



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



FRVTA

Regional

Shows

Offer

Excellent

Opportunities

for

Participants

The Florida RV Trade Association just completed the sixth of seven regional shows held around the state and the attendance numbers have been great.

The Fort Myers RV Show celebrated it's 26th year of providing residents of Southwest Florida with the finest in camping. This year's event featured 16 dealers from all along the Gulf Coast displaying the latest and greatest recreation vehicles ranging from luxury Class A motorhomes to affordable folding camping trailers. The show also offered attendees well over 100 vendors with all the items guaranteed to make their outdoor adventure the best ever.

Although attendance this year remained flat from 2010 at about 12,500, many dealers registered double digit sales and vendors were very happy as well. Most importantly, dealers were busy on their lots for weeks afterwards where interested customers sealed the deal for their dream machine.

Next up was the Ocala RV Show held the last week in January. With four great days of weather, the show was up over 700 people over last year with just over 6,000 people attending. "This was the fourth year we held the show at the Ocala Equestrian Center and I think people like the venue," said FRVTA Marketing Director Dave Kelly. "It's easier to get to and we draw more from the south where a lot of campgrounds are located."

The 5th Annual Germain Spring RV Show was next. Held the second week of February, the show targeted those RVers in south Lee County and Collier County (Naples). Both areas presently do not offer an active RV Dealership, however there are loads of high end RV resorts and campgrounds. Rain soured the event's opening day, but the rest of the weekend had strong traffic of about 3,900 and corresponding sales. "Traffic was strong all weekend long with great consumer interest and sales," said Region 1 Show Chair Chris Morse.

The Central Florida RV Show was held at the Volusia County Fairgrounds in DeLand the last weekend of February, and while the attendance was off slightly over last year, over 5,700 people came to the show. "We had a real good show," said Rob Cochran from Camping Connections. "The folks who came were extremely interested and we had to bring in more supplies than last year."

The Jacksonville RV Show returned to the Jacksonville Equestrian Center for the second year. Close to 6,800 people found their way to the convenient location. "I don't think it could have gone any better," said Steve Fogle, general sales manager of General RV Center on Wells Road in Orange Park. Fogle said the dealership, now in its second year of operation, topped last year's show sales with a reported 80 units sold. Even with the slightly lower turnout, the show remains one of the largest in Florida. Alan Dulberger credits much of the show's success to the facilities at the Jacksonville Equestrian Center.

The West Palm Beach Show was held the second weekend in March. High winds collapsed the concession stand tent and shut the show down on Thursday. But, after the sky cleared the weekend was beautiful and over 4,200 people turned out. "This was a great show for us," said Bob Clark. "It sounded like just about everyone had a good show."

All of the shows also received a lot of press coverage from both TV stations and newspapers. "We received great PR from the media at all our shows," said Kelly. "The coverage was very positive and the media referred to RV sales as a leading economic indicator that is pointing the way to the end of the recession."

There are several more regional RV shows remaining during this selling season. Please review the listing in this newsletter or call the State Office for more information on how you can participate.

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PRESIDENT'S MESSAGE

Does your dealership have service priorities? How do you make decisions on scheduling different types of customers? To whom do you say "No" if you are unable to handle all your service requests? Several years ago I read an interesting article about customer service priorities and thought it would be a good idea to share this with the membership.

*Basically, we classify customers into five categories prioritized as follows: **Come Backs, Sales, Warranty (we sold), Customer Pay and Other Warranty.***

Come Backs:** These are customers who have very recently been through our service process. They have waited for their appointment and then waited for the repair or service. Unfortunately, this customer has had a failure on this repair or service within a very short time. This customer can be from any of the other categories, but he is now our **TOP PRIORITY.** We will not put him through another scheduling and waiting cycle. We make every effort to reschedule his unit for **immediate service at his convenience.

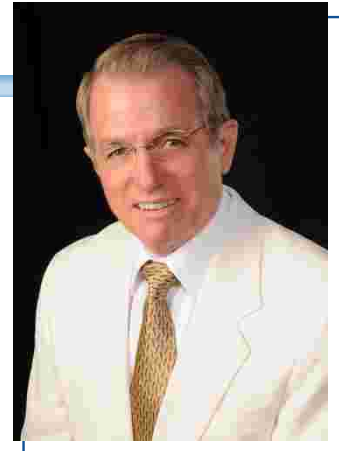
***Sales:** These are units our sales department has sold and need to get ready for delivery to the customer. The dealership cannot survive without timely delivery of sold units. Time for this is allocated on a regular basis in the weekly schedule, but customer demands and circumstances may require squeezing in extra units. The sales manager and service manager must monitor this and communicate on this daily. You cannot say "No" when sales are the driver for a major portion of our business in the other departments.*

***Warranty on units we sold:** These are our customers and they have high expectations of being taken care of promptly. These customers are our present and our future. Their satisfaction can keep us in business and send us other business, or send it somewhere else. Timely and courteous attention to these customers is a must.*

***Customer Pay:** Attention to this customer generates additional profits for our company and staff. It also helps grow our customer base. While not our first priority, we nonetheless aim to develop a good relationship with careful scheduling and communication. These customers can also become our future.*

***Other Warranty:** There are two categories of Other Warranty. For manufacturers we represent, even though we did not sell the unit, we have obligations that we need to honor. Other extended warranty we treat like "customer pay." However, the customer needs to understand that, if the manufacturer's warranty does not cover some of the repairs, he will be responsible for paying any shortfall. Good communication here is essential. Once again, these customers can also be part of our future.*

These are the criteria we use to make our decisions for scheduling work in our service department. Sometimes we cannot say "No." Sometimes, for the lower priority service customer, we have to say "No, we cannot meet your timeline" and send them somewhere else.



LARRY SCHAFFER
FRVTA President



LEGISLATIVE UPDATE... by Marc Dunbar, Legislative Consultant

The Florida Legislature is back in Session!

Spring has sprung and the Florida Legislature kicked off the Legislative Session this past March 8 to much fanfare and optimism for the road ahead.

Although the opening day saw a few rallies and gaggles of protesters, the Legislature kept right on humming without interruption.

As Session rolls along, we were very excited to have hosted the 8th Annual FRVTA Legislative BBQ. It was held Monday, March 28 at the Tallahassee RV Park to show our appreciation to the members of the Legislature. The FRVTA BBQ always draws a large crowd of legislators while providing an excellent opportunity for FRVTA members to mix with key state policy makers.

The FRVTA BBQ is sponsored by the Legislative RV Caucus, many of whom spend the Session in Tallahassee in their own RVs!

This year, we are proud to have as members of the RV Caucus:

- Sen. Jack Latvala, from Senate District 16 located in the Tampa Bay area and Chairman of the Senate Transportation Committee;
- Rep. Rich Glorioso, from House District 62 located in the Plant City area;
- Rep. Ritch Workman, from House District 30 in Melbourne and a Winnebago enthusiast;
- Rep. Gayle Harrell, from House District 81 in Stuart;

- Rep. Charles Van Zant, from House District 21 in Palatka; and
- Sen. Charlie Dean, from Senate District 3 in the Ocala and Inverness area.

We would also like to take the opportunity to highlight Senate Bill 1150, which relates to the Department of Highway Safety and Motor Vehicles. This good bill adds a provision to the RV statutes that permits an RV Dealer to apply for a certificate of title for RVs that are required to be registered using a manufacturer's statement of origin.

This provision applies only if the dealer is authorized by a manufacturer/dealer agreement that is on file with the Department to buy, sell or deal in that particular line-make of RV and is authorized by that agreement to perform delivery preparations on such line-make.

Throughout Session, we are monitoring over 100 pieces of legislation and will continue to track all amendments and

changes that will impact Florida's recreation vehicle industry and ensure that the interests of FRVTA are protected. All bills and amendments are available for viewing at the legislative websites: www.flsenate.gov, www.myfloridahouse.gov and www.leg.state.fl.us.

Continued support of FRVTA and its PAC Fund will help maintain the voice of FRVTA in the State of Florida. Please talk to your board members and state officers to find out more information on how you can help.



Enjoying the food at the 2010 FRVTA BBQ.

FRVPC UPDATE



As Florida's 2011 legislative session gears up, your Association once again hosted the "Annual FRVTA Legislative BBQ." Held at the Tallahassee RV Park, this event has become a major "must attend" affair among Florida's legislators and key staff members.

Part of this distinction, of course, are the many legislators who are active RVers themselves.

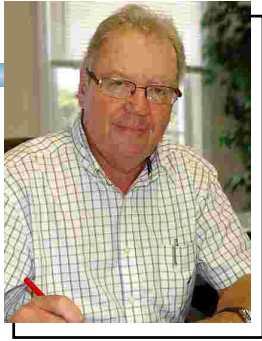
Ranging from senators to representatives, they use their RV as a home away from home while they are in Tallahassee. Each gives a positive outlook on the RV Lifestyle and, most importantly, for Florida's RV Business.

It's these types of "special" relationships for which the

FRVTA has become known and that helps keep the RV Business in front of our governmental leaders in Tallahassee.

This year was no exception, as FRVTA members were able to mingle and enlighten dozens of legislators as they feasted on delicious BBQ and refreshments. From all accounts and FRVTA's Legislative Consultant, Marc Dunbar, a grand time was had by all!

It's these types of outreach programs and events that are supported by your donations to the FRVPC PAC Fund. Please send your donations today to FRVPC, c/o Florida RV Trade Association, 10510 Gibsonton Drive, Riverview, FL 33578. Call the State Office with any questions you may have about the FRVPC.



TRAINING NEWS ... by Jim Carr, Training Director

On-line Testing for Technician Certification... Now Available Throughout Florida

RVIA/RVDA testing is now available ON-LINE for all people in Florida and throughout the nation wishing to obtain Technician Certification. In the past, one had to wait for five people in their local area wishing to test, arrange with RVDA for a location and proctor, and take the test in written form. Now people can test via computer, individually, when ready at an approved

ACT Test site at nine locations in Florida.

I have had a lot of new interest in the on-line testing as more and more people are now ready to take the certification test. Below, I list the nine locations in Florida where you can take the test.

How do I register for testing? Contact Isabel at RVDA, 800-336-0355 x102, register, pay your fee and she will provide you with a test location and date. Remember, this office does not have anything to do with testing, just training. RVDA handles all testing.

Florida Community College Jacksonville
101 West State St.
Downtown Campus, Building A, Room 1021
Jacksonville, FL 32202

Florida International University
3000 NE 151st St.
Biscayne Bay Campus, Kovens Ctr., 300 3rd Fl
North Miami, FL 33181

Hillsborough Community College
39 Columbia Drive
Tampa, FL 33606

IT Micronet
1600 Sarno Road, Suite 11
Melbourne, FL 32935

MCC Center for Innovation and Technology
7131 Professional Parkway East
Center for Innovation and Technology
Sarasota, FL 34240

Palm Beach Community College
4200 Congress Ave.
TESTING CENTER
Lake Worth, FL 33461

Potentia Consulting Group
6240 Shirley St., Suite 204
Naples, FL 34109

Seminole Community College
100 Weldon Blvd.
Sanford, FL 32773

Valencia Enterprises
2411 Sand Lake Road
Sand Lake Center, Room 1 102
Orlando, FL 32809

ACT TESTING CENTERS:NOTE: *Some West Florida (Panhandle) Dealers may wish to use Mobile, Alabama, test location.*

CONTACT US IF YOU HAVE ANY QUESTIONS: 386 754-4285

RVIA seeks to exclude RVs from CAFE standards

The RV Industry Association is urging the Environmental Protection Agency (EPA) and National Highway Traffic Safety Administration (NHTSA) to exclude RVs from the agencies' joint proposed rulemaking to establish greenhouse gas emissions and fuel efficiency standards for medium- and heavy-duty engines and vehicles.

Under the notice of proposed rulemaking (NPRM) issued by EPA and NHTSA, the first-ever corporate average fuel economy (CAFE) and greenhouse gas standards would be set for medium and heavy-duty vehicles, which are in general commercial type vehicles. NHTSA exempts motorhomes from the rule; however, EPA specifically includes motorhomes under the same regulations that would apply to the commercial truck industry.

In comments to the NPRM provided by RVIA, the association argues that if these standards developed primarily for commercial vehicles are applied to the RV Industry, it will increase the cost of motorhomes and work

trucks used as tow vehicles, leading to lower RV sales due to the highly discretionary nature of RV purchases, as well as potential job loss in the RV Industry.

"We are concerned about the negative impact that standards developed for the commercial motor vehicle industry would have on the RV industry," said Jay Landers, RVIA's senior director of government affairs. "The two industries are vastly different in terms of market economics, end users, and vehicle usage."

"RVs are discretionary products, and people who are considering purchasing a motorhome or larger truck to tow an RV are more likely to delay or abandon that purchase due to price sensitivity," he added. "This could be damaging to the RV industry at a time when it is recovering and hiring back workers."

RVIA is also urging that a separate economic impact study for non-commercial medium- and heavy-duty vehicles be conducted by the agencies as the rule-making process proceeds.—RVIA



RV INDUSTRY TO CONTINUE REBOUND IN 2011

The latest projections from RVIA show RV wholesale shipments climbing higher in 2011 after finishing last year on a very strong note.

In the Spring 2011 issue of RV Roadsigns, RVIA's quarterly forecasting newsletter, University of Michigan economist Dr.

Richard Curtin forecasts RV shipments to reach 263,100 units this year, an increase of nearly nine percent over the 242,300 units shipped in 2010. Motorhome shipments are expected to grow by seven percent (from 25,200 units in 2010 to 26,900 units in 2011) with towable RV shipments rising by nine percent (from 217,100 units in 2010 to 236,200 units in 2011).

Curtin noted this is a sustainable growth path that mainly reflects improved retail sales at RV Dealerships and is aided by an improving economy, the extension of income tax cuts and the reduction in payroll taxes. He also cautioned there will be a few factors that will moderate the growth pace of RV sales, including slow job and income

growth, and continued weakness in the housing market.

Next year's increases will be seen across all vehicle types with type A motorhomes reaching 13,900 units; type B motorhomes at 1,700 units; type C motorhomes at 11,300 units; travel trailers at 157,900 units; fifth wheels at 59,300 units; folding camping trailers at 15,800 units; and truck campers at 3,200 units.

The expected gains in 2011 shipments would continue the strong recovery that took hold in 2010 when shipments rose to 242,300 units – a 46 percent rise over 2009 totals and the industry's largest annual percentage gain recorded since the mid-1960s.

In fact, RV shipments from manufacturers to dealers rose to 17,800 in January, up a healthy 12.7 percent from the January 2010 total of 15,800 in RVIA's latest survey of RV manufacturers tracking wholesale shipments. Both motorhome and towable categories showed increases from their January totals last year. Manufacturers reported 2,000 motorhomes being shipped to dealers in January 2011, up 33.3 percent from the 1,500 shipments reported in 2010. Shipments of towables reached 15,800, a 10.5 percent increase from the 14,300 shipped in January 2010. –RVIA

SBA Re-launches Dealer Floor Plan Loan Program: Increases Maximum Loan Size to \$5 Million

The Small Business Administration (SBA) recently announced that the agency's pilot loan program aimed at increasing access to inventory financing for RV and other vehicle dealers was re-launched February 8.

The Small Business Jobs Act of 2010 included a provision for continuing the Dealer Floor Plan (DFP) Pilot Loan program, which is part of the SBA's overall 7(a) loan guarantee program. The Jobs Act also increased the maximum size for 7(a) loans to \$5 million, up from \$2 million.

The rules and regulations for the pilot are available on the SBA's website and through links from the RVDA Lenders Toolbox at www.rvda.org. Dealers can now submit loan applications for the federally backed loans.

"We are pleased that SBA is moving forward with the

program and that the maximum size for floor plan loans is now \$5 million," said RVDA President Mike Molino. "RVDA worked with the agency on a number of ideas to improve the program. We look forward to reviewing the new rules and providing useful information to members interested in exploring SBA loans."

SBA said borrowers interested in obtaining a DFP loan should contact their lender or their nearest SBA field office to get a list of SBA-approved lenders in their area who may be participating in the program. Local district offices and contact information, as well as information on this and other SBA programs and resources, can be found at www.sba.gov or by calling the SBA Answer Desk at 1-800-U-ASK-SBA. –RVDA

NATIONAL RV SHOW TIMING REMAINS THE SAME

The Recreation Vehicle Industry Association (RVIA) board recently voted to leave the annual National RV Trade Show, held in Louisville, KY, at its current time, the week after Thanksgiving.

The decision was in response to a recent nationwide survey of 327 RV Dealers who said the timing and location of the show should not change, said RVIA President Richard Coon.

"Louisville came up during the strategic planning session," Coon said. "We talked about the show as a whole. There has been a lot of talk in the industry about what's going to happen with Louisville. The bottom line is that we are not, at least at this time, going to move it."

Previously, there had been discussion of changing either the show's date, location or both due to several manufacturers who stage model preview shows of their own earlier in the fall prior to the National RV Trade Show. This has tended to reduce traffic and dealer interest in this annual event. Others have argued that the lateness of the Louisville event is too late to order product to support spring RV shows.

Coon said surveys were mailed to 1,073 dealers who regularly attend the Louisville Show. Out of the 327 dealers who returned the survey, three-quarters said the timing and location of the show should remain the same, Coon reported. –RV Business, RVIA

MEMBERSHIP SPOTLIGHT

Liberty Coach: Innovators in the Luxury Coach Business

Frank Konigseder, vice-president and co-owner of Liberty Coach in Region 2, has camping and RVing in his blood. In fact, his parents were avid campers. It all started, he explains, with a six-man Sears and Roebuck tent. That tent evolved into a Franklyn truck camper on a truck his mother used to drive when delivering parts for the family's aluminum foundry in Chicago.

As part of their foundry business, the Konigseder family supplied aluminum parts to the Greyhound Bus Company, developing a special relationship with management. That relationship led to Frank's father purchasing a used 4104 GM chassis from Greyhound in 1968.

The bus had about 3 million miles on it. Over the next year, the family gutted and completely 're-skinned' it. Frank's father was a cabinet maker by trade so he designed the floor plan and installed the interior cabinetry. His mother did the interior design.

"After that, someone decided they wanted to buy it from us," Frank explains. Greyhound, upon learning there was a market for their used buses, sold them to the Konigseders to refurbish. In 1968, Liberty Coach was founded as a full-service conversion company.

For the past 15 years, Frank has been running the business with his brother Kurt. In addition to the original Liberty Coach manufacturing facility in northern Chicago, a secondary facility in Stuart, Florida, was opened in October 2001.

Fortunately, business has improved since the industry cratered a few years back. The north Chicago location has doubled its workforce and now employs about 75 full-time employees with the Florida location staffing about 18.

When asked if the company has any unique qualities, Konigseder says, "The product quality is unique as far as anything else available. We do a tremendous amount of fit and finish, and are always looking for technological improvements."

With his background in mechanical engineering, Frank is constantly striving to improve his product. One major innovation is the new battery system for their coaches. New coaches will now feature an eco-friendly lithium-iron-phosphate battery that has a longer life cycle than previous battery systems while being much lighter. In fact, they were able to eliminate over 1,000 pounds from their new

vehicles. While the newer batteries are more expensive, the cost is offset by the increased efficiency.

Looking forward, Frank says production has increased in 2010 and into 2011. Previous production levels were about 28 new units a year. However, the economic turmoil in recent years forced the company to cut that in half. Thus far, production has been 15 coaches. Things, however, are looking up as Frank says that between new and used coach sales, they're 25% ahead of where they were earlier.

When asked if there are any secrets to his success, Frank is adamant. "Customer service is number one with us and always has been. When you come in for service, you're going to leave with those problems solved and you're not going to leave with any new ones. We're the most available company, personally. We're there for our customers."

Frank believes the best part about working in the RV Industry are the customers. "Some of the closest friends I have in my life are my customers. I don't know how you could have that relationship if you didn't build an excellent product people are proud to drive."

Frank has been a member of the FRVTA for over 20

years and cites the Florida RV SuperShow as being one of the most important events of the year. "It can give us an idea for how the coming year will go," he says. Frank can get a sense of what trends will be and in what direction the company should go.

As we all know, the previous few years were brutal for the RV Industry, especially for producers of high-end products. With units costing upwards of \$1 million, Frank says the luxury coach industry basically collapsed.

"There was too much product out there," he says. "We lost the market for real high end products." In 2010, Frank says the market showed signs of life, but was still fragile. He believes consumer demand isn't where it was and financing is still hard to obtain.

If there is one thing he'd like to see from the FRVTA, it would be for them to work on educating the financial institutions about the products themselves, especially high end vehicles.

Still, he's hopeful for the industry and for the future. "We are now witnessing a rebirth of the industry." They've weathered the worst of it, he says, and are stronger for it.



Don't be Scammed by Fake IRS Communications

The IRS receives thousands of reports each year from taxpayers who receive suspicious emails, phone calls, faxes or notices claiming to be from the Internal Revenue Service. Many of these scams fraudulently use the Internal Revenue Service name or logo as a lure to make the communication more authentic and enticing. The goal of these scams – known as phishing – is to trick you into revealing personal and financial information. The scammers can then use that information – like your Social Security number, bank account or credit card numbers – to commit identity theft or steal your money.



Here are five things the IRS wants you to know about phishing scams:

1. The IRS doesn't ask for detailed personal and financial information like PIN numbers, passwords or similar secret access information for credit card, bank or other financial accounts.

2. The IRS does not initiate taxpayer communications through e-mail and won't send a message about your tax account. If you receive an e-mail from someone claiming to be the IRS or directing you to an IRS site:

- Do not reply to the message.

- Do not open any attachments. Attachments may contain malicious code that will infect your computer.
- Do not click on any links. If you clicked on links in a suspicious e-mail or phishing website and entered confidential information, visit the IRS website and enter the search term 'identity theft' for more information and resources to help.

3. The address of the official IRS website is <http://www.irs.gov>. Do not be confused or misled by sites claiming to be the IRS but ending in “.com,” “.net,” “.org” or other designations instead of “.gov”. If you discover a website that claims to be the IRS but you suspect it is bogus, do not provide any personal information on the suspicious site and report it to the IRS.

4. If you receive a phone call, fax or letter in the mail from an individual claiming to be from the IRS, but you suspect they are not an IRS employee, contact the IRS at 1-800-829-1040 to determine if the IRS has a legitimate need to contact you. Report any bogus correspondence.

5. You can help shut down these schemes and prevent others from being victimized. Details on how to report specific types of scams and what to do if you've been victimized are available at <http://www.irs.gov>, keyword “phishing.” –IRS

Tax Tips for Self-employed Individuals

If you are in business for yourself, or carry on a trade or business as a sole proprietor or an independent contractor, you generally would consider yourself self-employed and you would file IRS Schedule C, Profit or Loss From Business or Schedule C-EZ, Net Profit From Business with your Form 1040.

Here are six things the IRS wants you to know about self-employment:

1. Self-employment can include work in addition to your regular full-time business activities, such as part-time work you do at home or in addition to your regular job.

2. If you are self-employed you generally have to pay Self-employment Tax. Self-employment tax is a social security and Medicare tax primarily for individuals who work for themselves. It is similar to the social security and Medicare taxes withheld from the pay of most wage earners. You figure SE tax yourself using a Form 1040 Schedule SE. Also, you can deduct half of your self-employment tax in figuring your adjusted gross income.

3. If you are self-employed you generally have to make estimated tax payments. This applies even if you also have

a full-time or part-time job and your employer withholds taxes from your wages. Estimated tax is the method used to pay tax on income that is not subject to withholding. If you don't make quarterly payments you may be penalized for underpayment at the end of the tax year.

4. You can deduct the costs of running your business. These costs are known as business expenses. These are costs you do not have to capitalize or include in the cost of goods sold but can deduct in the current year.

5. To be deductible, a business expense must be both ordinary and necessary. An ordinary expense is one that is common and accepted in your field of business. A necessary expense is one that is helpful and appropriate for your business. An expense does not have to be indispensable to be considered necessary.

6. For more information see IRS Publication 334, Tax Guide for Small Business, IRS Publication 535, Business Expenses and Publication 505, Tax Withholding and Estimated Tax, available at <http://www.irs.gov> or by calling the IRS forms and publications order line at 800-TAX-FORM (800-829-3676). –IRS

RVDA Board of Directors Approves Strategic Plan, Identifies Key Result Areas

The RVDA Board of Directors met this past month to review and adjust the association's strategic plan. As part of the process, the board identified four key strategic result areas that will help the association fulfill its mission, which is to "assist dealer members in being professional, successful, and profitable in order to achieve total customer loyalty through education, industry leadership, member services, proactively influencing legislation and market expansion."

The four key strategic areas identified by the board are:

- Education • Advocacy in Government & Industry Affairs • Market Expansion • Convention/Expo

To help RVDA develop strategies to reach its goals, the association has revised its committee structure, which includes Industry Relations, Government Relations, Convention/Expo, Dealer Financial Services, Market Expansion, and a new Membership committee. The education function is fulfilled by the RV Learning Center.

RVIA President Richard Coon also briefed the board on a proposed RV service center certification program, which could be formed under the auspices of Go RVing.—RVDA



Go RVingSM Targets Race Fans with SPEED Channel Advertising

Go RVing hits the gas on its 2011 advertising campaign with commercials now airing on SPEED. The "Ambassadors of Affordability" TV spots will run 393 times on SPEED's popular NASCAR programming, including: NASCAR Sprint Cup Premieres, NASCAR Camping World Truck Series, NASCAR Raceday, Trackside at Daytona, Gatorade Duels, Victory Lane All-Star Challenge, Bud Shootout and NASCAR Race Hub Premieres.

In addition, Go RVing is also teaming with SPEED to produce a custom vignette featuring on-air personality Rutledge Wood that will air approximately 86 times in conjunction with the Go RVing buy on the popular network this spring. Wood is a roving race analyst for SPEED and a star of History Channel's Top Gear. He and his young family will be shown enjoying the comforts and amenities of a 2011 Winnebago Itasca Impulse motorhome to

demonstrate the fun and convenience of tailgating at NASCAR events while enjoying side trips between race tracks. The production shoot for the vignette took place in Daytona earlier this year.

"We know that NASCAR fans already love RVing," said James Ashurst, RVIA vice president of public relations and advertising. "Through the commercials and the new RV-themed vignette, Go RVing will encourage even more racing fans to embrace the RV Lifestyle."—RVIA



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 sponsored by the FRVTA.

All you need to do is display the posters and applications that were mailed to you earlier in March 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 17, 2011.

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.

Here are the requirements for a student to be considered:

1. Applicant must be an employee or dependent of an employee.
2. Employer must be an FRVTA member in good standing on the date an application is submitted.
3. Applicant must have and maintain a 3.0 or better GPA and/or hold a 1000 SAT score if a high school senior.
4. All accredited two- and four-year Florida universities are acceptable.
5. \$1000 awarded per applicant per year for a maximum of four years.
6. For undergraduate study towards a bachelor's degree only.
7. Applicant can be a full time student (nine or more hours/semester) or part time student (eight or fewer hours/semester).
8. Scholarship effective Fall 2011.
9. Must show proof of enrollment, GPA and/or SAT score to apply and retain the Scholarship Award.
10. Applications must be received by June 17, 2011. Awards presented by July 30, 2011.

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

MEMBERSHIP INFORMATION

NEW MEMBERS

eSHIELD OF FLORIDA • 1604 N. Ronald Reagan Blvd. • Longwood, FL 32750 • Phone: 407-592-8007
 Toll Free: 800-844-2243 • Fax: 407-830-1155 • Email: darby@eshieldfl.com • Website: eshieldfl.com • Service, Region, 4

FLORIDA RV WORLD INC. • 4260 US 92 E • Plant City, FL 33566 • Phone: 813-754-6171 • Fax: 813-852-1046
 Email: flrvworld@aol.com • Website: FloridaRVWorld.com • Dealer, Region 3

KAREN'S KORNER • 701 Polo Park Blvd. • Davenport, FL 33897 • Phone: 843-340-5463 • Email: karenfew@msn.com
 Supplier, Region 4

NEW EARTH SOY SCENTS • 2574 Regal River Road • Valrico, FL 33596 • Phone: 813-956-3907 • Toll Free: 866-970-4462
 Fax: 866-707-7327 • Email: newearthsoyscents@gmail.com • Website: newearthsoyscents.com • Supplier, Region 3



FRVTA'S 2011 SHOW SEASON... Two Shows Remaining!!!

RV SUPERSAVER SHOW • April 1-3 • Lee County Sports Complex
PLANT CITY RV SHOW • April 7-10 • Florida Strawberry Festival Grounds

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.

NADA Appraisal Guides

FRVTA members receive preferred rates on appraisal guides published by NADA Appraisal Guides. Contact the FRVTA State Office to obtain your NADA form that allows you to receive your discount.

The NADA Recreation Vehicle Appraisal Guide cost \$92 for FRVTA members, a savings of \$45. The guides are published in January, May and September. The NADA Older Recreation Vehicle Appraisal Guide subscription is \$34, which is a savings of \$26. This book is published once a year. The NADA RV Commercial Data Link is \$90, which is a savings of \$85. This is an emailed link.

*Mail or fax your completed form to: NADA Appraisal Guides, Attn: Amy Holler, PO Box 7800, Costa Mesa, CA 92628
 Phone: 800-966-6232, ext 228, Fax: 714-556-8715*

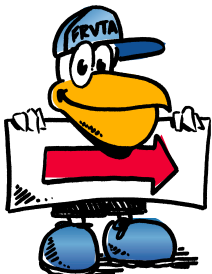


SHOW THE LOGO!

The PR/Communications Committee would like to encourage every FRVTA member to use the FRVTA logo in their advertising. This will identify you as a member of the Florida RV Trade Association and the public will recognize your commitment to improving the entire industry. Let the State Office know if you need any logo sheets or stickers.

If you have a story or item of interest concerning your business that you would like to share with the FRVTA membership, please contact Dave Kelly at davekelly@frvta.org in the State Office.

MEETING DATES



REGION 1 • NO MEETING
REGION 2 • April 20 • Holiday Inn • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM
REGION 3 • NO MEETING
REGION 4 • April 13 • Sheraton Safari • Orlando • Cocktails: 6:30 PM • Dinner: 7:00 PM
REGION 5 • NO MEETING
REGION 6 • April 26 • Copeland's of New Orleans • Jacksonville • Cocktails: 6:30 PM • Dinner: 7:00 PM
REGION 7 • April 28 • Location to be Announced