

## FRVTA HOSTS LEGISLATIVE COOKOUT TO TELL RV STORY

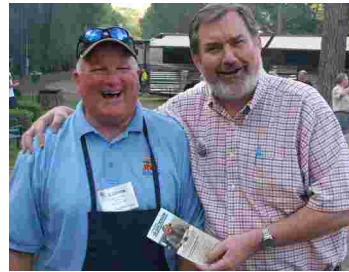
Once again cool temperatures and excellent food greeted everyone who attended the annual Legislative Bar-B-Que on Monday, April 5. Returning again to the Tallahassee RV Park, the BBQ began many years ago as a way for the "RV Caucus" (legislators who lived in their RVs during the session) to show off the comfort and savings of the RV Lifestyle.

This year's event also featured RV units on display for everyone to walk through and get a "real" feel for RV living. (Thanks to Neal Stewart of RV Connections, Larry Taylor of Camping World and Bob Phebus of Marathon Coach for providing the rigs.)

"The Legislators love this cookout because there's no pressure or hard selling from our members," said FRVTA Executive Director Lance Wilson. "They are invited to learn more about the RV business here in Florida right from the people who work in it everyday. They also get to put faces with names and that helps when we need them or they need us."

DJ Lyn "Elvis" Hart did a great job of keeping the party up and dancing. Not only did Lyn make the women swoon with his Elvis set, he also had them begging for more with his "Brunswick" stew, Cajun potato salad and incredible brisket. "The simplest recipes are always the best," explained Lyn, "especially when I'm the one doing the cooking!"

A special thanks to Erwin Jackson and Tallahassee RV Park for their continued support of the annual BBQ, and Florida Association of RV Parks and Campgrounds (FARVC) for sponsoring the DJ. Also to all the board members who took the time to help out with the cooking and serving line.



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## PRESIDENT'S MESSAGE

Dear FRVTA Members:

May officially begins the countdown to our 30th State Convention. A quick conference call between the Executive Committee and the FRVTA State staff set in motion the plans that will bring this celebration to our Association. You may recall last year, due to the economic downturn and the need to stay in our businesses, we reduced the convention to a two-day event.

Everyone realized the necessity of such a move, but many did not get the "network time" we are accustomed to and many said everything seemed rushed. This year the Committee decided to return to the favored format of three days. This will give each of us time to relax and listen to our industry partner's talk about strategy and best practices.

So! Start making your plans now to attend the convention to be held this year in the beautiful Gaylord Palms Hotel in Orlando, September 9-12. You may even want to plan a little extra downtime for you and the family to enjoy the many attractions available in that area.

Last month your Board members attended the annual "Legislative Cookout" in Tallahassee and there we found cool, clear weather and a hungry crowd. This has always proven to be wonderful opportunity for your Board members to meet Florida's Legislators in a relaxed atmosphere and let them know how important the RV Industry is to the Sunshine State. This year was no exception! I would like to thank all the members who participated in helping prepare and serve food to the legislators and their staff as well as our members who provided several units for display. Again, thanks to all!

The Board of Directors also met last month in Tampa. Board meetings are a very busy time and I hope you appreciate the many hours your board members put into committee meetings and the day-long board meeting itself. This is the time we hear, collectively, your voice so make sure you have addressed any issues with your regional officers. If they have not already discussed this event, ask your President and/or Director about the meeting.

One reminder item from the Board meeting is the FRVTA Scholarship program. The scholarship program is another major benefit the Association offers to all members and their dependents. It applies to full or part time students. Deadline for applications is June, 2010, and is available for Florida-based schools only.

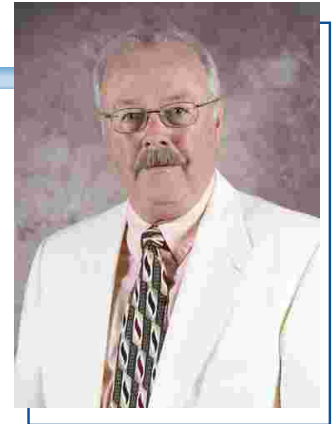
If you have not read the latest edition (March/April) of RVBusiness, please do so. It is very upbeat and has some positive articles on our industry. One article quotes Richard Curtin, an economist who consults with RVIA, as predicting a shipment increase of 30% (see page 9). That increase is coming, in part, through our dealer body and speaks to the attitude of our customer base. Spring is around the corner, why can't the recovery be also? Now is the time to plan your response to the "rebirth of tradition."

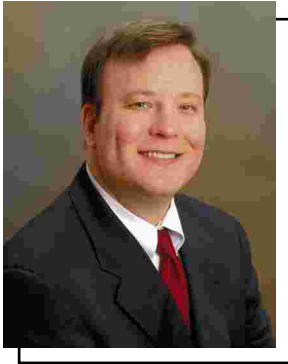
As tradition weaves its way through May, please don't forget "Mother's Day." Remember you're never too old for her to put you on restriction!

Also, remember Armed Forces Day and, as the month closes out, remember Memorial Day. Dedicate these days to those who have served so we may enjoy the freedoms we all hold so dear.

Stand up America and let your voice be heard!

**DONNIE DAVIS**  
FRVTA President





## New Risk-Based Pricing Rule Starts Next Year

By Brett Richardson, CAE

The Federal Reserve Board and Federal Trade Commission issued a joint final rule in late December 2009 to implement the Risk-based Pricing Notice requirement under the Fair Credit Reporting Act. The final rule is effective January 1, 2011. This new rule will have a big impact on the special-finance marketplace. The rule requires creditors, including RV dealers, to alert consumers when derogatory credit data causes them to receive less than optimal terms.

Risk-based pricing is the practice of setting or adjusting the price and other terms of consumer credit based on their credit worthiness. Whereas the Adverse Action Notice, a current federal requirement, informs consumers that something in their credit report probably caused their denial of credit, the Risk-based Pricing Rule fills the gap to require disclosure when something in their credit profile causes them to get anything less than the best available rate. The federal government is attempting to address the problem where consumers actually receive credit, but their credit score materially impacts their credit terms, and the

consumers were not informed of the negative result.

The rule lays out several scenarios in which this may apply. However, because of the difficulty in determining which consumers fit in this category, agencies adopted an exception notice that dealers and other creditors may issue in lieu of the Risk-based Pricing Notice.

This Credit Score Disclosure Notice (CSDN) exception mimics an existing requirement that already applies to all California dealers. Now, dealers nationwide will need to provide this disclosure notice to all customers who apply for credit. The CSDN must contain, among other things:

- the consumer's credit score;
- the date the score was created; and
- the source of the score.

The notice must also provide consumers with a range of scores and information on how lenders use their scores. The notice must also include a written description or graphic representation of how the applicant ranks against other consumers.



For more information, please visit RVDA's Government Relations website.

## New Harris Survey Reveals Current RV Buying Motives

A new survey by Harris Interactive into which factors most influence RV purchase decisions shows that messages focusing on family togetherness and cost savings now resonate equally with potential RV buyers. The survey also revealed positive attitudes about health and wellness benefits of RVing, which may help persuade non-owners to buy.

The survey of 1,006 non-RV owners and 357 RV owners was commissioned by Go RVing to understand how RVs and RV travel are perceived, what benefits owners experience and which of these benefits would be most effective in convincing a non-owner to buy.

"This data will enable us to fine-tune Go RVing and RVIA PR messaging to reinforce the value of RVing to current owners, and to motivate consumers to purchase an RV in the future," said Gary LaBella, RVIA vice president and chief marketing officer. "Members will also be able to use this information to develop effective sales and marketing materials."

Survey results show that a majority of non-RV owners (67%) agree that RVing allows families to spend quality time together and to spend more time outdoors enjoying nature. Messages about family togetherness also received a strong positive response from past RV owners and survey respondents who said they were considering a future RV purchase.

But, the cost savings offered by RVing also has a strong appeal. Three-fourths (74%) of RV owners agree with the findings of RVIA's Vacation Cost Comparison research showing that RVers save 27-to-61 percent on a typical

family vacation. The same proportion (73%) of potential future RV buyers said that knowing about the cost savings would make them more likely to buy.

Also appealing to past RV owners (75%) and those with RV purchase plans (67%) were messages that RVs are becoming smaller, lighter and more fuel efficient. Recent product innovations are positioning the industry to potentially bring back former RVers and to make inroads with non-owners who are considering a purchase.

The survey also offered insight about which benefits of RVing are the strongest purchase motivators. A strong proportion of potential future RV buyers said that these factors would make them more likely to buy:

- RVers save 27 to 61 percent on a typical family vacation – 73%
- Couples who RV develop stronger bonds with each other – 68%
- RVing allows you to be more physically active – 67%
- RVing provides an escape from everyday pressure and stress – 65%
- Kids who travel with their families by RV receive educational benefits – 58%
- Traveling by RV reduces exposure to illnesses and other health risks – 56%

Majorities of past RV owners (61%) and potential future RV owners (59%) agreed that investing in an RV now will enable you to travel affordably and frequently in retirement. –RVIA



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

### *On to the final stretch of Session... and Summer Break!*

This year's Annual FRVTA Legislative BBQ was a tremendous success! Immediately following the Easter weekend, we were able to host a number of legislators from both the House and Senate at the Tallahassee RV Campground on Monday, April 5. FRVTA Board members jumped behind the grill and whipped up some excellent burgers, stew and brisket for everyone to enjoy.

The great food and beautiful weather gave FRVTA members and their elected officials the perfect opportunity to mix and mingle while taking some time to relax a bit among the hectic schedule of Session.

Members of the Florida Legislature showed up early and stayed late enjoying the music, drinks and the top-of-the-line recreation vehicles on display. More than 25 members were spotted in the crowd along with dozens of staff members.

Some familiar faces included Speaker Pro Tempore Ron Reagan from District 67, representing Manatee County and parts of Hillsborough; Rep. Ralph Poppell from District 29, which includes parts of Indian River County and Vero Beach; Rep. Tom Grady from District 76, consisting of Naples and much of Collier County; and the newest member of the Florida House, Rep. Janet Cruz from District 58, who represents Tampa and parts of Hillsborough County.

There is one bill I would like to specifically highlight: House Bill 197 by Rep. Gonzalez relating to Mobile Home and Recreational Vehicle Parks. This bill will have an enormous benefit to the RV Industry since it requires the Department of Health to establish uniform standards for the permitting and operation of RV Parks and Campgrounds.

The bill also revises permit requirements and requires the new uniform standards be used in certain construction and renovation plans that must be submitted to the Department of Health. The bill has been moving steadily through the process and is anticipated to be approved by the legislature before being sent to Gov. Crist for his signature.

As the end of Session draws to a close, we continue to keep a watchful eye over any potential legislation affecting the RV Industry. All of the bills and amendments are available for viewing at the legislative sites: [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).

Please talk to your board members and state officers to find out more information on how you can help with FRVTA and its PAC fund - and thank you for helping keep the RV voice strong in Tallahassee!



## FRVPC UPDATE

Florida's legislative Session has just about run its course. Like previous Sessions, senators and representatives are concerned with finding new sources of money to make sure the state can continue to operate and perform its many duties.

Due to the economy, however, many sources of funding have either shrunk or disappeared completely, leaving legislators with few funding options other than to increase fees and taxes. Of course, increased fees and taxes can make a big dent in bottom-line profits.

Marc Dunbar, FRVTA's Legislative Consultant, reports on the fun time FRVTA members shared with legislators and their staff members at the recently held annual Legislative BBQ. This annual event enables legislators a relaxed opportunity to meet with representatives of Florida's RV Industry and experience for themselves what the RV Lifestyle is all about.

The idea is that if they can relate to and understand what our industry represents, legislators may be more inclined to

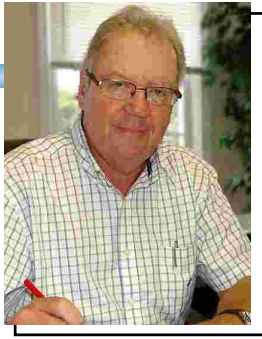
either support issues that are beneficial to our businesses or reject items that may hurt our trade. Either way, we win!

It's these types of programs and governmental access that makes your support of the Florida RV Trade Association and its FRVPC PAC Fund so critically important.

As another election season approaches, these same legislators who supported our cause during Session can and should expect our support for their various causes and reelection campaign. All this takes lots of governmental grease, or as we know it, money!

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

In this coming election season, please make sure Florida's RV Industry continues to grow by supporting the FRVPC PAC Fund. Send your checks today to FRVPC, c/o Florida RV Trade Association, 10510 Gibsonton Drive, Riverview, FL 33578. Call the State Office at 800-330-7882 with any questions you may have about the FRVPC.



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

# ALERT.. ALERT.. ALERT!!!!

It's time to seriously review your technicians certification status—which tech is up for recertification this year, when, and are they ready and qualified to get recertified?

Sad story; Yesterday I had a call from a new mentor at a large and very training-oriented dealership asking if I could intercede to help one of their senior technicians get his recertification processed. It seems he completed all the paperwork for his October 31, 2009 deadline, turned it in to the appropriate person in the dealership for submission and was awaiting his new certificate.

Unfortunately the new mentor found the paperwork in a file, never submitted. OUCH! Yes, too late. Yes, certification gone. Yes, new test required. No, nothing I could do.

Who's fault? Both the technician and whomever decided someone in the dealership should handle the paperwork and dropped the ball. Who loses? The technician who is now uncertified and must retake the test to gain it back.

I share this story as an example of the responsibility you undertake as a Mentor in assisting your people to get certified and recertified and what can happen if things are not handled properly.

**SOLUTION:** Do everything you can to get your people recertified, riding them if you have to, but please make

sure the burden of final paperwork submission is placed in their hands, not yours.

I encourage all Mentors to aid in the recertification process. After all, its to your benefit as well as theirs. Get involved, but keep the responsibility where it belongs—in their hands.

Here is a convenient Mentor checklist for the recertification process:

1. Who in my shop is up for recertification this year? Check on their plaque and certificate.
2. What is their actual “drop dead” date for renewal? You should have received notification one-year prior and again six months prior via mail from RVDA. Normally you can find it 90 days after date on plaque or certificate.
3. Do they meet the required 48 hours of in-service training? Are they working on it?
4. If using the DLN for In-Service Hours, have I submitted their roll page(s) and registration form(s) for use as documentation?

(Can't tell you how many “panic” calls we get from technicians who swear they've taken the DLN courses and have the 48 hours but we have no paperwork documenting it.)

5. Need Help? Contact Isabel Margate, RVDA 1-800-336-0355, x102.

*Please let us know if we can assist. Call Jim or Judy at 386-754-4285.*



## Certified Techs “Stay Connected, Stay Certified”

The RVDA-RVIA RV Service Technician Certification Program is reaching out to all certified technicians and asking them to “stay connected, stay certified” by providing updated contact information to RVDA.

All certified technicians are receiving a special “Stay Connected, Stay Certified” postcard at their dealership of record. The postcards were mailed earlier this spring.

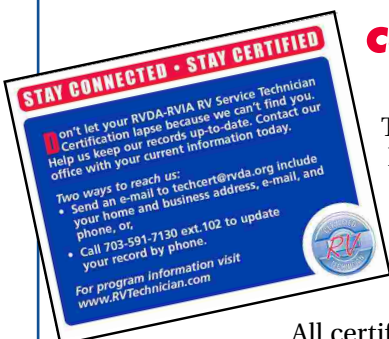
To ensure technicians receive vital recertification and other information about the RVDA-RVIA RV Service Technician Certification Program, the postcards asks techs for their current phone number, plus their business, home,

and e-mail addresses. Technicians can send an e-mail with contact information to [techcert@rvda.org](mailto:techcert@rvda.org) or call (703) 591-7130, ext. 102.

If the postcard addressee is no longer employed at the dealership, RVDA is asking that dealerships pass that information on via e-mail at [techcert@rvda.org](mailto:techcert@rvda.org) or by calling (703) 591-7130, ext. 102.

The RVDA-RVIA RV Service Technician Certification Program is designed to assist the RV industry and the public by identifying those professionals who have demonstrated the knowledge and ability to satisfy established standards in RV diagnostic and repair procedures, as adopted by the Governing Board. The program tests and certifies only individuals; not dealerships, companies, or other types of business entities.

*For more information, visit [www.rvtechnician.com](http://www.rvtechnician.com).*



## MEMBERSHIP SPOTLIGHT

### *Kids, Dogs and Campfires: Peace River Campground*

George Lempenau, owner of the Peace River Campground in Region 1, was dragged into camping. "I'd never had much experience with it before," he explains, "but when we arrived at the campsite my boys went off to play with friends, my wife went off antique hunting and I sat down with the guys. I opened a beer and looked around and after a few minutes, I said, "Yeah-this camping thing is pretty good."

George and his wife, Johnnie, bought the Peace River Campground after relocating to Arcadia in the early '90s. They now own, along with their sons Lenny and Andrew, over 165 acres.

But don't call it an RV Resort. While at one time, most of their business revolved around a specific group of campers that George calls "snowbirds," they have since evolved away from being an RV Resort. Their motto is "Kids, dogs and campfires," and in the last several years, George and crew have made a conscious decision to make his campground more for campers and Floridians. "It's what we are, and what we do," he says.

He is aware that different travelers have different tastes and that many of his visitors book at the camp from out of state. George understands that some may want a

less rustic experience and urges visitors to know what Peace River is about before they make their reservations. For the snowbirds, he has a five-day trial period where they can stay at his camp while visiting the other resorts in Desoto County. If they decide Peace River isn't for them, they're free to relocate without penalty.

In fact, George urges everyone to visit the camp's website to get a sense of what Peace River is all about. Visitors to the site will see George wrestling with his pal, Rajah, an adolescent Bengal tiger, the numerous families that flock to the camps and his Golden Retriever, Cadillac, whom George bills as the world's only "fossil hunting dog."

George's involvement with the FRVTA dates back to the late '90s, when he took a position as the Region 1 director to the state. He was reelected a few times, but finally had to step down due to term-limit restrictions. He now serves

as a liaison between the FRVTA and the Campground Owners Association, and his primary function is to attend board meetings and report back to each group.

When asked about the industry, notably the challenges during the current economic difficulties, George says, "Campgrounds have been least affected."

Having just returned from the national ARVC convention recently held in Orlando, he reports the summer was a good one. It's a different story for the manufacturing side. It's believed the industry has finally hit bottom—and that sales, as well as production, are expected to increase.

However, the biggest problem currently is still the credit freeze. George relates stories from dealer friends. Financing is still difficult to procure, even for

professionally employed customers with good credit and money down. George believes this will correct itself in short order.

For Peace River, George says, "I have created a world of our own. Our numbers are irrelevant to the industry. New campers have come to us because of the economy and now

believe what we've told them for years—it's the best family activity that money can buy. It's a bargain—and that's something everyone wants these days."

George credits the FRVTA for giving him "the big picture" and for allowing him to meet and befriend others in the industry. Businesses that would benefit the most from membership, he points out, are either not members or inactive. He strongly urges everyone involved to increase their involvement at the local or state level.

When asked if there were any changes he'd like to see, he says, "I would like to see a massive increase in membership and, more importantly, an even bigger increase in active members running for office. I love meeting members who disagree with me as this proves they know enough about the subject to have an opinion."

As for any business advice for others, George says, "Try to get a bigger picture than you have now. If you look a day ahead, look a week ahead. If you look forward a year, try three. Having big plans makes very small decisions automatically. A wise old man once told a young salesman that the tires that cost twice as much were the cheapest since they lasted three times as long. I want the best for the long run."



*George Lempenau*



*Johnnie and George working at one of their many special functions.*



*A view of the Peace River.*



## 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 an 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 either Lance or Dave.

The deadline for idea submissions is Thursday, July 1.



## Registration Opens for 2010 RV Dealers International Convention/Expo

Registration is now open for the 2010 RV Dealers International Convention/Expo at the Rio All-Suite Hotel & Casino in Las Vegas, NV, Oct. 4-8, sponsored by RVDA – The National RV Dealers Association, RVDA of Canada, and the RV Learning Center.



Themed "Go to Grow – Innovative Ideas, Revolutionary Results," the convention 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).

"The RVDA convention offers a tremendous opportunity for dealers to get ready for growth as RV sales improve," said RVDA Convention/Expo Committee

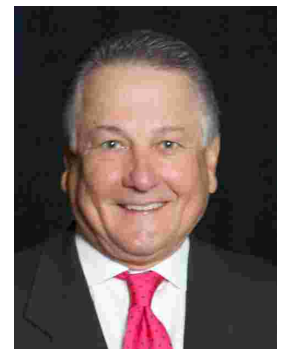
Chairman Peter Albano of American RV in Olive Branch, MS. "The Convention/Expo Committee and RV Learning Center are working on some exciting new workshop formats that will deliver a fresh education experience for key RV dealership employees."

RVDA, RVDA of Canada, and the RV Learning Center will have a series of announcements on specific speakers, workshops, and special events planned for the convention in the coming months.

To make the convention as affordable as possible, RVDA is offering special registration plans including an "Easy-Pay" plan of four payments and the ability to "lock-in" early bird savings for additional employees with one paid convention registration submitted by May 31, 2010.

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. You can also get updates by following the convention on LinkedIn and Facebook. –RVDA



Peter Albano

## 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!*

## IRS TAX TIP... Five Tips for Great Record-Keeping

Now that tax season has ended for most of us, there are many records you have that may help document items on your tax return. You'll need this documentation should the IRS select your return for examination.

Here are five tips from the IRS about keeping good records:

1. Normally, tax records should be kept for three years.
2. Some documents — such as records relating to a home purchase or sale, stock transactions, IRA and business or rental property — should be kept longer.
3. In most cases, the IRS does not require you to keep records in any special manner. Generally speaking, however, you should keep any and all documents that may have an impact on your federal tax return.
4. Records you should keep include bills, credit card and other receipts, invoices, mileage logs, canceled, imaged or substitute checks, proofs of payment, and any other records to support deductions or credits you claim on your return.
5. For more information on what kinds of records to keep, see IRS Publication 552, *Record keeping for Individuals*, which is available at IRS.gov or by calling 800-TAX-FORM (800-829-3676).

You can download more information from IRS.gov for publication 552, *Record keeping for Individuals* (PDF 61K).—IRS



## Busy 2010 Hurricane Season Forecast

Get ready to batten all hatches! U.S. meteorologists in Fort Collins, CO, in the 27th annual early extended-range hurricane forecast issued by Colorado State University's Tropical Meteorology Project forecast 11 to 16 named storms will develop during this year's hurricane season. Of this, six to eight are predicted to grow into hurricanes with three to five becoming major hurricanes with winds of 111 mph or more.

The increase in storm activity is blamed on a lessening of El Niño conditions that are expected to cease by summer's end. Unusually warm tropical Atlantic sea temperatures and weakening African trade winds that will allow higher humidity levels are also part of the problem.

The Atlantic hurricane season officially starts June 1 and lasts until November 30. This year's named storms are (in order): Alex, Bonnie, Colin, Danielle, Earl, Fiona, Gaston, Hermine, Igor, Julia, Karl, Lisa, Matthew, Nicole, Otto, Paula, Richard, Shary, Tomas, Virginie, Walter.—*wire services*

## THREE THINGS YOU SHOULD KNOW

**1** President Obama recently signed the Travel Promotion Act, which creates a Corporation for Travel Promotion. This corporation will work closely with the departments of Commerce, Homeland Security and State to develop a nationally coordinated marketing and communications program to attract international visitors and explain travel security policies. It could translate into millions of dollars in new business for campgrounds and RV parks in both rural and urban areas across the country according to the National Association of RV Parks and Campgrounds (ARVC).

**2** RVIA President Richard Coon recently submitted recommendations to a federal task force that outline the health benefits of RVing and encourage an increase in RVing among American families. Part of his arguments say RVing helps make families healthier since they are able to affordably purchase and prepare their own foods, and families tend to be more active on RV vacations than on other types of vacations.

**3** Demand for the RV Lifestyle continues as wholesale shipments of RVs were up 116 percent this past January when compared to January 2009. RVIA reports a total of 15,800 units were shipped in January 2010, up over the 7,300 units shipped in January 2009. This includes 14,300 towable units and 1,500 motorized units.

## MEMBERSHIP INFORMATION

### NEW MEMBERS

**ADULT TOY STORAGE** • 601 Hillview Drive • Altamonte Springs, FL 32714 • Phone: 407-875-8111 • Fax: 407-875-8262  
 Email: rickh@atsorlando.com • Website: www.adulttoystorage.com • Service, Region 4

**CENTRAL FLORIDA RV CENTER** • 2476 S. Orange Blossom Trail • Apopka, FL 32703 • Phone: 407-241-2886 • Fax: 407-445-0260  
 Dealer, Region 4

**MANHEIM LAKELAND** • 8025 N. State Road 33 • Lakeland, FL 33808 • Phone: 863-984-1551 • Toll Free: 800-967-2886  
 Fax: 863-984-9446 • Email: armando.sanchez@manheim.com • Website: www.manheim.com • Service, Region 3

**PRIORITY ONE FINANCIAL SERVICES** • 742 2nd Ave. South • St. Petersburg, FL 33701 • Phone: 727-822-7171  
 Toll Free: 800-747-6223 • Fax: 727-822-0500 • Email: lsmith@p1fs.com • Website: www.p1fs.com • Finance, Region 3

**RIVER LODGE RV RESORT** • 13790 W. Foss Groves Path • Inglis, FL 34449 • Phone: 352-447-2900 • Fax: 352-447-4675  
 Email: info@riverlodgervresort.com • Website: www.riverlodgervresort.com • Campground, Region 7

### Harberson RV Suffers Loss in March Fire



Harberson RV in Pasco, FL, suffered a three-alarm fire that heavily damaged a 10,000-square-foot warehouse and repair center at the dealership this past March. Damage estimates are expected to be as high as \$3 million. The building housed propane tanks and had four RVs parked inside.

General Manager Mark Hollan says the building was engulfed in flames from a fire that broke out about 9:30 in the evening. Explosions took place and firefighters fought the blaze for three hours before bringing it under control.

Besides the building, thousands of dollars worth of tools were destroyed in the blaze. This includes compressors and paint machines. Additionally, the four motorhomes inside were a total loss.

Hollan has reopened the sales department, but the service center remains closed, although he has vowed to rebuild the facility. At this time, no cause for the fire has been disclosed.

### Lazydays Named one of the Top Work Places in Tampa Bay

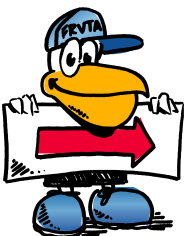
Lazydays was recently named one of Tampa Bay's Top Work Places 2010 by the St. Petersburg Times. Lazydays was nominated by its employees, who were then surveyed about a variety of topics.

One of only 20 mid-sized companies to achieve such an honor, the survey was designed to objectively assess the desirability of a given workplace and focused on company culture, leadership, compensation and training, workplace flexibility, diversity, community benefit through charity work and how Lazydays handled the recent economic downturn.

"This report is significant because it is an unprecedented effort to understand how Tampa Bay's companies are creating strong, productive work environments, even in difficult economic times," said Neil Brown, Times executive editor and vice president. "We share the stories of the employees and offer an inside look into what's working and where there's opportunity to grow."

Lazydays CEO, John Horton proudly told Lazydays employees, "The road our company has traveled upon in the recent past has been a rough one; yet each of you has risen to a level of excellence. You've come together as an unbreakable family in a way that should be the envy of our community. Your determination, dedication and passion have made certain that the Lazydays family will remain strong and committed to our customers for years to come."

## MEETING DATES



**REGION 1** • May 5 (elections) • Captain's Table • Punta Gorda • Cocktails: 6:30 PM • Dinner: 7:00 PM

**REGION 2** • TO BE ANNOUNCED

**REGION 3** • NO MEETING

**REGION 4** • May 12 • Sheraton Safari • Orlando • Cocktails: 6:30 PM • Dinner: 7:00 PM

**REGION 5** • NO MEETING

**REGION 6** • May 20 • Caddyshack • St. Augustine • Cocktails: 6:30 PM • Dinner: 7:00 PM

**REGION 7** • May 27 • Felix's • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM