorcyclist. As Secretary of the Interior, he brought fundamental changes to the relationships among national interests in the environmental, conservation and outdoor recreation.

During his service in the U.S. Senate, Secretary Kempthorne led successful efforts to create a sustainable funding source for building and maintaining trails and to promote balance between resource protection and outdoor fun. He received the 20th Sheldon Coleman Great Outdoors Award during Great Outdoors Week from the American

Recreation Coalition (ARC) in 2008.

Themed “Go to Grow – Innovative Ideas, Revolutionary Results,” the RV Dealers International/Convention Expo will be filled with vital information that will prepare RV Dealers and their employees to take advantage of new opportunities in today’s RV market. The education program will include workshops on wholesale and retail financing options, new inventory management strategies and how to reach new customers through innovative marketing communications.

The 2010 convention will also feature an exhibit hall filled with the RV Industry’s top companies offering products and services to help dealers improve profitability. RVDA’s Partners in Progress Brand Committees will also meet to work on important dealer-manufacturer issues and results of RVDA’s Dealer Satisfaction Index (DSI).

Companies interested in sponsorship opportunities and exhibitor information can contact RVDA at (703) 591-7130, ext 103 or send an e-mail to [scharter@rvda.org](mailto:scharter@rvda.org). Visit [www.rvda.org](http://www.rvda.org) and [www.rvlearningcenter.com](http://www.rvlearningcenter.com) to register for the convention and for regular updates about the convention.—RVDA



**Annual DSI Survey Now Available... Provides Valuable Information to Dealers/Manufacturers**

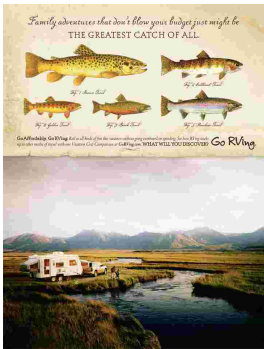
For the 17th consecutive year, RVDA is asking RV Dealers to express their level of satisfaction with their manufacturers and/or specific brands, confidentially, through the association's Dealer Satisfaction Index (DSI) survey.

The DSI is not a scientific study, but measures dealers' attitudes about their manufacturers' performance in eight key areas identified by RVDA's Industry Relations Committee. Key areas include:

- Sales support
- Vehicle reliability/quality
- Dealership warranty support
- Sales territory
- Competitive price/value
- Overall dealer communications
- Vehicle design
- Parts support

Results of this year's DSI will help determine whether dealer attitudes change over time as to the most important factors in helping them sell RVs. Dealers also rate the brands they carry based upon their performance in the eight key areas listed above. The ratings are on a 1 to 5 scale with 5 equaling outstanding and 1 equaling poor. Brands rated by at least 15 dealers and receiving scores on the eight criteria that average 4 or above, will receive the RVDA Quality Circle Award.

Because the way in which manufacturers and brands are rated has not changed since 2007, dealers and manufacturers now can see whether a particular manufacturer or brand is trending up, or down, in terms of its performance in the eight key areas. -RVDA



**Go RVing<sup>SM</sup> Media Budget Set At \$8.25 Million**

Higher RV shipments being forecast by the University of Michigan for the new year will allow Go RVing to spend \$8.25 million on media in 2010 - approximately half of the 2007 budget but more than double the 2009 budget, which at \$3.5 million, was the lowest since the Go RVing campaign began in 1997.

"We're very happy to have a more robust budget to invest in Go RVing advertising this year," said Gary LaBella, RVIA Vice President and Chief Marketing Officer. "The industry needs it now more than ever as we try to come out of this down period in our history."

The additional media dollars will allow Go RVing to run more television ads to showcase the new, animated "Ambassadors of Affordability" commercials received with accolades by the industry at the fall National RV Show in Louisville.

The continuation of Go RVing advertising during the recession, though drastically cut, generated significant awareness and leads to help spur the industry recovery now underway. During the second half of 2009, Go RVing web visits were consistently higher than 2008 on a month-to-month basis, demonstrating the campaign's impact in stimulating consumer interest in RVs. A total of over 2.5 million web visits were logged in 2009, down a third from the previous year but still significant. -RVIA

**March RV Shipments Rise**

RVIA reports the March 2010 RV Manufacturers survey reports that shipments to RV Dealers rose to 24,000 units, an increase of 19.4 percent from February and a whopping 87.5 percent increase over March 2009 shipments.

Shipping improvements were reported in all unit categories. Towable shipments registered more units while motorhome totals showed a greater percentage increase.

First quarter totals followed this pattern with total dealer shipments of 59,900 units, an improvement of 96.4 percent from this same period last year. Towable products nearly doubled gaining 93.6 percent to 54,200 units while motorhomes gained 128 percent to 5,700 units.

Led by conventional and fifth wheel travel trailer gains all towables products were up 93.6 percent of all RV shipments in the first calendar quarter this year. -RVIA

**THREE THINGS YOU SHOULD KNOW**

**Observations from Recent FMCA Convention**

*Sherman Goldenberg of RV Business recently attended the Family Motor Coach Association's (FMCA) 83rd International Convention, "Albuquerque Fiesta" held this past Spring. While there, this long-term industry watcher made several informative observations that bear repeating:*

- 1** Price counts more than ever in this business, just as it does in an array of other vital and discretionary product sectors.
- 2** The relational aspects of the recreation vehicle business, the dynamics of long-term business relationships, are as important - if not more so - than ever.
- 3** Credit availability is still problematic, especially for higher priced products like motorhomes over \$100,000.

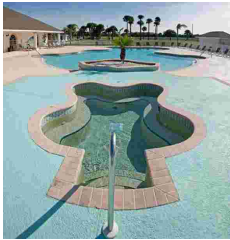
*Please keep these strategic points in mind as the RV Industry recovers.*

## Cross Creek Joins Best Parks in America



Cross Creek Country Club & RV Resort is now an affiliate of Best Parks, a national network of the top 10 percent of America's RV parks and campgrounds as rated by the industry's rating companies and consumers.

Open for 14 years, Cross Creek features 520 full-service sites, an access controlled security gate, large patios on each site and parking for two cars at each pad. Amenities include three recreational halls with more than 12,000 square feet, a huge heated pool with a 12-person spa, and a planned activity schedule.



"Cross Creek has exceeded our guests' expectations for years. The opportunity to become affiliated with a group of top-notch, service and amenity-rich parks is a pleasure," said resort manager Bill Harvey.

Best Parks, headquartered in McLean, Virginia, currently has a network of more than 40 parks located in more than 20 states. The network's website, [www.BestParks.com](http://www.BestParks.com), allows RVers and campers to identify places to stay.

Cross Creek Country Club and RV Resort is located at 6837 NE Cubitis Ave. in Arcadia. For more information, call 863-494-7300 or visit [www.CrossCreekRV.com](http://www.CrossCreekRV.com). – *Cross Creek Country Club and RV Resort news release*

## Plans Developed to Enhance Airstream Ranch

Plans are underway to make the "Airstream Ranch," next to Bates RV in Dover, Florida, more user friendly by installing spotlights, walkways and gazebos. Further plans call for a full-length documentary film, reports the St. Petersburg Times.

Featuring 7 1/2 silver Airstreams buried along Interstate 4, the ranch was ruled a legal attraction this past February following attempts by the Hillsborough County Code Enforcement board to declare it a nuisance. Hillsborough County commissioners declined to appeal the ruling in March.



Owner Frank Bates, calling the display a piece of art, says it was built in 2007 to inspire viewers with thoughts of travel and freedom. He plans to install lighting, pending permits, so the display can be viewed at night.

Students from an architectural class at Tampa Bay Technical High School have planned additional improvements, including a walkway made of recycled tires, pagodas for picnic lunches, a projector to cast images onto the trailers and possibly a playground.

Additionally, a Los Angeles company, GPI Content Corp., is planning a film about the ranch, its planing, how it was built and the legal battle that followed.

The RVs, their appearance and increased traffic through a quiet neighborhood prompted residents to complain to Hillsborough County Code Enforcement. Officials there indicate they are still searching for ways to fight the ranch. Bates, calling the display a landmark, continues with his plans saying several map companies have called to put the attraction on their maps now that it's basically become permanent. – *RV Business*



## WE NEED YOUR HELP!

The 30th Annual FRVTA State Convention set for September 9–12 at the Gaylord Palms Hotel in Orlando, is quickly approaching and we need your input to make this one of the most interesting, informative and successful events ever.

Besides a fun time visiting with friends and networking, the annual FRVTA conventions are designed to provide critical educational business information so dealers, suppliers and other members gain the necessary knowledge to take advantage of the many new opportunities available in today's RV market.

Our crack staff of expert planners want to know what types of information are most important to you and the success of your business? What issues are you and your business facing that may need an in-depth evaluation/review or study session to solve?

You may have faced a unique situation from which other members can benefit. Or you may have an unusual business problem that you are unable to solve. Any issue, from service, sales, warranty, parts, productivity, marketing, profit increases/decreases, taxes, regulations, even other seminars from which you benefitted, are all important topics that may benefit another member.

We are seeking this vital information to enrich our popular breakout sessions with current, real-life situations members face each day.

If you have any questions or need assistance developing your seminar ideas, please call the State Office at 813-741-0488 and ask for Lance or Dave.

The deadline for idea submissions is Thursday, July 1.

## MEMBERSHIP INFORMATION

### NEW MEMBERS

**AFFORDABLE RV REPAIR** • 13813 US Highway 301 S. • Starke, FL 32091 • Phone: 904-964-2500 • Fax: 904-964-2203

Email: [affordable.rvrepair@yahoo.com](mailto:affordable.rvrepair@yahoo.com) • Service, Region 6

**DIRECT BUY** • 8641 Elm Fair Blvd. • Tampa, FL 33610 • Phone: 813-740-0100 • Fax: 813-471-0866 • Email: [asya.andress@gmail.com](mailto:asya.andress@gmail.com)

Website: [www.directbuy.com](http://www.directbuy.com) • Supplier, Region 3

**DIXIE RV SUPERSTORES** • 328 Green Acres Dr. • Defuniak Springs, FL 32435 • Toll Free: 888-DIXIERV • Fax: 225-567-4483

Email: [greglala@dixierv.com](mailto:greglala@dixierv.com) • Website: [www.dixierv.com](http://www.dixierv.com) • Dealer, Region 5

**QUAIL RUN RV PARK** • 6946 Old Pasco Road • Wesley Chapel, FL 33544 • Phone: 813-973-0999 • Fax: 813-994-9744 • Email: [qrrv@usa.net](mailto:qrrv@usa.net)

Website: [www.quailrunrv.com](http://www.quailrunrv.com) • Campground, Region 3

**SCHROEDER MILK CO.** • 809 NW 105 Place • Miami, FL 33172 • Phone: 305-505-6092 • Toll Free: 866-572-2466

Email: [jesusn@schroederco.com](mailto:jesusn@schroederco.com) • Supplier, Region 2

### FRVTA Scholarship Applications Due!



The FRVTA Scholarship Committee would like to remind you that now is the time to encourage your employees and their dependents to apply for the Florida RV Trade Association Scholarship.

All you need to do is display the posters and applications that were mailed to you earlier in April in an area where your employees will see it (time clock, break room, etc.)

The scholarship is open to any of your employees or their dependents who are working toward an undergraduate degree in one of Florida's state colleges/universities. Again this year, part-time students can apply as well.

This is a great opportunity for you to offer a scholarship to your employees without any cost or obligation to your company!

***The deadline for applications is June 18, 2010.***

That's why we are asking you to display the materials as soon as possible and mention the scholarship to those employees you know who have children in college or are getting ready to graduate from high school.

*Thank you for your help in making our scholarship program successful!*

### RV Learning Center Accepting Applications for College Scholarship Program

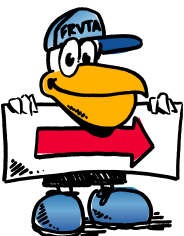
The RV Learning Center is now accepting applications for its 2010-2011 scholarship program. The RV Learning Center scholarship program awards \$2,500 scholarships to deserving college sophomore, junior and senior undergraduate students majoring in business, finance, economics, accounting, or other RV-related subjects.

The scholarship is for RV company employees and their dependents. Dealer principals and their dependents are not eligible. A factor for awarding the scholarship may be an applicant's background of RV industry employment or a desire to work in the RV business after completing post-secondary education. The application deadline is June 4, 2010.

The RV Learning Center scholarship program is possible through the generosity of the Newt and Joanne Kindlund Family, who are the founders of Holiday RV Superstores, the first publicly traded RV dealership. The Kindlund Family has fully funded the \$270,000 Foundation scholarship endowment.

For information on the scholarship requirements and an application, visit [www.rvlearningcenter.com](http://www.rvlearningcenter.com). ***All requirements must be met by the application deadline of June 4, 2010.***—RVDA

## MEETING DATES



**REGION 1 • NO MEETING**

**REGION 2 • June 16 • Holiday Inn • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM**

**REGION 3 • June 8 • 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 • June 24 • Felix's • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM**