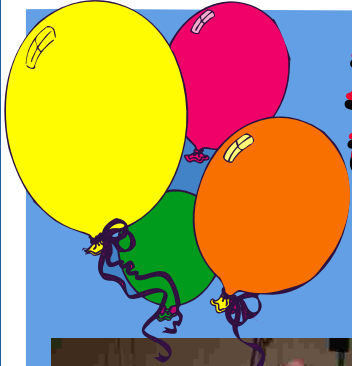




# FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



## FRVTA Birthday Bash was a Huge Smash!

Despite the uncertain economy, over 250 FRVTA members gathered to celebrate the 30th anniversary of the Association as well as the 100-year anniversary of the RV Industry. Meeting for the first time at the luxurious Gaylord Palms Resort & Spa in Kissimmee-Orlando, September 9-12, attendees enjoyed an outstanding mix of education and fun that pumped members up about the crucial upcoming selling season.

Returning to the favored three-day format, this year's confab continued FRVTA's nationally-known emphasis on education, with a stress on national industry trends and the political climate in Florida, both of which will effect future business endeavors.

"We recognize these past few years have been tough for all businesses, and particularly the RV Business," explained FRVTA Executive Director Lance Wilson. "By giving attendees a comprehensive overview of business trends, we hoped to prepare members for what to expect in the coming year so they can be prepared."

As part of the preparation strategy, the FRVTA assembled a panel that featured representatives from all aspects of the RV Industry. The panel discussion and overview presented by each segment was very enlightening and demonstrated that our industry and it's success is truly dependent upon each segment performing at an optimum level. Basically, we all succeed or fail together.

Education, however, wasn't the only reason for the membership to gather. This was, after all, a birthday party and FRVTA members certainly can party!

Opening Thursday evening with the "Get the Party Started" Welcome Reception, the membership followed the tropical garden-lined paths that led to the Castillo Pavilion and Atrium. Snacking on a variety of heavy hors d'oeuvres and cocktails, it was a great opportunity to get reacquainted with old friends and meet new ones.

As part of the evening's fun and remembrance, RVIA President Richard Coon and RVDA President Mike Molino joined Phil Van Winkle and Newt Kindlund, both founding members of the Central Florida RV Dealers Association, the forerunner to the now statewide Florida RV Trade Association, in cutting ceremonial birthday cakes. One was chocolate, the other vanilla and both were delicious!

Of course, the "Party Central" Hospitality Room was open into the night for further fun and adventure!

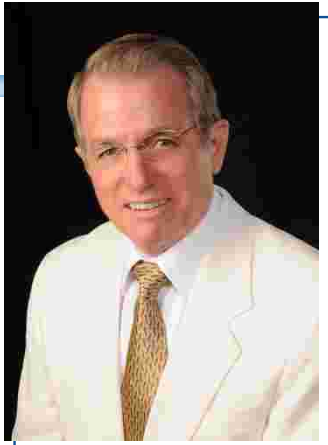


*The FRVTA  
Executive Officers  
and  
State Staff  
thank you  
for attending  
the  
30th Annual  
FRVTA Convention!*



*Phil Van Winkle, Newt and Joanne Kindlund, RVIA President Richard Coon and RVDA President Mike Molino cut the cakes.*

*continued on page 3*



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## PRESIDENT'S MESSAGE

*If you did not make it, you missed a lot. This year's FRVTA Convention was extremely informative about conditions we are all currently facing. The RV Industry Panel had representatives from all segments of our business—manufacturer, financial institutions, dealer, campground and supplier. The message seemed clear; it may be awhile before we see significant increases in our businesses. However, emphasis on maintaining adequate and “on target” unit and parts inventories will have a huge impact on the sales we can expect. Campgrounds are doing better than the rest of the industry. There are 24 million active campers and 17 million are using some type of RV. There is also growth in tent camping. The Legislative Roundtable was very intense and had some of our current and future government leaders in it. Marc Dunbar will cover this in his Legislative section.*

*The six breakout sessions had some people going back to the same one again to be sure they did not miss anything. Taxes, Internet, parts, RV sales statistics and healthcare legislation gave everyone plenty to think about. Some of these issues are not clear at this time, making it difficult to formulate the decisions we need that will benefit our businesses.*

*However, some things are clear. We are in a great business that helps people accomplish their dreams. I always will remember the woman who came into our dealership and asked if we could sell her RV. She and her husband had purchased it from us two years earlier and he recently had passed away. She probably saw my reaction and said: “No, it is not like that. These last two years were two of the best he and I ever had. That RV was his dream.” My daughter was married in April, and she and her new husband took an RV for their two-week honeymoon in the Smokey Mountains. Her reaction was: “It was a dream come true.”*

*Some things are just facts. The 65-year-old is still one of our major customers, in some areas almost the dominate one. Estimates indicate there are now approximately 40 million RVers, which is 13% of our population. In the next four decades, this number will double to 80 million, representing 20% of our population.*

*These customers are also different than 20 years ago. They are younger in their actions, they are healthier and they have some unmet dreams with RVs on many of these lists. To meet this imminent demand, lighter trailers are coming from our manufacturers almost every month and full size Class As with slide rooms that can achieve mid-teen mpg's are not far off.*

*Some things are still a little scary. Customer expectations are higher—they want it right and they want it now. We have to get better. The internet is changing our business models. We are going to have to learn to play in this arena. Wholesale and retail financing continues to be a top challenge. Staying current with all the new regulations and setting up procedures to be sure we are in compliance is sometimes overwhelming.*

*One thing is clear and factual. Your Association is strong and will be here for you. Lance, his staff and your board members have worked hard these past years to position the FRVTA where it can help us all through this challenging environment. The FRVTA can help us meet our customers' dreams as well as our own.*

*We have great representation with Marc Dunbar to address many of the political issues we face. And thanks to Jim Carr, we have one of the best training programs in the nation to help us meet our customer expectations, learn how to play in this new and changing environment and comply with current and future regulations.*

*Just as important, we have conventions like this one to get us all together to continue our training, spend time with each other and learn from ourselves. You need to make this a must-do on your list for next year. Plan for it now and don't miss out on this opportunity to learn how to run your business better while enjoying the company and expertise of others associated with it.*

*I look forward to being your President.*

**LARRY SCHAFFER**  
FRVTA President

**FRIDAY MORNING SESSIONS**

Beginning with the "Bee On Time," Executive Director Lance Wilson officially opened the 30th Annual FRVTA Convention. Congratulations to Susan Russell of Stag Parkway and Brad Green of Lightning RV Supply, both won \$50. Lyn Hart of Emerald Coast Development donated his winnings back to the FRVTA PAC Fund. Thanks Lyn!

Lance started the meeting by thanking all convention sponsors for their support and faith in Florida's RV Industry. "It's their support that makes this convention possible for all of us," he stressed.

FRVTA President Donnie Davis then took the podium, welcoming the membership to the convention and challenging attendees to be open and receptive to the many ideas and strategies that would be discussed during the conclave.

Afterwards, the membership stood as the Celebration High School Color Guard presented the American flag while the National Anthem played. Donnie then called FRVTA Vice President Larry Schaffer and FRVTA Treasurer Sam Abdo to the front to assist in presenting thank you plaques to the many convention sponsors.

Lance then gave an in-depth presentation on the history and development of the Florida RV Trade Association, its purpose, board setup, staff overview and duties of each staff member. He also took the opportunity to praise each staff member for their tireless work and seamless efforts in making the FRVTA conventions the envy of other RV associations.

An overview by FRVTA's Distance Learning Network Director Jim Carr and FRVTA's General Council Marc Dunbar's duties rounded out this part of the morning's events.

After a short break, Lance assembled those participants who would make up the convention's "RV Industry Panel." He invited each participant to detail their views of what has happened to their particular segment of the RV Industry and how they see the future unfolding.

Mark Beecher of Bank of the West went into detail on how and why the banks lost money, and how the various government programs are affecting the banking industry. He said higher savings rates are good, but it also means people are not spending as they normally would, particularly now with interest rates at historic low levels.

Linda Profaizer, President of ARVC, explained that, with the exception of campgrounds along the Gulf Coast oil spill area, most RV Parks are doing much better than a year ago. And, although there are fewer families camping now due to the economy, those who are camping are staying longer than before. Linda said growth has been registered in the number of Hispanics who are camping. She also said that lodging rentals, which includes park trailers, cabins and yurts, are a new growth market for campgrounds and could lead to future purchases of an RV. Condo conversions of parks also are on the rise, she said.

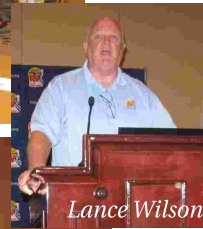
Rick Horsey, who represented RV Dealers at the convention and is Chairman of the RVDA Education Foundation Board as well as owner of ParkView RV in Delaware, spoke about dealer inventory levels, wholesale and retail financing of RV products, the effects of both national and state legislation and the continuing educational services

provided by the RV Learning Center. He also stressed the importance of dealers and others to participate in the national Go RVing program to obtain sales leads and increase the overall awareness of RVing. Rick gave an open invitation to attend the upcoming RVDA convention to be held in Las Vegas.

Bob Morter, a veteran of NTP Distribution, a national distributor of aftermarket RV parts and accessories, said the parts and service business has been greatly affected by the closing of RV dealerships. Additionally, due to the economy, consumers are keeping their units longer, which require dealers to stock the proper parts

necessary for service and upgrades. On a positive note, he said dealers should command higher prices for services and upgrades since many customers are reluctant to trade and/or purchase a new unit.

Doug Gaeddert, a General Manger of several Forest River product lines, spoke next. He also stressed dealer education and praised the FRVTA for enacting it's nationally-recognized Distance Learning Network, which is free to FRVTA members as part of your membership. Doug said 2010 is better than previous years, and he doesn't think there will be a double dip recession. He believes that demographics are on the side of the RV Industry. Doug informed the audience that Forest


*RV Industry Panel*

*Jim Carr*

River has recently increased unit production and believes the wholesale and retail selling numbers will be much closer in 2011 than in the past. He emphasized that turning dealer inventory is critical and that dealers should have an inventory replacement plan in place since many manufacturers have scaled back production levels due to the economy.

Bob Parrish, Vice President of GE Capital was the final panel speaker. He used RVIA's "snapshot" of the RV Industry Health to review dealer inventory levels. The statistics showed how dealer inventory fell from 2006's storm enhanced levels of \$5.3 billion down to 2009's level of \$1.6 billion. Bob showed how dealers also reacted to consumer buying power by offering less expensive inventory, going from an average sale in 2006 of \$41,500 down to \$30,752 in 2009. Now, Bob said, bankrupt manufacturing inventory has been sold off, dealer margins are improving and inventory/production levels have been right sized. Bob stressed that dealers need to manage their businesses with today's best practices and pick good strategic partners to ensure success. He also said financial transparency will continue to be a requirement going forward.



*Legislative Roundtable*



After this enlightening session and a short break, Erick Swinson of Morgan Stanley, Smith, Barney, FRVTA financial advisor, and Matt Schaeffer of Carr, Riggs & Ingram, FRVTA's accounting firm, detailed the many changes that will affect our businesses due to the 2010 Healthcare Act. Basically, they said taxes will be going up for most of us, and this has created much uncertainty in the marketplace since businesses don't have an idea of how high taxes will go and what additional expenses the healthcare reform bill will mandate. All this uncertainty has affected the overall market and general business climate negatively. They recommend businesses meet with their accounting and financial people to plan to take advantage of their various deductions and tax credits, many of which will expire next year. They also warned of the new 1099 requirement necessary for anything purchased over \$600.

FRVTA General Council Marc Dunbar then took the stage and introduced the Legislative Roundtable: Rep. Mike Horner, vice chair of the Florida House's Economic Development Committee; Rep. Rich Glorioso, chair of the Florida House's Economic Development Committee; Rep. Ron Reagan, current Florida House Speaker Pro Tem; Sen. Jeff Atwater,

current Florida Senate President and candidate for Florida's Chief Operating Officer cabinet position; U.S. Congressman Adam Putnam and candidate for Florida's Agriculture Commissioner; and Sen. Mike Haridopolus, the 2011-12 President of the Florida Senate.

Praising the assembled panel for outstanding service and leadership to Florida, Marc asked each member to give a brief update/outlook as to what they see happening in the coming months:

From a Washington, D.C. viewpoint, Congressman Putnam said he believes Nancy Pelosi will be removed as U.S. House Speaker as Republicans take power from the Democrats and that a hard road lays ahead in trying to get America's finances corrected. He remains encouraged, however, due to the recent groundswell to cut government expenses. The big challenge, he believes, will be to maintain fiscal austerity over the long term.

Rep. Reagan told the audience he believes more and better capitalized insurance companies are coming into Florida, which should ease the financial impact from the many storms over previous years. Rep. Reagan, a longtime friend of FRVTA and an active RVer, is unfortunately being "term-limited out"

and is retiring after this year.

Sen. Haridopolus, another friend of Florida's RV Industry, said he is working to make sure Florida remains business friendly. He wants to create jobs, predictability and certainty for businesses. He also stressed the need for Medicaid reform, which he said now consumes 30% of the state budget. He believes there will be no tax increases in Florida and emphasized the need to keep money in people's hands. He also said that \$.42 out of every dollar Washington now spends is borrowed, further evidence of the need to cut spending.

Rep. Glorioso, another longtime friend of FRVTA, also wants to create a better government that is streamlined in similar fashion to businesses, which have had to due to the poor economy. He said government has a "need to do" and a "nice to do" and hard choices will need to be made to balance the state's budget. Finally, he said he continues to support and help those who need a hand up, but wants to cut off those who seek a hand out.

After these indepth and detailed presentations, the membership adjourned to play in the "Tee Time" Golf Tournament, take part in the "Scavenger Hunt" or just relax

in the resort's many pools and/or gardens.

### FRIDAY EVENING COSTUME PARTY

Of course, one thing everyone looked forward to was the Friday evening costume/dinner party. The "Rolling Through the Years" celebration allowed attendees to dress in their favorite costume from the previous 100 years in celebration of the RV Industry's founding.

Congratulations to Lyn Hart, Ron Reagan, Rich Glorioso and Jeff Chene who won this years annual golf tournament. Also to Brian Copley for the longest drive and John Gill for the closest to the pin shot.

Cheers also go to scavenger hunt winners Nancy Davis, Cheyene Nicholson and Dawn Nicholson. Hunt runners-up were Rob Rothenhausler, and the Revel brothers, Jerad, Blair and James.

Dancing, great food, drinks and a special party deejay all made for a tremendous time. Afterwards, convention-goers left for the "Party Central" hospitality room where the fun times continued.

### SATURDAY MORNING SESSION

Of course, the next morning the real educational "guts" of the convention began bright and early at 8:30 following a continental breakfast. This year's winners of the "Bee On Time" were Nathan Conner of All Seasons RV, Julie Dross of RV Rentals Orlando and her husband Steve.

After Lance again thanked all sponsors for their much-appreciated contributions during this tough economy, he called upon the membership to recite the Pledge of Allegiance in memory of the 9-11 attacks. Lance then reviewed the various seminars arranged for the morning and dismissed the membership.

This year's Breakout Sessions featured a variety of topics of interest to all in the RV Industry: Sales Tax/Audit Issues by Kim McCorvey of the Florida Department of Revenue; Social Networking for Businesses by James Hogg, Ph.D. of the University of Central Florida; Dealer Compliance by Allen Monello and Larry Peters from the Automotive Industry Center for Excellence (AICE); Making Parts Departments More Profitable by Bob Morter from NTP Distribution; Trends in Florida by Tom Walworth of Statistical Surveys; and 2010 Healthcare Reform Legislation by Debi Alberdi and Matt Schaeffer from Carr, Riggs & Ingram accounting.

After the many sessions ended, lunch was up next as the "Surprise Party" Game Show Luncheon and Region Awards began. Lance again welcomed attendees and called President Donnie Davis and Vice President Larry Schaffer to the podium to assist with the recognition of regional officers with lovely engraved wooden plaques for their service to their region and the state. Thank you!

Next, Dave "Minute to Win It" Kelly took center stage with a variety of crazy gag games designed to test contestant's skill in performing the craziest stunts as quickly as possible. Games included a quarter drop into a water bucket to land into a shot glass, stacking cups and eating a cookie placed on your forehead. And while each game was being setup, Dave played a TV show theme trivia contest with the audience. Gifts

included cash, mini DVD/MP3 players, t-shirts, restaurant gift cards and the ever-popular Peace River Campground Cookbook! It was a crazy time and fun for all. Thanks to Lyn "Music Man" Hart for his assistance.

Next up were elections for the state officers. Lance reviewed the requirements necessary to serve as a state officer. As no additional names were added to the proposed slate, they were elected via membership acclamation.

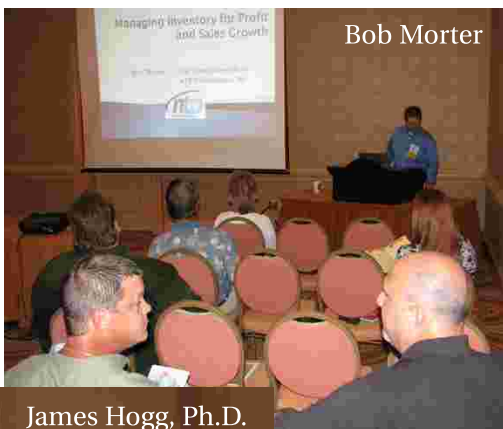
Congratulations to our new executive officers—President Larry Schaffer, Vice President Sam Abdo, Treasurer Rob Rothenhausler and Secretary Ryan Hollan! Donnie Davis now becomes FRVTA Chairman of the Board.

Following the elections, the membership was dismissed to spend the afternoon relaxing, swimming or just enjoying the resort.

### SATURDAY EVENING BANQUET

At 6:30, the Silent Auction doors swung open to allow attendees a peek at the variety of items on which they could bid in an effort to raise needed funds for the FRVPC Fund. A variety of outstanding items were available this year, from GPS systems, DVD players, computer accessories, a complete barbecue set, telescope, concert tickets, golf accessories and special vacation packages.

Formal portraits were made as attendees enjoyed an opening cocktail party that featured a jazz quartet. Lance opened the evening by calling for a moment of silence to honor those service men and women who protect us around the world as well as for the 9/11 victims. Afterwards, Brad Green of Lightning RV Supply gave the invocation. Lance once again thanked all sponsors for their support while a delicious dinner of steak filet and lobster tails was served.



Bob Morter



James Hogg, Ph.D.



## CONVENTION...

*continued from page 5*

Following dinner, Lance announced the winners of several special drawings that benefited the FRVPC Fund. Congratulations to Joanne Kindlund who won an iPad and to Roy Francis of Agency Management who won a new 42" Vizio LCD television.

Lance then called all current board members to assist in selling \$5 50/50 tickets to benefit the FRVPC Fund. Attendee generosity raised \$2800. Thank you!

Congratulations to Rex Sanders of J.D. Sanders and Lenny Lempenau who won the 50/50 drawing. Also to Becky Grimm of Campers Inn who won three tickets to the Tampa Bay Bucs game donated by Park Model City. Thanks also to Ryan Hollan's children who picked the evening's winners.

Lance then acknowledged the hard work done by the dynamic FRVTA Staff members. He also recognized the many FRVTA Scholarship winners who were present saying the Association has contributed well over \$340,000 over the 18 years the scholarship program has been available.

Newly elected Chairman Donnie Davis then took the podium and thanked the membership for allowing him to serve as FRVTA President. He also awarded beautiful recognition plaques to each FRVTA Executive Committee member. Lance then presented a special "thank

you" gift to Donnie from the Board who then passed the official gavel to newly elected President Larry Schaffer. Donnie then recognized all newly elected regional officers and presented them with their traditional white coat of office.



Lance then called the FRVTA Executive Committee to the podium and introduced the newly elected members to convention attendees. He also announced all the winners from this year's Silent Auction, which raised \$4150 for the FRVPC Fund. Thank you!

While thanking all sponsors again, Lance announced that this year's fundraising efforts had earned about \$7000 over the weekend. What a great way to end the convention!

Afterwards, attendees either remained dancing in the ballroom or adjourned to the "Party Central" hospitality room. While the 30th FRVTA State Convention was officially completed, the knowledge and networking opportunities each attendee obtained would remain with them through the coming selling season, helping them to see the better business times that are certainly ahead.

*Mark your calendars now for next year's 31st Annual FRVTA State Convention, which moves to the wonderful Harbor Beach Marriott in*

*Fort Lauderdale, September 8-10, 2011.*



## Thank You to our Sponsors

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

### Political Chaos in Florida

After an exhausting primary election, the candidates for the general election have been revealed and party unity has become a focus throughout the state. Although bittersweet, former partisan enemies must make amends and work together for what promises to be an exciting and decidedly unique campaign season in Florida. Below are just a few of the general election highlights around the state that promise to be divisive partisan showdowns.

In what may be the state's most shocking turn of events, Rick Scott, avowed outsider and political newcomer, defeated current Attorney General Bill McCollum in the Republican primary for governor by a margin of victory of less than 40,000 votes. Following the election, Rick Scott selected Rep. Jennifer Carroll from District 13 in Jacksonville as his running mate for Lieutenant Governor. Together, they will face Democrat Alex Sink, the current Chief Financial Officer, who has selected former Sen. Rod Smith from Gainesville, as her Lieutenant Governor candidate.

The primary elections for Attorney General resulted in victories for Republican Pam Bondi and Democrat Dan Gelber, who will face-off in an exciting general election. Ms. Bondi, from Tampa, won a three-way Republican primary against current Lieutenant Governor Jeff Kottkamp and Holly Benson with nearly 38% of the final vote. Sen. Gelber, from Miami Beach, defeated fellow Sen. Dave Aronberg with 59% of the Democratic vote. Ms. Bondi and Mr. Gelber are scheduled to debate the pressing legal issues facing Florida sometime in mid-October.

Several primary races for the Florida Senate were bitter and hard-fought. Below are some of the candidates who will face equally difficult opposition in the upcoming general election.

In the Jacksonville area, Republican Sen. John Thrasher spent nearly \$356,000 to defeat his primary opponent Charles Perniciaro, who in turn spent approximately \$376,000 in a contested race. In the end, Sen. Thrasher managed to come away victorious with 61% of the vote. In the upcoming general election, Republican Thrasher will face well-known Democrat Deborah Gianoulis, a longtime newscaster for Northeast Florida.

Senate District 27, stretching across five counties from Southwest to Southeast Florida, was the location of difficult primaries for both the Republicans and Democrats. In a three-way primary, Republican Lizbeth Benacquisto defeated opponents Sharon Merchant and Mike Lameyer with approximately 39% of the vote and a margin of slightly less than 1,000 votes. Equally contested on the other side of

the aisle, current Rep. Kevin Rader defeated his opponent Pete Burkert with just over 1,100 votes and 52% of the vote. Ms. Benacquisto and Rep. Rader will square off in November in a district with nearly equal Republican and Democrat voter registration.

Elsewhere around the state, a number of candidates for the Florida House of Representatives will face difficult and contentious general election races that could upset the balance of power in the Legislature.

In the Tampa Bay area, House District 57 saw Dana Young handily defeat her opponents in a three-way Republican primary, taking nearly 55% of the vote against Todd Marks (26%) and Dan Molloy (18%). In the general election, Ms. Young will face Democrat Stacy Frank in a district with nearly equal Republican and Democrat voter registration.

Further to the south in the Sarasota and Bradenton area, House District 67 was the site for yet another three-way Republican primary.

When the dust was settled, Greg Steube emerged as the clear victor with nearly 53% of the vote against his opponents Jeremiah Guccione (28%) and Robert McCann (18%). Mr. Steube will undoubtedly resume his fundraising push as he now faces Democrat Z.J. Hafeez, an unchallenged Democratic nominee who has managed to raise nearly \$80,000 for his campaign.

House District 91, located in the Fort Lauderdale area, will see Republican nominee George Moraitis against Democrat Barbra Stern in the general election. In a costly Republican primary election, Mr. Moraitis was able to defeat his opponent David Maymon by a margin of victory of 246 votes. Sitting by without a Democratic primary, Ms. Stern was able to raise nearly \$80,000 for the general election, an amount Mr. Moraitis must attempt to match in a closely contested district.

Finally, in House District 119 located in Miami, Democrat Katie Edwards will face Republican Frank Artilles in a race watched closely by party leadership in both the Democrat and Republican parties. From a fundraising standpoint, Ms. Edwards has edged her opponent by raising nearly \$190,000 compared to Mr. Artilles' \$150,000. Voter registration leans toward a Republican victory, but recent registration trends have demonstrated an increase in Independent registration accounting for nearly 22% of the district which could help swing the election towards the Democratic Ms. Edwards.

Fundraising is always a key factor of success in these contentious races around the State of Florida. FRVTA and its PAC Fund need all the help it can get to build upon its past success. Your involvement makes it possible to maintain FRVTA's influence, access and reputation in Tallahassee. 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

### Managing Your In-House Training News

As a member benefit, your Association has offered you a state-of-the-art training program designed to give you the opportunity to train your

employees without ever having them leave the dealership. Big deal huh? Actually it is; a very big deal and if you've ever priced training on the open market you'll quickly realize what a great deal it truly is. So, how are you doing with that training?

Over the years I've managed to visit every RV Dealership in the state and discuss and assess their specific training needs. I believe I have a good handle on how most dealers conduct their employee training and can honestly say it ranges from "Very Very Good" to "Very Very Dismal."

To many people it's an absolute business necessity, to some it's a necessary evil and to others it's just a plain old pain in the \_\_\_\_. And then there's that small group who remain in denial. Training doesn't exist, isn't necessary and don't want or need it. Ouch!

And guess what? Just looking at overall dealership quality there's a direct correlation between those that train their employees and those that don't, between quality dealers who are making it and those who continue to struggle.

Bottom line: it's all about how well your people perform and how can they perform if they're not prepared or don't stay up with everything that's changing in our industry.

Einstein said it best: "Problems can't be solved by the same minds that created them."

Let me share with you my newest shining stars in the training business; Owner Nelson Figueroa and Service Director Rick Hawkins, both at Millenium Luxury Coaches in Sanford. I want to highlight them because they are one of our newest DLN participants, and due to their background and attitude toward training.

They are excited about their business, their employees and especially their quest for training. In fact, Nelson has created the Millenium Institute of Technology (MIT) and when I visited last week was in the process of setting up a state-of-the-art training facility complete with a very large flat screen wall-mounted TV, projectors, computers and a great conference room and viewing seating arrangement, all very beautifully appointed and comfortable. Why all this time and effort for training? "My employees are the key to my success and I'm committed to give them every opportunity to learn and grow with this business," explains Nelson.

Rick Hawkins, our newest officer in Region 4, shares this philosophy and is working diligently to getting his technicians certified and keeping them certified. "Training is, and will continue to be, part of our way of doing business; the employees know it and welcome it." says Rick. Congratulations Millenium Luxury Coaches and welcome to our Florida RV family!

## NEW RESEARCH EXAMINES RV TECHNICIANS

RVIA's RV Service Training Council (RVST) is launching a comprehensive study of the RV service technician position to determine the current need for RV service technicians; identify how to best communicate with future RV service technicians; and evaluate the impact of the RV industry's training and certification programs on service delivery and customer satisfaction.

The research will be conducted over the next several months by both print and electronic questionnaires by The Boone Group, a full-service market research and competitive intelligence firm serving associations, businesses and publications. Survey results are expected by the end of the year.

RV service technicians, RV dealers and RV owners will be surveyed during the research in order to accomplish several goals:

- Develop an accurate picture of the RV service technician career.
- Better understand the professional needs and expectations of RV service technicians.
- Gather information from RV consumers on their RV service experiences.
- Better understand the needs and expectations of RV dealers in regard to RV service technicians.

"This research of the RV service technician is really the first of its kind for our industry," said Bruce Hopkins, RVIA's vice president of standards and education. "It will provide a benchmark for the industry and be a vital resource in better understanding the service area workplace and the expectations of technicians."—RVIA

## MEMBERSHIP INFORMATION

### NEW MEMBERS

**BILSTEIN SHOCK ABSORBERS** • 14102 Stowe Drive • Poway, CA 92064 • Phone: 858-386-5900 • Toll Free: 800-537-1085  
 Fax: 858-386-5905 • Email: [marketing@bilsteinus.com](mailto:marketing@bilsteinus.com) • Website: [www.bilsteinUS.com](http://www.bilsteinUS.com) • Supplier, Region 10

**HAPPY CARS, INC.** • 12851 66th St. • Largo, FL 33773 • Phone: 727-538-0059 • Fax: 727-536-4594  
 Email: [gmackie2@tampabay.rr.com](mailto:gmackie2@tampabay.rr.com) • Dealer, Region 3

**RV CARPETBAGGERS, LLC** • 41 Wickliffe Drive • Naples, FL 34110 • Phone: 239-825-2444 • Fax: 239-254-9177  
 Email: [sales@rvcarpetbaggers.com](mailto:sales@rvcarpetbaggers.com) • Website: [www.rvcarpetsbaggers.com](http://www.rvcarpetsbaggers.com) • Supplier, Region 1



### FRVTA New "Members Helping Members" Program

The Membership Committee of the Florida RV Trade Association is extending an invitation to our members to participate in our new "Members Helping Members" program that will provide all members with additional benefits.

*What we're looking for are discounts any FRVTA Member employee can take advantage of including:*

- Group Insurance Rates
- Wireless Phone Service
- Repairs
- Camping Events
- Sharing your own employee discounts with others.

*Participants in our new "Members Helping Members" program will receive:*

- Logo and electronic marketing recognition on our new Employee Benefit section on [www.frvta.org](http://www.frvta.org)
- Distribution to employees through both email notifications and printed materials.

The Membership Committee's efforts have thus far signed us up with TicketsatWork.com to offer all Member employees discounts to prime attractions and YTB Travel for discounts on cruises and vacations. What better way to thank everyone in our Industry, including your own employees!

*To take advantage of this opportunity, and place your name and business before more than 500 companies and thousands of prospective customers and their employees, contact Lesa Colvin at (800) 330-7882 or [lesacolvin@frvta.org](mailto:lesacolvin@frvta.org).*

### ANNUAL RV DIRECTORY AND SUPERSHOW PROGRAM AD SALES

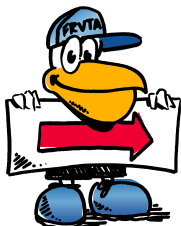


Advertising sales for the 2011 RVer's Guide to Florida and the Official SuperShow Program and Directory are under way! These two publications are an excellent way to promote your business to the thousands of RVer's who travel to Florida each year as well as first time buyers.

Deanna Pearce is once again handling the advertising sales for both publications and will contact you shortly or you can secure your placement in the publications by contacting her directly at 1-863-318-0193 or email at [dlpearce7@aol.com](mailto:dlpearce7@aol.com).

The complete media kit including rates, advertising guidelines and deadlines are available online at [www.frvta.org](http://www.frvta.org). If you have any questions, please contact Dave Kelly in the FRVTA State Office at 1-800-330-7882. Your support of these two very important publications is appreciated!

## MEETING DATES



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

**REGION 2** • October 20 • SHOW DRAW • Holiday Inn Lake Park • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM

**REGION 3** • October 12 • Rusty Pelican • Tampa • Cocktails: 6:30 PM • Dinner: 7:00 PM

**REGION 4** • October 13 • SHOW DRAW • Sheraton Safari • Kissimmee, Orlando • Cocktails: 6:30 PM • Dinner: 7:00 PM

**REGION 5** • TO BE ANNOUNCED

**REGION 6** • October 21 • SHOW DRAW • Copeland's • Jacksonville • Cocktails: 6:30 PM • Dinner: 7:00 PM

**REGION 7** • October 28 • SHOW DRAW • Horse & Hounds • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM