



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY

NEW RV SHOW SEASON PROMISES PARTICIPANTS SALES INCREASE



With many different RV Shows planned throughout the Sunshine State for the 2010-2011 selling season, the Florida RV Trade Association hopes to garner the same level of support and success other events staged throughout the nation have had this past summer and early fall.

RV Show attendance and sales started their rise earlier this summer with AGI's "The Rally," a four-day RV Show held at the Kentucky Exposition Center, July 22-25. An estimated 10,000 attendees, including those staying onsite in 2,867 RVs and 5,000 day pass holders, visited dealers featuring 42 different manufacturers and 350 vendor booths.

Family MotorCoach Association's 84th Annual International Convention, held August 11-14 at the Deschutes County Fair and Expo Center in Redmond, Ore., drew thousands who wanted to see the over 200 coaches on display.

And, the Southwest RV Supershow, sponsored by the Texas RV Association (TRVA) held its popular annual event at the Dallas Market Hall, September 15-19. Over 400 RVs were situated in more than 350,000 square feet of exhibit space. This year's show saw a 21 percent attendance increase over the 2009 event and was the largest attendance registered since 2003.

Dealer and vendor participants at all these events reported greatly improved traffic, consumer interest and, most importantly, sales.

"Unless something extraordinary happens, there's no reason that this year won't be a banner selling year for participants in any of the RV Shows we have planned throughout Florida this year," said FRVTA Executive Director Lance Wilson. "Even during the last few years with the poor economy, our events have always had great traffic, so sales should now follow."

FRVTA'S 2010-2011 SHOW SEASON



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TAMPA BAY RV SHOW

November 11-14, 2010 • Florida State Fairgrounds

WEST PALM BEACH FALL RV SHOW

November 11-14, 2010 • South Florida Fairgrounds

FALL SHELL FACTORY RV SHOW

November 19-21, 2010 • Fort Myers

FLORIDA RV SUPERSHOW

Industry Day • Tuesday, January 11

Public Days • Wednesday • Sunday, January 12-16

Florida State Fairgrounds • Tampa

FORT MYERS RV SHOW

January 20-23 • Lee Civic Center

OCALA RV SHOW

January 27-30 • Florida Horse Park

CENTRAL FLORIDA RV SHOW

February 24-27 • Volusia County Fairgrounds

JACKSONVILLE RV SHOW

February 24-27 • Jacksonville Equestrian Center

TAMPA BAY SPRING RV SHOW

April 7-10 • Florida Strawberry Festival

RV SUPERSAVER SHOW

April • Lee County Sports Complex



For more information on any of these events or to obtain dealer or vendor display space, call FRVTA at 813-741-0488 or visit www.frvta.org.

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PRESIDENT'S MESSAGE

At a meeting I attended last July, I became acquainted with the term "REPUTATION MANAGEMENT." The discussion we had was about the internet and the future of the RV Industry. It was mentioned briefly, but what I remember is this comment: "In a couple of years, you (RV Dealers) will be spending a lot of your time on this."

The definition one of our staff members found is: "Reputation Management is the process of tracking people/opinions, looking for positive and negative opinions. Reputation Management is the process of removing negative opinions and converting those negative opinions into positive ones. The main process of Reputation Management is reporting on those actions and opinions, and reacting to that report creating a feedback loop."

Reputation Management sounds like customer service. However, with the internet this takes on a broader perspective. You can Google your dealership location and see reviews posted about your dealership. If you do have some, it can make interesting or maybe even depressing reading. Currently our dealership has four reviews, three are good and one is terrible. You can also look at other dealership reviews. Google is just one of many places reviews can be found. There are a number of other websites, blogs and owners' forums that support these reviews.

This brings up a lot of questions: How much control or input does a dealership have regarding these reviews? How long do these remain posted? Can you defend yourself against an inaccurate/unfair review? If you make this customer happy, can he/she "un-post" or "take it back?" How many of your customers and prospective customers are seeing these?

Good reviews are great, but if you make a big deal out of the negative ones it may just make things worse. So, do we just ignore them? We have all heard over and over about how many people a disappointed customer talks to. With the internet, that number can go way beyond anything we have ever even thought about. So what can we do?

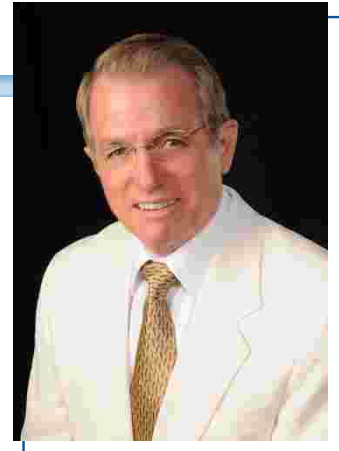
We can put ourselves (owners/managers) on the front line by establishing a feedback loop as suggested above. A very successful local auto dealership has signs up asking customers to call the owner (number posted) if they are not happy with anything at his dealership. A link can be put on our websites with direct access to management and ownership encouraging satisfied and disappointed customers alike to contact us. A lot of us use some type of CSI report and these are great, but sometimes they are just not timely enough to head off a negative posting.

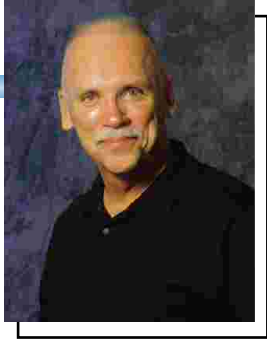
I can see a lot of time being devoted to this "Reputation Management," or whatever we call it, as we continue to improve our businesses.

LARRY SCHAFFER

FRVTA President

P.S. In last month's message, some of the numbers used somehow got skewed. The part about numbers of 65 year olds should have read: There are approximately 40 million people aged 65 and older. This represents 13% of our current population. In the next four decades, this will double to 80 million and represent 20% of our population.





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

End of Year Tax Strategies (part one)

As we approach the end of what has been a turbulent and challenging year, my mind turns to end of the year. And, I am mindful that when the clock strikes midnight 12/31/10, many of you will lose forever certain tax advantages that could have saved you hundreds, if not thousands of dollars in Federal Income Tax (FIT) and in many cases, Social Security and Medicare Tax, usually referred to as FICA (6.20% Retirement and 1.45 Medicare = 7.65%). It's like leaving money on the table.

Before continuing, let's first reinforce "mathematically" why you may want to move quickly. Federal Income Taxes are based on taxable income. The rule is simple, the more you make (earned income), the more you pay. Tax rates start as low as 10% and can be as high as 35% of taxable income. Most of us have at least some income taxed at 25%, many even higher. Single tax filers begin paying 25% FIT at just \$34,001 of taxable income. Married filing jointly filers start the 25% tax rate at \$68,001. The more taxable income you have, the more you pay.

Social Security and Medicare Taxes are based on earned income up to \$106,800. While under current tax law one does not have to pay the Retirement portion of the FICA Tax on earned income over \$106,800, the 1.45% Medicare Tax does not stop for the employee or the employer. For sole proprietors, partners and S Corporation owners the combined FICA tax rate is 15.3%.

Thus, if one (a non-owner) is only in a 25% FIT bracket and earns \$70,000 or more of taxable income, the combined FIT and is at least 32.65%. However, if one is a sole proprietor, partner or owner/employee of an S corporation, the combined tax is 40.3% since sole proprietors and partners must pay the 15.3% SST and the 25% FIT.

For the uninitiated, the calculation to determine the amount that has to be earned in order to net \$1,000 is \$1,000 divided by the converse of one's combined tax bracket. Let's make this really simple. If you miss or choose not to take a tax advantage or just one \$1,000 expense and are in a 32.65% combined tax you just wasted \$485 (\$1,000 divided by 67.35%). YIKES, who wants to do that?

Now that everyone has the big picture, here are some things you may want to do before January 1st:

- Set up a tax-qualified pension or profit sharing plan. S corporation and C corporate owners don't even have to fund it until as late as September 15th of 2011 (assuming on extension to the filing of the corporate tax return). A tax deductible contribution of as much as \$49,000 can be taken (\$5,500 more if the owner is 50 or older in 2010).
- If you participate in Health Savings Account (HSA) and have had or expect to have significant healthcare-related expenses, you may want to consider adding money to your HSA.

HSA accounts do not have the "use it or lose it" rule that applies to 2010. In fact, the unused money can accumulate from year-to-year until needed. As long as the money in the account is used for eligible medical expenses no income or Social Security Tax will apply. HSA accounts must be established prior to January 1st in order to claim the deduction.

- The most economical way to do this is to have the desired amount deducted from your pay since no FIT or FICA taxes will apply. If you cannot or do not make this arrangement by January 1st, you may add money to your HSA from other funds and still take an "above the line" FIT deduction on your personal return. The maximum permitted contribution is \$3,050 for those who only cover themselves, \$6,150 for those who cover any eligible dependents.

- If you participate in a Section 125 "Cafeteria Plan" that has flexible spending accounts (FSA), be sure to incur any deductible expenses possible if you need to do so in order to leave a zero (0) balance by January 1st.

Amounts left unspent in Cafeteria flexible spending accounts are forfeited if eligible expenses are not incurred prior to January 1st. The actual reimbursement payment can be made after January 1st without any tax consequences.

Finally, though tax deductible IRA contributions for 2010 can be made as late as April 15, 2011, why wait. Make the contribution as early as possible in the calendar year the deduction will be taken. Why wait? Tax deferred earnings begin as soon as the contribution is made.

The same philosophy can be applied to eligible participants into 401(k) plans absent any plan document or discrimination test rules and regulations do not apply.

In the limited space of this column, it is impossible to fully discuss one's options with regard to "retirement plans." And sometimes, a non-tax qualified type plan can be just as good for high income tax earners over the long haul. In the meantime, contact your tax specialist or myself for more information.

More ideas to come in December's issue.

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 that specializes in consulting, plan design and administration of tax-qualified plans for highly compensated individuals. He does not charge for an initial consultation. Jerry can be reached toll free 866-529-1619 or by mail at jerry@vantage-benefits.com.



LEGISLATIVE UPDATE... by Marc Dunbar, Legislative Consultant



The Waning Days of the Political Season

As the final days tick away until November 2, the campaigns around the State of Florida are anything but tame. Over the past couple of months, we have

highlighted a number of competitive races that have the possibility of changing the partisan makeup of the Florida Cabinet and Legislature. As the final newsletter before the polls close, let's take a moment to recap and look at some of the campaign updates around the State.

U.S. Senate

In a race that was once touted around the country as the battle royale in Florida, current Governor and newly independent Charlie Crist will face former Republican Speaker of the Florida House Marco Rubio and current Democratic Congressman Kendrick Meek. Gov. Crist, once viewed as a juggernaut and the heir apparent to the U.S. Senate, amassed an enormous war chest for his campaign, but switched his affiliation as an "Independent" after he began lagging in the polls for the Republican nomination against Marco Rubio. Since the primary election in August, Rubio has consistently moved ahead in the polls showing a consistent lead over Gov. Crist and Congressman Meek leading up to the election.

Florida Governor and Cabinet Races

The race to decide the next Governor of Florida has been anything but typical, with newcomer and Republican nominee, Rick Scott, spending an enormous portion of his personal fortune in order to secure the nomination. Nearly \$45.9 million dollars later, Rick Scott is polling slightly ahead of Democrat Alex Sink, the current Chief Financial Officer, in a race that promises to go down to the wire. Although CFO Sink has not raised quite that level, she has managed to raise a respectable \$14 million and kept nearly \$6 million on-hand to spend up to Election Day.

In the campaign for Attorney General, Democrat Dan Gelber has out-raised opponent Republican Pam Bondi by roughly \$1 million and has maintained a cash-on-hand spending ability of nearly two to one in the home stretch. Although Bondi has been financially out raised, she has maintained a slight edge in the polls a couple of weeks out, which could help her momentum in the final days.

The race for Chief Financial Officer has polled closely as a statistical tie, even with the high profile candidates of Republican Jeff Atwater, the outgoing Senate President and Democrat Loranne Ausley, longtime member of the Florida House of Representatives. Sen. Atwater has out raised his

opponent nearly three to one, with \$4.2 million dollars compared to Ms. Ausley's \$1.5 million. Each has been fiscally conservative thus far, spending only a couple hundred thousand apiece, saving the bulk for a media barrage in the final weeks of the election.

The candidates for the Commissioner of Agriculture are locked in a similar situation, having spent very little prior to the final weeks of the campaign. Current Republican Congressman Adam Putnam, however, has enjoyed great success over his opponent, having raised nearly four times the amount of his opponent, Democrat Scott Maddox, at \$3.4 million to \$874,000. Each has focused on early grassroots campaigning and pollsters have given a slight edge to Congressman Putnam.

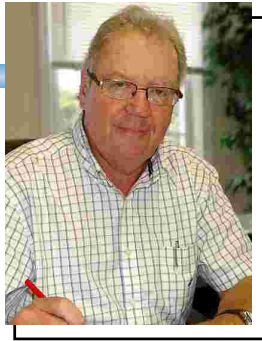
Florida Legislative Races

As mentioned previously, the race for Senate District 8 in the Jacksonville area has been a difficult road for the current Chairman of the Republican Party of Florida, Sen. John Thrasher, who faced a contentious primary. Sen. Thrasher will again face a difficult race in the general election against Democrat Deborah Gianoulis and has raised roughly \$547,000 to Ms. Gianoulis's \$394,000.

Elsewhere in the state, the race for Senate District 27 has been one to watch between Republican Lizbeth Benacquisto and current Rep. Kevin Rader, and has polled statistically equal for the two. Ms. Benacquisto may be better equipped to emerge victorious as she has managed to out-raise Rep. Rader with \$377,000 to \$293,000, respectively.

The race for House District 34, located around Orlando, will be a test for Republican Chris Dorworth, in line to be Speaker of the House in four years. He may have a difficult time securing victory against both Democrat Steve Barnes and TEA Party candidate John DeVries. Although Rep. Dorworth has maintained a fundraising lead of \$209,000 to Mr. Barnes' \$79,000 and Mr. DeVries' \$3,000, the impact and popularity of the TEA Party movement could throw a wrench into the race and disrupt the political future for Rep. Dorworth.

This tumultuous campaign season has seen an enormous amount of campaign spending and the FRVTA PAC has done an excellent job of providing support along the way. Your continued aid and involvement have helped FRVTA be a force during this election cycle and will help maintain the reputation of FRVTA in Tallahassee. Thank you for your continued support and be sure to talk to your board members and state officers for more information on how you can help.



TRAINING NEWS ... by Jim Carr, Training Director

RVDA Convention Highlights Training

“Go to Grow” was the theme of this year's RVDA Convention in Las Vegas, held October 4-7, 2010. A multitude of workshops, more than ever, designed to

target almost every employee in a RV Dealership were offered.

Five years ago the Convention Committee strongly suggested that the workshops expand its' programming to target the service sector of the RV Dealership. Program offerings would continue to target sales and GM related topics, but include technician, service advisor and parts into an additional track of program offerings.

This year there were more service-related personnel on hand than ever before. The workshop I gave on Technician Training and the Benefits of the Distance Learning Network was heavily attended with 36 participants and 34 of these were service managers.

There has been a noticeable decrease in numbers of manufacturer and supplier “Continuing Ed” workshops being conducted over the past five years and it was evident the service population is hungry for continuing education offerings and will attend given the opportunity. After all, where else are Certified Technicians going to get the 40 training hours required for recertification?

I note the above simply to encourage you to look over

the RVDA Convention education tracks at www.RVDA.org and note the valuable information that could benefit your personnel. I encourage you to send as many of your fixed ops personnel to this very beneficial event next year since there is a reason for them to attend and great information to take back to your dealership(s). Start planning now, you won't be disappointed.

Basic Towing Installation Knowledge Lacking

Let me hear from you; do your technicians need a nice primer on basic installation and configuration of towing equipment? Hitches, wiring and other related equipment? I have been approached by a number of dealers in the past six months on just this topic.

Most recently, one dealer had a unit come in with the fifth wheel hitch mounted six inches behind the tow vehicle's rear wheels. The owner couldn't understand why he seemed to lack steering control of the towed trailer. Tow brake units miswired, hitches misplaced or mis-speded, e.g. non-sliding fifth wheel hitch on a short bed truck. Ouch! And these are just a few of the elementary problems noted as having been performed by RV Technicians.

I think it's time to work up a basic towing information workshop and have it on the DLN for all to refer to. At least we'll know the info is available. You'll hear more of this as we work out the content. Any and all suggestions are welcome and encouraged.



AMENDMENT 4

One of the more controversial amendments to the Florida Consitution is “Amendment 4.” While the Association makes no recommendation either for against this legislation, in an effort to shed light on this amendment we present this summary:

- **BALLOT TITLE:** “Referenda Required for Adoption and Amendment of Local Government Comprehensive Land Use Plans.”

- Establishes that before a local government may adopt a new comprehensive land use plan, or amend a comprehensive land use plan, the proposed plan or amendment shall be subject to vote of the electors of the local government by referendum, following preparation by the local planning agency, consideration by the governing body and notice.

- **PROPOSERS:** Amendment 4 is sponsored by Florida Hometown Democracy, a political committee funded heavily by environmental groups and private individuals. Proponents claim that the initiative will give voters a greater role in determining what community development changes are permitted for a local government comprehensive land use plan. The amendment would require voter approval at the next scheduled Election Day before a local government may adopt a new plan or amend the current land use plan.

- **OPPONENTS:** Amendment 4 is opposed by a number of cities, businesses, and the Florida Chamber of Commerce. Opponents maintain that the amendment will dramatically increase government spending and effectively halt the development process by requiring a taxpayer-funded referenda vote on any changes to a local government comprehensive plan, which includes any of the hundreds of technical plan changes made each year, each requiring a separate ballot item.

MEMBERSHIP SPOTLIGHT

Meet the New FRVTA President: Larry Schaffer of Rivers Bus & RV Sales

Larry Schaffer, of Rivers Bus & RV Sales of Jacksonville in Region 6, has been in the RV business for over 30 years. Since 1978, he's seen many changes and developments in the industry.

When he joined the FRVTA, the organization was barely out of its infancy. He'd been an active member in the NRVA, having joined after attending several trade shows in Kentucky, and eagerly joined the Florida-based association in the mid-1980s.

In his estimation, a regional trade association was a great idea. It was a wonderful opportunity for industry professionals to meet and share ideas and problems, as well as network. It also proved to be a strong advocate for the little mom-and-pop businesses, as well as the larger dealerships, when navigating the complexities of the industry.

affable, straightforward man, Larry has served on the board of the FRVTA for many years. He was motivated to become an officer for several reasons.

"I saw this as something we really need in the industry. Whether it's regarding training or tackling complex legislative issues, and all of the things that go on in a dealership," he says. "I've always liked the opportunity to get people together and the conventions provide this. The longer I served, I became very interested in the presidency and thought I'd like to be a part of the process."

When asked to characterize his leadership style, he says, "I sit back. I watch, observe and listen. I wouldn't say I'm hands-off, but I like to give other people lots of room to make their own decisions."

Perhaps the biggest attraction for RV ownership, according to Larry, is the chance for people to have quality experiences with family and friends, and maybe even themselves. He says, "The things you do, the adventures and experiences you have when you're on the road, aren't what you do all the time. And that's an important factor. I strongly believe that it's during these times when you get to figure out what's really important to you. I can't think of too many other things that can give you this feeling, perhaps boating, but the RV is the easiest place to be in that kind of atmosphere."

Having been a member of the FRVTA for close to three decades, Larry believes the biggest benefit of Association membership is the business resources it provides.

"Whether it's the training or the legislative issues we're constantly following, it's the resources. When you have questions or issues, you have the Association to turn to.

For sure, someone has already been through whatever it is you're experiencing, so it helps speed up the learning curve. It also provides a great opportunity to get together with other people to network and learn from each other."

As the newly elected FRVTA President, Larry doesn't have any sweeping changes planned. Instead, his idea is to simply stay the course and continue in the direction forged by the previous administration. "A lot of good work was achieved by the outgoing board to position the Association in a good way, financially," he explains.

In light of the recession, he believes the FRVTA is well-positioned to ride out the remainder of the downturn. "Although it's improving, it's still a long way from where it was, and from everything I'm hearing, its going to be a while yet before we see those kinds of sales again in the industry."

If there is one change he'd like to see, it would be an increase in the attendance by the membership at trade shows and more participation in some of the programs offered through the Distance Learning Network.

When asked how he saw the future of the RV Industry, he was cautiously optimistic. Again, he stressed, while the worst was over, it would be a long time before the industry would see a return to pre-recession sales.

On Florida, specifically, he was more positive. "I think its going to be good for Florida. We're still in the top 10 in the nation regarding sales, I believe Florida is number four. So we're still a top sales area in the country, and I don't know why or how that would change. The demographics support it. I think we'll continue to do better than other states. We just have too much going for us. We have a great state, and I think our future is going to be as good as anybody's."



Donnie Davis, FRVTA Past-President, presents Larry Schaffer a plaque of appreciation at the FRVTA Annual Convention.



AN OPEN LETTER FROM THE RVIA PRESIDENT

Dear RV Industry Members:

This past month several RVIA member manufacturers held dealer meetings and events in the Elkhart, Ind. area to host their retail partners and unveil new products for 2011. As our industry continues to recover from the Great Recession, I applaud the wise business acumen of these companies to hold these events in the Elkhart area to help keep costs down, contribute to the local economy, and create excitement for their companies and the RV market at a time when business typically begins to slow.

Accompanying these events has been speculation about their impact on RVIA's National RV Trade Show. My personal feeling is that these events will not have a huge effect on the RV Industry's premiere trade event, and I say this for a number of reasons.

First, there have always been manufacturer-sponsored dealer events like these on the calendar. In the past, they've taken place in Las Vegas and other locations throughout the country. What is new is that for the first time these events are taking place in Elkhart at the same time to take advantage of lower event costs and the resulting economies of scale. Historically, such events and efforts have not been a drain on the National RV Trade Show.

Secondly, there continues to be strong, widespread industry support of the show. This year, we will have 71 manufacturers and 230 suppliers displaying the latest RVs and products across more than 760,000 square feet of exhibit space. That is a substantial increase over the 604,000 feet of space used last year. Additionally, my colleagues at the manufacturing companies holding these events in Elkhart have assured me that the National RV Trade Show remains an integral part of their plans this year and moving forward. Several of these people are on the record saying as much. Dutchmen President Don Clark told RV Business in August in an article titled "Elkhart County Dealer Meeting Schedule Growing" that their event "will be a good precursor to what dealers will be seeing in Louisville." Likewise, Bob Martin, president of Keystone, in the same article said their product display "would be a little preview of Louisville."

Finally, the National RV Trade Show is the one true trade-only show and a central event to the RV industry that is a must-attend for those making their living in the RV market. Over the course of the three-day show, sales and marketing teams can meet with more customers, prospects and contacts than they could in several weeks on the road. The show provides dealers and attendees the unparalleled opportunity to see all the industry has to offer: the brands they carry along with the brands they are interested in carrying and the brands they are competing against; the many, many RV products and accessories available from a host of component parts suppliers and wholesale companies; the product offerings from RV finance and insurance companies; and, the many valuable services provided by consultants and other professional service firms. In short, for those three days, the whole of the industry and all of its opportunity is at your fingertips.

Now, while I am confident that the National RV Trade Show will continue on as strong as ever, I also pledge that the RVIA staff, the National Show Committee and the RVIA Board of Directors will remain committed to making sure this is the case. We will be open-minded in exploring ways that the show can be enhanced to be the best venue possible for exhibitors and attendees to build their businesses.

The fact of the matter is that the National RV Trade Show is one of the true gems of our industry. In a time when many other industry-sponsored trade shows are faltering and losing popularity, our event showcases the best we have to offer and is backed by the entire industry. The Outlook market expansion showcase that opens the show every year is one of the most eagerly-anticipated, fun, information-packed events found in any industry. The National RV Trade Show is something that other industries would love to have. And, it is something worth building on and protecting.

As we look forward to the upcoming National RV Trade Show, I offer my best wishes for success to all those who attended the various events held recently in Elkhart. I believe they were a big boost to the Elkhart community and the RV Industry while helping propel the industry to another great event in Louisville and a prosperous 2011.

Sincerely,

RICHARD A. COON
RVIA President

Editor's Note: The 48th Annual National RV Trade Show takes place at the Kentucky Exposition Center in Louisville, November 30 to December 2. For more information, go to www.RVIA.org.



Curtin Projects Slower Economic Growth, Moderating RV Shipments

Dr. Richard Curtin, director of the Surveys of Consumers at the University of Michigan, told the RVIA Board of Directors the national economy will avoid a double-dip recession but continue its recovery at a slower pace that will moderate wholesale RV shipments in the upcoming year.

Curtin made these projections in a presentation to the RVIA Board of Directors at their annual fall meeting at the Hotel Park City in Park City, Utah this past September.

Focusing on the national economic outlook, Curtin said that among the scenarios for 2011 there was the greatest probability for a "slow growth" model. He defined this as GDP increasing by 2.5%, unemployment at 9.6%, job creation hitting 100,000 jobs per month, personal income growth at 2.4%, housing starts at 780,000 and slight gains in consumer confidence and credit conditions.

Curtin said there is only a one-in-10 chance that the economy will slip back into a double-dip recession.

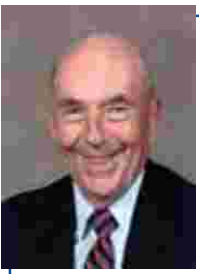
Gradually rising consumer sentiment, a modest gain in consumer spending and an improved credit market will accompany this slower growth. However, continued high rates of unemployment and sluggish income gains will continue to be a drag on the economy.

Curtin also said the greater probability for the "slow growth" model would put wholesale RV shipments in the 259,000-unit range that was projected earlier. In that projection, shipments are expected to reach 239,900 units by the end of 2010 and 259,600 units in 2011.

In his remarks, Curtin also discussed the new consumer mindset that businesses need to consider as a result of the economic hardships of the past several years.

"Consumers are reconsidering their spending and saving habits," Curtin said. "Given the strong underlying demand for the RV Lifestyle, consumers will gravitate toward products that offer an equivalent experience at a price that meets new economic constraints."

He advised companies to "rightsized" rather than "downsize" as they move forward. "Rightsizing means delivering an optimal mix of size, convenience and features to meet the new realities facing consumers," he added. "This may mean smaller units with fewer features."—RVIA



RVDA Starts Fund To Honor Jim Summers

Dear Ladies and Gentlemen of the RV Industry,

A RVDA member, who wishes to remain anonymous, has offered to match dollar for dollar (up to \$3,000) for every contribution made in memory of former RVDA Executive Vice President Jim Summers, who passed away on October 3, 2010. I took him up on his offer and gave my check.

Jim was a great supporter of dealer education and was instrumental in leading a number of RVDA efforts to professionalize RV Dealerships until his retirement in 1986. He was a mentor to me and many others. I know he would be proud to have his name associated with a fund that furthers the RV Learning Center's efforts to educate dealers and their employees.

Please help us collect this \$3,000 match by sending your donations to the RV Learning Center in Memory of Jim Summers. Just go to www.rvlearningcenter.com for the form. You can mail it to 3930 University Dr., Fairfax, VA 22030 or fax it to 703-359-0152. You may also call 703-591-7130 or the Dealer Hotline and donate with your credit card.

I hope you will join me in making a donation today. No donation is too small!! Thanks.

MIKE MOLINO, RVDA President



ADVERTISING FOR 2011 DIRECTORIES CLOSING SOON

Advertising opportunities in the 2011 RVer's Guide to Florida will be closing soon but you still have time to place marketing materials in the 2011 Florida RV SuperShow Program/Directory.

"These publications are an excellent way for to promote your business to the thousands of RVers that travel to Florida each year," said Dave Kelly, FRVTA Marketing Director. The RVer's Guide is distributed at all FRVTA-sponsored shows while the SuperShow guide is given to the 50,000 patrons at this annual mega-event.

Deanna Pearce, longtime advertising coordinator for these magazines, makes every effort to ensure all members have an opportunity to advertise their products and services and at the same time save money.

Companies running ads in both publications will receive a discount, Kelly explained. "We produce both magazines in-house and we pass the savings along to our advertisers," he added. "These are both 'keeper' publications that get used throughout the year."

The Association is also offering to display a company's logo next to their listing in the RVer's Guide to Florida free of charge when they purchase a full-page ad. Advertisers that purchase smaller ads also have the chance to have their logo next to their listing at a nominal fee.

"This will increase the visibility of your listing while allowing you the chance to gain logo recognition," said Kelly.

For more information, call Deanna at 863-318-0193 or look for the advertising order form on the FRVTA website at www.frvta.org.

MEMBERSHIP INFORMATION

NEW MEMBERS

ARROW RV • 7386 S. Suncoast Blvd. • Homosassa, FL 34446 • Phone: 352-621-0138 • Fax: 352-628-0649
 Email: arrowrv@aol.com • Website: arrowrvs.com • Dealer, Region 7

BOZEMAN INSURANCE, INC. • 6400 Central Ave. • St. Petersburg, FL 33707 • Phone: 727-347-3158
 Email: rbozeman@bozemaninsurance.com • Website: bozemaninsurance.com • Insurance, Region 3

LEASCO - FLORIDA RV PARKS • 775 Kirkman Rd., #101 • Orlando, FL 32811 • Phone: 407-877-9510
 Email: aycha@leasco.net • Website: florida-rv-parks.com • Campground, Region 4

McGAVIN HOLDINGS • 17192 Hwy. 27 • Moore Haven, FL 33471 • Phone: 863-946-6616 • Fax: 863-946-6616
 Email: mrvresort@earthlink.net • Website: MRVResort.com • Campground, Region 1

NUWA INDUSTRIES, INC. • 3701 Johnson Rd. • Chanute, KS 66720 • Phone: 620-431-2088 • Toll Free: 800-835-0676
 Fax: 620-431-2513 • Email: sales@nuwa.com • Website: nuwa.com • Manufacturer, Region 10

SUNGLASS HAVEN DBA ALL ABOUT EYES • 12724 NW 11th Ct. • Sunrise, FL 33323 • Phone: 954-845-0656
 Toll Free: 800-525-8495 • Fax: 954-845-0231 • Email: sunglasshaven@bellsouth.net • Website: sunglasshaven.com
 Supplier, Region 2



NEW & UNTITLED UNIT DISPLAY RULES REVISED

The Show Committee and Executive Committee of the Board of Directors of the Florida RV Trade Association were polled regarding current and previous model year at the Florida RV SuperShow. The discussion was held in regards to the state of the economy and its impact upon our valued members.

The Committees decided that our members still need to eliminate previous year model units from their inventory, so 2010 models will be allowed at the Florida RV SuperShow held at the Florida State Fairgrounds, January 11 – 16, 2011.

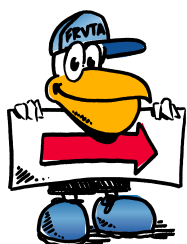
This is a departure from our normal guidelines, but with the below listed requirements, we feel the measure appropriate for these economic times:

- Up to 20% of a manufacturer's display, of units originally invoiced, including Demo Units, may be new and untitled 2010 products.
- In the event that 20% of a display would be less than one (1) unit, the manufacturer may display one (1) unit. 2011 units must be displayed in order to qualify.
- This change in procedure will apply for the 2011 Florida RV SuperShow only.
- Advertising in the 2011 RV SuperShow Directory will be closely monitored to insure the integrity of a "New Product Show."

It will be up to the manufacturer to comply with these new procedures. As in years past, we will require a MSO for each show unit and the secondary MSO for all motorized.

We hope that our efforts will benefit all of our valued members. If you have any questions or concerns, contact either Lance Wilson or Lesa Colvin at the State Office, 800-330-7882.

MEETING DATES



REGION 1 • NO MEETING

REGION 2 • TO BE ANNOUNCED

REGION 3 • NO MEETING

REGION 4 • November 10 • Sheraton Safari • Kissimmee, Orlando • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 5 • TO BE ANNOUNCED

REGION 6 • November 18 • LOCATION TO BE ANNOUNCED • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 7 • November 18 • Horse & Hounds • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM