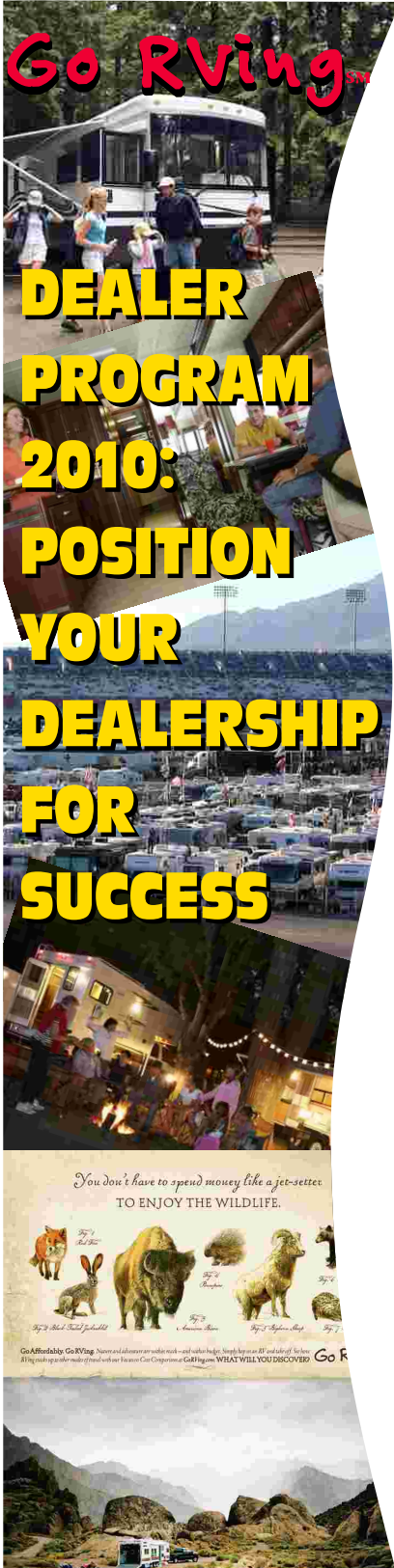




# RVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



The University of Michigan is forecasting higher shipments of RVs this year, which will allow Go RVing to spend \$8.5 million on the national marketing awareness campaign. While this amount of money is about half of the 2007 budget, it is still about double the 2009 budget.

A larger media budget in 2010 means there will be more leads for dealers and it's important to the entire industry that retailers take advantage of these new prospects.

In six weeks, RVDA has signed up more than 200 Dealers across the country, but the goal remains to sign up at least 600 RV Dealers. That's why you should sign-up today.

The Go RVing Dealer tie-in program is ready NOW to help your dealership have a successful year in 2010. Based on dealer input, Go RVing has assembled a powerful, user-friendly, electronic consumer lead distribution system. This optional program also gives dealers, state dealer associations, and their agencies options to use material connected to the national campaign. Here are the highlights:

### Electronic Consumer Lead Distribution

Go RVing Dealers signed up for the tie-in program can access Go RVing leads 24-hours-a-day, seven days-a-week via the internet. The electronic lead format means you can merge into mailing labels and other word processing documents. Whenever possible, leads are identified to help you target market to those prospects closest to a buying decision.

### Go RVing Banner

Dealers will also receive a large Go RVing banner (42" X 72"), ideal for display at the dealership, shows and special events.

### Go RVing Print Ad-Builder with Affordability Messages

Go RVing Dealers and their agencies have unlimited access to an online ad-builder that will allow them to create and customize ads with Go RVing photos and themes. Once assembled, the ads are available for download on to a computer disk or for e-mailing to a printer or media outlet, saving everyone time and money.

### Digital RV Pictures in the Image Bank on GoRVing.com

Go RVing Dealers signed up for the program have access to multiple high resolution images of consumers enjoying a variety of RV products to use in advertising, yellow pages ads, websites, and other promotional materials.

### Go RVing Direct Mail-Builder

Go RVing Dealers and their agencies can customize direct mail with Go RVing photos and themes using the direct mail-builder. The direct mail-builder is easy to use and includes suggested letters, themes, and visuals.

### Online Resource Guide

Go RVing Dealers also have access to a special website with an online resource guide with information on marketing and advertising tips to enhance consumer outreach efforts.

*For more information visit [www.rvda.org](http://www.rvda.org) or send an e-mail to [info@rvda.org](mailto:info@rvda.org).*

To give dealers maximum flexibility, the Go RVing Dealer Program also features a menu of other promotional items. These items are available separately.

—RVIA, RVDA

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Donnie Davis

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**SECRETARY**  
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Patty McCarson  
SHOW COORDINATOR

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MEMBERSHIP & MEETINGS

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internet address: [www.frvta.org](http://www.frvta.org)

## PRESIDENT'S MESSAGE

Dear FRVTA Member:

*Time is once again on swift wings and already I have taken to pen the last letter for the first quarter for 2010. More than half of my last term as your President has flown by. Soon convention time will be knocking at our door and a new President will have the honor of leading this great Association.*

*March also means we are in the midst of our show season. The RV SuperShow was a success with over 50,000 paid guests looking for your product. I understand this year's guests were of good quality and still very much interested in the RV Lifestyle. That lifestyle, from a consumer point of view, is ever changing and we as an industry must meet the challenge of that change. The results I've heard from the SuperShow and several regional shows indicate we are in fact meeting the change. Attendance is good; sales for the most part are turning the corner and improving. Way to go team! Your hard work and perseverance is beginning to pay off.*

*So, is 2010 the year of recovery? In the January issue of RVBusiness magazine, RVIA President Richard Coon talked about the wholesale shipment surge and Sherman Goldenberg, VP of RC Trade Publications, had a nice article on the RV Industry resurgence. If you've not read these, please find your copy of RVBusiness and read these encouraging articles.*

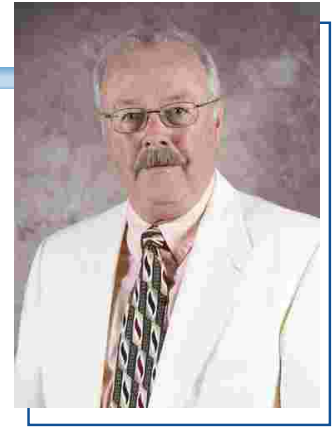
*Speaking of being encouraged, I would like you to start thinking about the 2010 State Convention. I can hear you now: "Good graces—that's six months away!" Yes, you are correct, but that's really right around the corner. A lot happens at the convention, learning, networking, and equally important, the election of the officers who will represent you for the coming year. Remember, this is our 30th Anniversary and the State Office is planning a special time for your Association.*

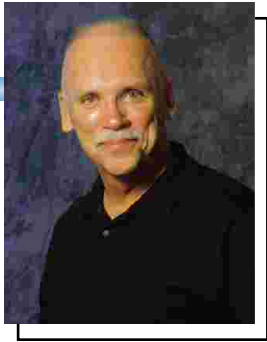
*I would be remiss if I didn't mention all the hard work our State Office puts into the RV SuperShow and the planning of our State Convention. We all know the staff cannot "wave a magic wand" and make it all happen. Many hours of toil and effort go into producing these events and that effort is demonstrated in the seamless efficiency our members experienced. A hearty "Thank You" to our staff from all of us! A job well done!*

*As I stated above, this year is our 30th convention, but 2010 also bring about another anniversary. A centennial celebration is being planned to honor 100 years of exploration and innovation by the RV Industry. Stated in a white paper furnished by RVIA—"The roots of RVing are as old as pioneers and covered wagons. But 1910 is the year that America's leading RV historians—David Woodwoth, Al Hesselbart and Roger White—cite as the true beginning of this uniquely American history." Visit the site [www.RVCentennial.org](http://www.RVCentennial.org) to learn more on the events that are planned.*

*Historically this month brings "March Winds." This year we hope it is CHANGE that comes with those winds. Hang tough, plan well and do your best. That's all that can be asked.*

**DONNIE DAVIS**  
FRVTA President





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

### Roth IRA Conversion...

**“To convert or not to convert, that is the question!”**

No, not religion silly, this is about your IRA or even your company 401(k) or other corporate (business) retirement account, even assets in 403(b)

plans. And, it is an excellent question to consider.

First, the basics. Accumulated retirement funds in Traditional IRA, 401(k) or other tax-sheltered accounts is fully taxable at retirement. None of the contributions or earnings (if any) has ever been taxed. Contributions to these accounts are not reportable as taxable income.

IRA's or, other corporate retirement balances must distribute a Required Minimum Distribution (RMD) beginning in the year following ones attaining age 70-1/2. Distributions are mandatory, whether you want the income or not. All distributions are taxable as ordinary income. Currently, the maximum tax bracket is 35%, plus loss of exemptions and schedule A deductions (currently, a total of about 41% for most taxpayers).

On the other hand, Roth IRA's or Roth 401(k) contributions are made with dollars on which you have been taxed. Investment gains are tax-sheltered from income tax each year. Roth IRA's may qualify as a source of tax-free income, however, you will have to play by the rules. Wow, who wouldn't like to have a stream of tax-free income during retirement years?

The burning topic right now is whether you should convert any of your IRA's to Roth IRA's since many expect much higher tax brackets in future years. It's a great question and here's the answer.....maybe.

**Here are some good questions to ask before you make the conversion. Does it make sense? The answer is yes, if:**

- You can leave the money in the account for five years or more and until you reach age 59-1/2.
- You anticipate being in a higher tax bracket when you retire.
- You can pay the income tax hit from other sources

than the IRA so the converted amount can grow tax-deferred to provide tax-free income in later years.

- You want to transfer wealth through heirs that can provide tax-free income to them in future years.
- You will not need the assets in your IRA accounts in future years.
- You do not want to be forced to take a required minimum distribution (RMD) each year.

This is not an “all or nothing” decision since partial conversions are permitted. In fact, depending on one's income, a partial may make more sense. Income taxes due for assets converted in 2010 can be deferred until 2011 and 2012. If, for some reason you change your mind, you get a “do-over.” In other words, within time limits, you are entitled to return assets to a traditional IRA and recover taxes paid.

More to come in a future article. In the meantime, the sooner you convert (if you fit the profile), the sooner assets begin earning returns that, along with the converted IRA, may never be taxed. Most consultants have and should encourage you to complete a questionnaire and run some models illustrating a Traditional IRA to a converted Roth IRA.

Just remember - in 1985 the top income tax bracket was 50% on income about \$169,020. Even after adjusting wages for inflation, a 50% tax is a huge increase.

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

## THREE THINGS YOU SHOULD KNOW

**1** On your Annual Membership Renewal Invoice for the period October 1, 2009 to September 30, 2010, it stated: “for 2009, 48% of your Association dues will be used to support FRVTA's legislative activity and accordingly that amount would not be deductible for Federal Income Tax purposes.”

Following our annual audit, it has been determined that 100% of your Association dues were utilized to support FRVTA's legislative activities and therefore NO deduction would be allowed for Federal Income Tax purposes. Please call the State Office with any questions you may have about this.

**2** As the economy seemed to improve in the third quarter, a Federal Reserve survey showed that for the first time in a year fewer banks tightened lending standards for consumers and companies. Only about 15 percent of banks surveyed by the Fed tightened loan standards or about half as many as did in previous surveys and way below the peak of 80 percent seen last year.

**3** Outdoor activities, especially those associated with camping, saw a major increase during the 2009 season. The Wall Street Journal reports that campground reservations rose 8 percent in the first half of 2009. Additionally, fishing license sales rose by 7 percent, and family tent sales by outdoor equipment store REI jumped by 20 percent. Finally, the National Park Service reports a record-breaking year with nearly 232 million visitors.



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

### Special Elections in Florida

*In this 2010 election season, Florida has already had two special election primaries (soon to be followed by two special elections!) before the fireworks of*

*the fall campaigns begin. Here's an update:*

#### FLORIDA HOUSE DISTRICT 58

Rep. Michael Scionti resigned as the Representative for the 58th District in December in order to accept an appointment from President Obama as Deputy Assistant Secretary of Defense for Intergovernmental Affairs and Homeland Defense. Rep. Scionti's District 58 covers parts of Hillsborough County.

The special election primaries were subsequently held this past January 26. The Republican nominee, Tampa attorney Hunter Chamberlin, managed to beat Jackie Rojas-Quinones, president of the Tampa Latin Chamber of Commerce, with a narrow margin of 51% of the vote.

The Democratic nominee, Janet R.

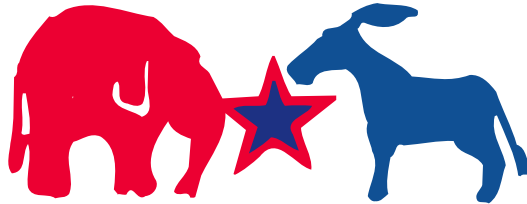
Cruz, an optician and businesswoman, narrowly beat Patricia Kemp, a Tampa attorney, with 46.9% of the vote compared to Kemp's 44.9% and Gil Sanchez, another Tampa attorney, with 8.2% of

the vote. As of this writing, the special election will be held February 23, 2010, just in time for the victor to take office before session.

This seat has historically been a solid Democratic seat and is expected to stay as such. As a result, there will be no change in the makeup of the Florida House of Representatives for the 2010 Legislative Session due to this special election.

#### U.S. HOUSE OF REPRESENTATIVES - FLORIDA 19TH

Congressman Robert Wexler resigned from the U.S. House of Representatives from Florida's 19th Congressional District as of January 3, 2010. His district includes parts of Palm Beach County as well as northern Broward County. Democratic Congressman Wexler resigned to become director of the Center for Middle East Peace and Economic Cooperation, a "think tank" geared towards finding a lasting solution for peace in the Middle East. A special primary for his seat was held on February 2, 2010.



In the Democratic primary, current Florida Sen. Ted Deutch handily defeated his opponent Ben Graber with 85.2% of the vote to 14.8%, respectively. Republican nominee Edward Lynch garnered 40.7% of the vote compared to his opponents Joe Budd (40.1%) and Curt Price (19.2%). Sen. Deutch will face Mr. Lynch in the special election scheduled for April 13, 2010.

Much like the Scionti seat above, this seat is a solid Democratic seat in Congress. While the results are likely to be much closer than past performances from this district due to the TEA Party and drop in President Obama's popularity, I don't expect this seat to switch to the Republican column as a result of this special election, which means State Sen. Ted Deutch will probably be your next Congressmen for the 19th Congressional District of Florida.

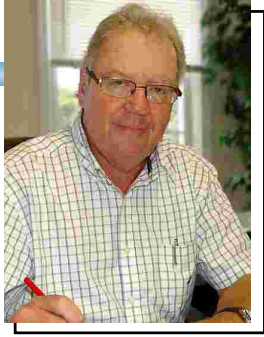
Once he is elected to Congress, Gov. Crist will need to quickly call a special election to replace Sen. Deutch. This

will touch off another series of special elections in the Palm Beach area as members of the Florida House of Representatives have already indicated their desire to succeed Sen. Deutch in the Florida Senate. Expect a proclamation for these special elections for at least the Senate seat District 30 and the House seat held by Rep. Maria Sachs, House District 86.

As with the other seats, these districts are strongly Democratic so while these elections cause a lot of election noise, they have no substantive bearing on the make up of either Chamber of the Florida Legislature or our Congressional Caucus.

Looking to the March 2 beginning of the 2010 Legislative Session, your FRVTA team has been and will continue to be busy in Tallahassee protecting the interests of the recreation vehicle industry in Florida. Several bills of interest have been identified as impacting the RV Industry and the FRVTA team is working to ensure that nothing happens in this very challenging fiscal environment to adversely affect your interests.

As always, it is your support of the PAC Fund which helps to ensure FRVTA's continued success in state affairs. Please talk to your board members and state officers to find out more information on how you can help.



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

### *New RV Career Service*

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

employer and potential employee.

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

#### **Here is some general information on this revised program:**

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

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

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



## FRVPC UPDATE

Election season in Florida is already heating up and we are still a long way from the fall elections season. This goes to show that as much as we don't want government in our businesses, the business of government continues to grow in importance and depth. Why else would there be so much money and attention paid to what are really small elections as detailed in this month's Legislative Update?

The reason is, of course, money. Government growth is well documented. Even during these past several years when the economy, particularly in Florida, produced dire results for a variety of businesses, government continued its growth in employees and revenues.

This money has to come from somewhere and that somewhere means YOU! Of course, no one likes to pay more, but this can be expected to occur across a variety of fronts—higher and more user fees with higher and more taxes.

That's why the Florida RV Trade Association has representation in Tallahassee watching out for ill-conceived laws and regulations that look good on paper

but are a disaster when implemented. In fact, Marc Dunbar and his team, our legislative watchdogs, continually monitor our legislative members to make sure they understand not only the RV Business, but also how their legislative actions can help or hurt our industry.

And, like many things in life, it's easier to be proactive with legislation rather than try to redo or mitigate something once it's passed. With friends on our side, we are able to contain and/or avoid legislation that may be damaging to Florida's RV Business.

But to be on top of the many issues affecting our businesses requires money. That's why FRVTA has established the FRVPC PAC FUND. This fund is designed to provide money to help our friends get elected to Florida's legislature so that by supporting them they will support us.

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

## MEMBERSHIP SPOTLIGHT

### *Helping Small Businesses Thrive: Landrum Staffing Services, Inc.*

Ted Holtz, Business Development Manager at Landrum Staffing Services, Inc. in Region 5, is neither a camper nor active in the RV Lifestyle. While he admits the interest is there, he just simply doesn't have the time these days.

In fact, the 39-year-old father of three, the youngest just a mere two-months old, doesn't have much time for a lot of things. However, after nine years of working with the RV Industry, he finds the lifestyle and the people he's met, immensely appealing. "They are some of the nicest people you're bound to meet," Ted says.

Founded in 1973, Landrum Staffing Services, Inc., a subsidiary of Landrum Companies, provides their small business clients with invaluable human resources support. Their services include employee benefits packages, human resources and dispute mediation, payroll service as well as employee placement. Ted says the company accidentally fell into the RV Industry about 15 years ago when the first of their RV-related clients came on board.

That number has grown considerably since and he expresses a desire for that number to grow even more. Landrum Staffing Services, Inc. represents many Florida dealerships, and counts the FRVTA among their clients.

Asked if there is any secret to their success, Ted says it's simply "to focus on the client. Always put them first. We have a customer retention rate that sits consistently in the mid 90% range and our goal is to keep it that way. Treat clients as they should be treated. It's really a no-brainer." He continues, "I see so many companies make the mistake of putting their own bottom lines first and forgetting what really drives their business. This mindset inevitably drives customers away."

While representing the FRVTA, they also enjoy an active partnership with them. Landrum advertises in the Association's publications and representatives are present at the yearly conventions. This partnership has benefited both entities.

But for Ted, the best part of being involved with the industry is in meeting the people. "From the dealers, to the employees, to the customers, you meet some really high quality people," he says. "They love what they do and are committed to promoting the RV Industry and Lifestyle. It's a very positive and energetic environment to be involved in."

He is thankful for membership in the FRVTA not only for the invaluable business support and connections it has afforded, but for the voice the Association provides for the industry.

Asked how he views the RV Industry these days, Ted is realistic, but hopeful. Because of the unprecedented economic downturn, sales are down, dealerships, and their staffs by extension, are hurting. Dealerships are having a harder time moving inventory.

However, even with the economy in flux, he states, "the RV Industry is not a bad place to be. We're seeing a lot of baby boomers that are now taking the opportunity to retire. They're purchasing rigs and trailers and getting out there on the road, having fun and enjoying their well-earned golden years."

Eventually, the economy will turn around, he believes. Markets will improve and the industry will thrive once again. But for now, the goal is to just weather the storm and keep providing clients with the best possible service.

As for the future of the RV Industry and any changes he might like to see within the FRVTA, Ted cites the current economic state of flux. "Because of the changes in the economy, we are seeing a lot of shifts in general with regard to

employment law, benefits, health insurance. Sweeping changes are proposed that will reform the business environment as we know it. This effect will be felt most by small business owners."

Ted envisions that Landrum, in concert with the FRVTA, will continue to provide help to RV Dealers who are looking to protect their businesses. "We provide asset protection," Ted says. "Small businesses, facing such extreme changes, are working to contain costs and employee liability. They want to protect what they have. And our goal, in conjunction with the FRVTA, is to help them."

When asked what changes or improvements he'd like to see with the FRVTA, Ted jokes, "I'd like all members to become our clients. Seriously, though, I can't think of anything specific. As we move forward, if anything, I'd just like to see them continue to do what they've been doing: providing political advocacy for the members and helping them thrive during these tough times."





## **New Early Warning System Alerts Drivers to Potential Towing Hazards**

Tattle-Trail LLC, a Region 3 pioneer in towing monitor technology, has reached a new milestone with the addition of the Tattle-Trail TTK 550 WR Trailer version towing monitor. Specifically designed for drivers pulling trailers, fifth wheels, campers, boats or horse trailers, the new Tattle-Trail towing monitor system continuously measures excessive vibration of the towed trailer and generates alarms when a potential towing hazard is detected.

Excessive vibration of the trailer may arise from separating tire treads, blown tires, wheel bearing failures, broken suspension components, loose hitch assembly, trailer sway or runaway vehicle. When vibration levels exceed the user selected “set-point”, the system generates both audible and visual alarms. The driver may then take the necessary action to avoid a potentially dangerous and costly towing incident.

Additional features include a voltage monitor that alerts the driver of a low battery condition in the towed trailer or boat. Tattle-Trail used in “Park” mode can remotely monitor the towed vehicle for theft or intrusion. This “Made in the USA” product uses state of the art technology and is the third in a series of offerings directed toward the towing market.

“Because of the ability to detect so many different types of towing & trailering problems, we believe that Tattle-Trail is the most comprehensive towing monitor available on the market,” said Jim Aid, cofounder and president of Tattle-Trail LLC.

Founded in July 2007 and based in Largo, FL, Tattle-Trail LLC is a leader in designing and manufacturing monitoring products for the towing, trailering and RV markets. More information is available at [www.tattle-trail.com](http://www.tattle-trail.com) or call 727-230-9438.



## **Protective Announces a Service Agreement Program for Rental RVs**

Protective enhanced its XtraRide RV service agreement program to provide mechanical breakdown coverage for an RV Dealer’s rental fleet.

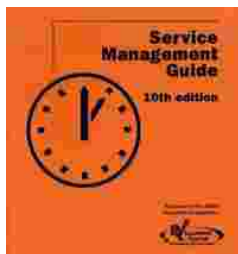
“We’ve always had the capability to cover rental vehicles on an individual basis with a business use surcharge,” said Bill Koster, VP Protective, “However, we are now able to cover an entire new vehicle fleet with specific rates and no surcharge.”

The business use surcharge and used vehicle coverage are still available, but XtraRide’s rental program is a convenient and less expensive way for a dealer to protect the entire new vehicle fleet.

“The real value here for the rental dealer is the ancillary benefits provided by Protective’s XtraRide service agreement,” Koster said. Customers can call for roadside assistance, concierge benefits, technical support, and dealer locator services after the rental dealer’s business hours.

Dealers will not have to worry about problems rental customers may encounter and customers have the peace of mind that road hazards or technical issues can be addressed 24 hours per day/7 days per week. Tire and wheel coverage is also available in many states.

XtraRide is fully insured and exclusively endorsed by RVDA. Protective has been underwriting RV service agreements since 1995 and the program is available in the U.S. and Canada. To learn more about XtraRide’s new rental program, please contact your XtraRide agent or Customer Relations at (800) 670-6732.—RVDA



## **RV Learning Center Releases Expanded Service Management Guide**

The 10th Edition of the RV Learning Center’s Service Management Guide is now available. The guide offers more than 100 pages of average work unit times for basic service functions performed by RV technicians.

The new edition includes extensive updates and additions provided by dealers, service managers and technicians as well as all new Service Check Sheets that provide a valuable reference for service managers and technicians. The guide, also known as a flat rate manual, is an ideal tool for the service department when working with extended service agreement companies.

The Service Management Guide is available in print editions and on CD-ROM. Prices are: Manual or CD-ROM: RVDA Members \$164.95, Non-members \$330; Manual and CD-ROM: RVDA Members \$275, nonmembers \$550.—RVDA

## **Allyn International Services, Inc. Joins US EPA Smartway Transport® Partnership**

Allyn International Services, Inc. (Allyn) of Fort Myers, announced it joined the SmartWay<sup>SM</sup> Transport Partnership, a innovative collaboration between US Environmental Protection Agency (EPA) and industry designed to significantly reduce greenhouse gases and air pollution.

Allyn will contribute to the Partnership's goal to reduce 33 million to 66 million metric tons of carbon dioxide and up to 200,000 tons of nitrogen oxide per year by 2012. By joining the partnership, Allyn demonstrates its strong environmental leadership and corporate social responsibility.

Launched in February 2004, the SmartWay Transport Partnership brings together major freight shippers, trucking companies, railroads, logistics companies and trade/professional associations to pursue mutually beneficial strategies that result in emissions reductions and other environmental improvements, as well as cost savings to the companies. The Partnership currently has over 2,200 Partners.

Allyn International Services, Inc. (Allyn) is a privately-owned supply chain management, tax and customs consulting firm established in 1992. Services include freight forwarding, worldwide transportation, logistics management, sourcing, customs compliance and US tax management. Allyn has offices in North America, Europe and Asia with headquarter locations in Fort Myers, Fla., Shanghai, China, and Prague, Czech Republic. For more information, log onto [www.allynintl.com](http://www.allynintl.com).

## **Lazydays Employees Volunteer to Improve Children's Lives**

When Wanda DeLaRosa, Executive Director of It's All About Kids, needed help transforming a 6,000-square-foot space in Tampa's University Mall into a state-of-the-art afterschool learning lab for underprivileged kids, she placed a call to Lazydays asking for any aid the RV dealership could spare.

Lazydays responded by sending the "Dream Team," a dedicated and diverse group of employees who voluntarily donate their free time and labor to construction and renovation projects that benefit needy kids throughout the community.

Despite taking place during Lazydays' busiest time of the year, the Dream Team was more than willing to donate their free time toward what they collectively believed was an important project. "I don't have a lot to give so I give of my time to help others," said Lazydays Glass Shop Technician and Dream Team volunteer Richard Rainey. "It's very rewarding to know that by putting my technical skills to use I can benefit many of our community's disadvantaged children."

Upon taking in the finished results, Wanda DeLaRosa fought back tears as she acknowledged the role the Lazydays Dream Team played in helping her organization realize a long awaited dream. "It's overwhelming to see so many people stop their lives to give," she said. For more information, visit [itsallaboutkids.org](http://itsallaboutkids.org).

## **Landrum Human Resource Companies, Inc. Honored**

The Great Place to Work Institute, Inc. and the Society for Human Resource Management has named Landrum Human Resource Companies, Inc. 18th among the "Best Small & Medium Companies to Work for in America". This is Landrum's fifth consecutive year being named on this elite list.

The results were based on employees' responses to a detailed questionnaire about the organizations' workplace culture, including credibility, respect, fairness, pride and camaraderie.

"We're honored to be recognized for the fifth year. We believe happy employees deliver outstanding service to our customers," said Ted A. Kirchharr, Landrum's Vice-President and Chief Operating Officer. "Our employees deserve the credit for creating and maintaining an environment that makes Landrum a great place to work."

Landrum helps clients who are frustrated with the rising cost of health insurance and who struggle to keep compliant with ever-changing employment laws and regulations. Our clients find that time spent administering payroll and handling workers compensation issues could be better spent focusing on their core business, thereby increasing their bottom line.

Landrum Human Resource Companies has been featured as number 70 on the Florida Trend Top 200 Privates Companies list. In 2007, Landrum Professional was honored by Florida's Gov. Charlie Crist with the Governor's Sterling Award, Florida's most prestigious honor for performance excellence.

With offices in Pensacola and Jacksonville, Landrum Human Resources Companies, Inc. provides human resource services to businesses and organizations throughout the southeastern United States. Its divisions include Landrum Staffing, Landrum Consulting and Landrum Professional. H. Britt Landrum, Jr. started the company with a \$25 job placement ad in 1970. Today, the Landrum Companies provide services to over 1,000 clients and 10,000 employees.



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

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

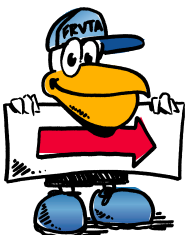
**WEST PALM BEACH RV SHOW** • March 11-14 • South FL Fairgrounds, W. Palm Beach  
**TAMPA BAY SUMMER RV SHOW** • May 13-17 • Florida State Fairgrounds, Tampa

## MEMBERSHIP INFORMATION

### NEW MEMBERS

- AUCTION123, INC.** • 3050 Universal Blvd., #190 • Weston, FL 33331 • Phone: 954-514-0123 • Toll Free: 888-514-0123  
 Fax: 954-514-0114 • Email: info@auction123.com • Website: www.auction123.com • Service, Region 2
- CELEBRATION CAPE** • 1310 SW 4th Terr. • Cape Coral, FL 33991 • Phone: 239-887-1200 • Fax: 239-573-4611  
 Email: sales@celebrationcape.com • Website: www.celebrationcape.com • Campground, Region 1
- CELLULAR AMPLIFIERS** • 3850 E Gulf to Lake Hwy., #7 • Inverness, FL 34453 • Phone: 352-201-9460 • Fax: 435-228-3907  
 Email: cellamp@cellamp.net • Website: www.cellamp.net • Supplier, Region 7
- FEATHERLITE COACHES, INC.** • 1601 Dolgher Place • Sanford, FL 32714 • Phone: 407-323-1120 • Fax: 407-323-1945  
 Email: rmueller@fthrc.com • Website: www.fthrc.com • Dealer, Region 4
- HAPPY FEET** • PO Box 607785 • Orlando, FL 32860 • Phone: 407-834-3338 • Toll Free: 800-462-8677 • Fax: 407-834-5003  
 Email: annette@happyfeet.net • Website: www.happyfeet.net • Supplier, Region 4
- HEALTHY FEET** • 1440 State Highway 248, Ste. I • Branson, MO 65616 • Phone: 417-334-5903 • Fax: 417-334-5905  
 Email: michaeleburch@aol.com • Website: www.healthyfeetinsole.com • Supplier, Region 10
- INSTANT-OFF, INC.** • 4400 118th Ave., N • Clearwater, FL 33762 • Phone: 727-560-0010 • Toll Free: 800-972-8348  
 Email: steve@instant-off.com • Website: www.instant-off.com • Supplier, Region 3
- LEE-SMITH, INC.** • PO Box 72843 • Chattanooga, TN 37407 • Phone: 423-622-4161 • Toll Free: 800-701-5377 • Fax: 423-629-9540  
 Email: bbaird@lee-smith.com • Website: www.lee-smith.com • Service, Region 10
- MOUNTAIN VIEW RV RESORT** • 136 Mountain Creek Rd. • Blairsville, GA 30512 • Phone: 203-206-3177 • Fax: 863-984-1829  
 Email: patkloss@aol.com • Campground, Region 10
- NEW IMAGES INTERNATIONAL** • 1040 Ebenezer Rd. • Knoxville, TN 37923 • Phone: 204-564-0203 • Email: buygolfmarker@hotmail.com  
 Website: www.weaverscoolstuff.com • Supplier, Region 7
- NTP DISTRIBUTION** • 27150 SW Kinsman Rd. • Wilsonville, OR 97070 • Phone: 503-570-0171 • Email: akc@ntpdistribution.com  
 Website: www.ntpdistribution.com • Supplier, Region 10
- PANTROPIC POWER, INC.** • 9650 Kelly Tractor Dr. • Fort Myers, FL 33905 • Phone: 239-337-4222 • Fax: 239-337-4211  
 Email: gary\_herzog@pantropic.com • Website: www.pantropic.com • Supplier, Region 1
- RIVER LANDING'S RV RESORT** • 1941 Oaks Blvd. • Naples, FL 34119 • Phone: 239-612-1100 • Toll Free: 877-RVRLNDG  
 Fax: 239-593-4301 • Email: smithlndscpr@aol.com • Campground • Region 1
- RIVERSIDE TRAVEL TRAILER, INC.** • PO Box 1099 • Peru, IN 46970 • Phone: 765-472-3920 • Fax: 765-472-3950  
 Email: mark@riversidetrailer.com • Website: www.riversidetrailer.com • Manufacturer, Region 10
- RV WORLD OF HUDSON** • 14103 US Highway 19 N • Hudson, FL 34667 • Phone: 727-863-6218 • Toll Free: 888-674-8376  
 Fax: 727-869-7999 • Email: rv4you@msn.com • Website: www.hudsonrvworld.com • Dealer, Region 3
- SCENTSY - GILBERT & ASSOC.** • 3404 Caleo Ct. • Plano, TX 75025 • Phone: 972-742-2040 • Email: eragilbert@verizon.net  
 Website: eragilbert.scenttsy.us • Supplier, Region 10
- SUNSET ISLE RV AND YACHT CLUB** • PO Box 613 • Carrabelle, FL 32322 • Phone: 850-370-6223  
 Email: charlotte@forgottencoastrealestate.com • Website: www.forgottencoastrealestate.com • Campground, Region 5
- TAMPA SOUTH RV SALES** • PO Box 7095 • Sun City, FL 33586 • Phone: 813-645-1083 • Fax: 813-645-1083  
 Website: www.tampasouthrvsales.net • Dealer, Region 3
- TELAMODE, INC.** • PO Box 7117 • Seffner, FL 33583 • Phone: 813-685-8194 • Toll Free: 800-263-2951 • Fax: 613-537-8444  
 Email: telamode@telamode.com • Website: www.telamode.com • Supplier, Region 3
- THE GARDENS RV VILLAGE** • 18 Our Way Dr. • Crossville, TN 38555 • Phone: 931-456-7794 • Fax: 931-456-3688  
 Email: tim@gardenrvvillage.com • Website: www.gardenrvvillage.com • Campground, Region 10
- TOY HAULER INC.** • 9338 Old Gibsonton Dr. • Gibsonton, FL 33534 • Phone: 715-340-9900 • Fax: 813-671-8988  
 Email: paul@toyhaulerllc.com • Website: www.toyhaulerllc.com • Dealer, Region 3
- WIPEOUT SYSTEM / HEALTH WELLNESS** • 125 Expo Parkway NE • Albany, OR 97322 • Phone: 714-473-4291 • Supplier, Region 10

## MEETING DATES



- REGION 1** • March 3 • Captain's Table • Punta Gorda • Cocktails: 6:30 PM • Dinner: 7:00 PM
- REGION 2** • March 17 • Holiday Inn • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM
- REGION 3** • March 9 • Rusty Pelican • Tampa • Cocktails: 6:30 PM • Dinner: 7:00 PM
- REGION 4** • March 10 • Sheraton Safari • Orlando • Cocktails: 6:30 PM • Dinner: 7:00 PM
- REGION 5** • TO BE ANNOUNCED
- REGION 6** • NO MEETING
- REGION 7** • TO BE ANNOUNCED