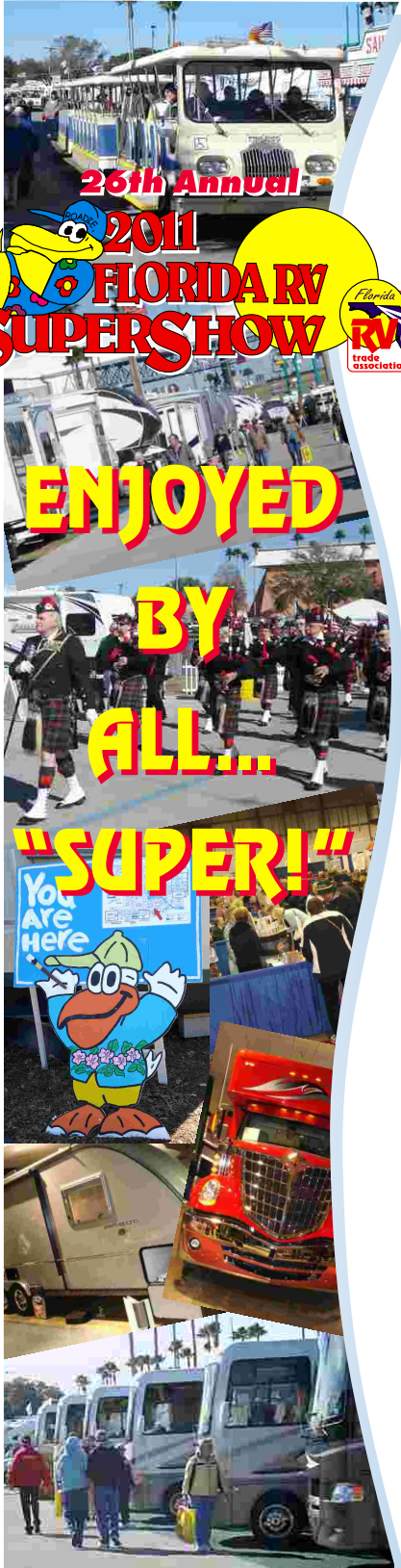




FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



“SUPER!” That’s the one word used by show participants and attendees alike as the 26th Annual Florida RV SuperShow lived up to it’s outstanding reputation. Featuring more RV Manufacturers, Dealers and Suppliers than in previous years, this year’s five-day RV extravaganza attracted a record crowd of over 53,000 happy campers, proving that the Florida RV SuperShow is truly the nation’s largest RV event.

Starting with Industry Day, Tuesday, January 11, and running through public days Wednesday, January 12 to Sunday, January 16, the RV SuperShow pumped up Florida’s RV Industry as Dealers and Suppliers alike sold as much product as attendees would buy.

“The great success of this year’s SuperShow indicates the pent-up demand and interest the public has in the RV Lifestyle,” commented FRVTA Executive Director Lance Wilson. “There’s lots of optimism now going forward into the rest of the season.”

FRVTA Marketing Director Dave Kelly explained that this year’s theme of “Join the Fun” was selected to demonstrate to both the RVing and non-RVing public that the RV Lifestyle is filled with the fun and enjoyment of the great outdoors. “We believed this theme explains to the public that RVing is a fun pastime,” he said. “It seems they agreed!”

Industry Day on Tuesday, January 11, attracted hundreds of industry personnel from throughout Florida and the nation as staffers who may not have traveled to the recent National RV Show in Louisville came to see the latest models and gizmos the RV Industry has to offer.

With sunny Florida weather, Industry Day recorded between 800 to 1,000 attendees, said FRVTA Show Director Lesa Colvin. “Registration went very smoothly and we were able to get everyone into Industry Day without any problems,” she said. Free donuts, coffee and lunch was served to all.

Wednesday, January 12, opened to long lines of show attendees all patiently waiting to see what the RV Industry has to offer for 2011. They weren’t disappointed as this year’s RV SuperShow continued to deliver the best products for RVers of all price ranges. Lance estimated that close to 1,200 RVs were on display at this year’s show.

Opening day, at which seniors received a discount, registered a record crowd of 12,912, buying products at a frenzied pace. Most manufacturers and dealers were overwhelmed with the interested crowds, all seeking to purchase their special RV.

As in previous years, a show-wide tram system efficiently moved the multitudes throughout the grounds, depositing them at various points so they could see it all. A two-day pass allowed patrons the opportunity to return free to revisit those displays that caught their eye.

And there was plenty to see! From the mega-motorcoaches with all the unique designs and extravagant features you’d expect on a rolling palace all the way to the smaller towable units.

This year saw the continuation of new products using advanced resins and other composites that enables RVs to be lighter, thereby increasing fuel economy. Earthbound RV LLC, of Marion, Ind., featured several new travel trailers that also contained high density insulation, aluminum framing, double paned windows, and composite cabinetry, roofing and flooring materials. Offered by J.D. Sanders RVs in Gainesville, the units created lots of interest and sales during the show since they weigh under 5,000 lbs. and can be pulled by a truck or SUV.

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FLORIDA RV TRADE ASSOCIATION
10510 Gibsonton Drive
Riverview, Florida 33578
(813) 741-0488 • Fax (813) 741-0688

e-mail address: info@frvta.org
internet address: www.frvta.org

PRESIDENT'S MESSAGE

Recently, while I was visiting my mother in the nursing home, I was reminded of a very basic concept. Many things appear, or seem, to be something they are not. Many of the nursing home residents, mostly women, appear to be very unresponsive to the things going on around them.

There is one woman in particular, whom I have noticed for months, who seems to be completely unresponsive and/or unaware of any of her surroundings. Every time I have seen her, she is in a partially reclined wheelchair in the hallway where one of the attendants left her since she is unable to move herself. She seems to just lie there and move her lips a little, although I have never heard a sound from her.

During this particular visit, my mother and many others (including the woman mentioned above), were in the dining room listening to a woman singing and playing a guitar. She was singing some old songs and trying to get participation from her audience (as she does every week). For almost an hour, this woman continued to perform while some of the residents did sing along a little.

However, the woman in the wheelchair, still appeared to be either unaware or simply unresponsive to the music and singing around her. With each new song, the singer would come back to her and continue to try to encourage some interaction. Song after song the woman did not display a reaction of any kind. I was completely caught off guard when the next song began and the woman began to sing! She sang until the song was over.

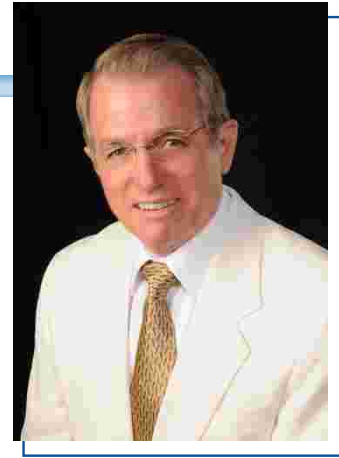
*The woman who was performing knew the **potential outcome** as well as the circumstances she was up against that were beyond her control. She continued to do what she knew she needed to in an effort to reach her goal...to get the residents motivated and involved.*

*How is all this relevant to the RV Industry? Things are not always what they seem or appear to be. It seems like all the good news about the economy gets canceled by all the bad news that follows. When it seems like we are working against circumstances that are beyond our control, we can easily lose sight of **our potential outcome**.*

We need to start this New Year aiming for the potential success we know we can achieve. The "News," the "Media" and the "People" will continue to discuss the ups and downs of our current economy. We cannot lose sight of our best practices due to things we cannot control. We need to focus on our potential, our future and our success. We need to spend our time continuing to do what we know is right and not getting discouraged or distracted with all of this going on around us.

*Even in a very trying atmosphere and an ever changing economy, **it is up to us** to continue doing what we know are the right things to do to reach our potential success.*

LARRY SCHAFFER
FRVTA President



SUPERSHOW...

continued from page 1

The high-tech designed Sprinter chassis continued to attract buyer attention as well. Featured on a variety of van products, including Winnebago's Via and Itasca's Reyo and Navion, the chassis is another manufacturer innovation that saves fuel while enabling consumers to enjoy the RV Lifestyle.

Dave again used a variety of local and national media to attract this year's thousands of show attendees. "Besides a mix of paid advertising using radio, television and print, I also was able to garner extensive television and newspaper coverage of this year's show," he detailed. "MSNBC even picked up a feed from a local TV station so we broadened our national audience and reach this year."

The Manufacturer-Supplier Thank You dinner, which attracted 800 attendees, was a fitting end to a very special opening day. Roast beef, shrimp, key lime pie washed down by cocktails were on the menu.

The delicious dinner was a prelude to the many sales manufacturers and their dealers made over the course of the show. Everything was selling this year, from large diesel motorcoaches to the small folding camping trailers. Many dealers reported their selling activities as good as it was back in 2006 and 2007.

As the first major RV Show of the new season, the RV SuperShow is looked at as a bellwether event for the entire RV Industry. "Most of the RV Manufacturers are represented here, as well as vendors from throughout the nation offering the best in camping and aftermarket services," explained Lance. "From all the positive reports we've received from manufacturers, dealers and suppliers, and with retail lending loosening up a bit, it appears as if the RV Industry is certainly standing tall again."

A continuing topic of the RV Industry has been to create fuel-efficient units that leave little behind. Returning for a repeat display of efficiency in action was Brian Brawdy with his "Green" RV display. The Green RV uses six solar panels and a wind turbine. It also captures and stores rainwater for use later as fresh, sanitary water. The RV has everything found in today's homes: complete kitchen, queen-sized bed, full bath and entertainment center. It even has slideout walls that open and close at the

touch of a button.

Brawdy said he's sharing his unique RV with the public in an attempt to show that RVing isn't bad for the environment. He said he also sees many RVers in campgrounds doing their part to conserve water and electricity by recycling and using paper items rather than plastic. Brawdy, 48, is often referred to as an "Outdoor Adventure Expert," "Environmental Pioneer" and "Eco-RVer." He has inspired audiences during appearances on Good Morning America, Fox News, CNN, CBS Early News, ABC, CBS and FOX.

Daily seminars on various aspects of the RV Lifestyle explained the intricacies of surviving life on the road, while others showed RVers places to go for new adventures.

A variety of entertainers, including bag pipers, impromptu singers and clowns kept patrons captivated throughout the days.

Of course, one of the main events at the SuperShow was the Super Rally, a huge event all by itself. Celebrating it's 21st year, the rally hosted any and all RV clubs as well as the general public. "We

staged about 850 rigs this year, which is an increase from last year" said Lesa, "so turnout was very strong." Participants received free show admission, special club meeting facilities, morning refreshments, access to RV seminars and nightly entertainment.

Lance praised his hardworking staff who put in many long hours to insure this year's RV SuperShow was the "super" success all participants have come to expect. "Their tireless efforts are key to making sure that SuperShow remains the largest and best RV event in the nation," he emphasized.

He also gratefully thanked the many RV Manufacturers, RV Dealers and RV Suppliers for their continued support of the Florida RV SuperShow. "Although we seem to have turned the corner with improving economic activity, we must continue to support all aspects of the RV Industry to make sure everyone's business improves," Lance said. "Ultimately, we're all in this together so by pulling our wagons together at this and other events we enable the RV Lifestyle to grow and prosper."





LEGISLATIVE UPDATE... by Marc Dunbar, Legislative Consultant

Back in the Saddle Again

The 2011 Session is approaching quickly and will convene in the next few weeks. Although bills are still in the process of being filed, the Legislature will continue to hold preliminary committee meetings to shape and discuss the first of the upcoming bills.

Last month, we put a spotlight on the members of the Senate Transportation Committee; this month we would like to highlight the members of the House Transportation and Highway Safety Subcommittee, the new structure that will work on the new laws pertaining to the recreational vehicle industry.

Transportation and Highway Safety Subcommittee

As previously mentioned, the Chairman of the Transportation and Highway Safety Subcommittee will be Representative Brad Drake, from House District 5, and the Vice Chairman will be Representative Dennis Baxley, from House District 24.

Also serving on the subcommittee will be 8 other Republicans and 5 Democratic members of the House. The veteran Republican members include Representative Janet Adkins from House District 12 around Fernandina Beach; Representative Mike Horner from House District 79 around the Orlando - Kissimmee area; Representative Peter Nehr from House District 48 around Tarpon Springs; and Representative Mike Weinstein from House District 19 in Jacksonville. A number of veteran Democrats join the subcommittee, including Representative Darryl Rouson from House District 55 in St. Petersburg; Representative Richard Steinberg from House District 106 in Miami Beach, and returning to the House, Representative Irving Slosberg, from House District 90 in Boca Raton, who had previously served in the Florida House from 2000-2006.

Those members who are newly elected are

Representative Larry Ahern, a Republican from House District 51 around the Tampa - St. Petersburg area; Representative Ben Albritton, a Republican from House District 66 near Wauchula; Representative Frank Artiles, a Republican from House District 119 in Miami; Representative Doug Broxson, a Republican from House District 1 around the Gulf Breeze - Pensacola area; Representative Lori Berman, a Democrat from House District 86 in Boca Raton; and Representative Jeff Clemens, a Democrat from House District 89 in Lake Worth.

Special Election - Senate District 33

Additionally, there will be a Special Election to fill the recently vacated District 33 Senate seat located in Miami-Dade County. The seat was previously held by Senator Frederica Wilson, who resigned after she was elected to the United State House of Representatives. The Special Primary will be held February 8, 2011, with the Special General Election following thereafter on March 1, 2011. The Democratic candidates for this race include current Representative Oscar Braynon, former Representative James Bush, III, Phillip Brutus, and Darryl Reaves; the lone Republican that qualified for the race is Joe Celestin. The newly elected Senator will arrive just in time to begin serving for the 2011 Session.

Looking forward to the 2011 Legislative Session, your FRVTA team has been and will continue to be busy in Tallahassee protecting the interests of the recreational vehicle industry in Florida. Several bills of interest have been identified as impacting the RV industry and the FRVTA team is working to ensure that nothing happens in this very challenging fiscal environment to adversely affect your interests. As always, it is your support of the PAC fund which helps to ensure FRVTA's continued success in state affairs. Please talk to your board members and state officers to find out more information on how you can help.

2011 SuperShow Display Awards

President's Award (Best Overall Display)
NORTH TRAIL RV (Newmar)

Best Motorized Indoor Display (Dealer)
RV WORLD OF NOKOMIS & LAKELAND (RoadTrek)

Best Motorized Indoor Display (Manufacturer)
LIBERTY COACH (Liberty Coach)

Best Motorized Outdoor Display (Dealer)
DUSTY'S CAMPERSWORLD (Thor Motorcoach)

Best Motorized Outdoor Display (Manufacturer)
AMERICAN COACH BY FLEETWOOD RV (Lazydays RV)

Best Towable Indoor Display (Dealer)
LAZYDAYS RV (Keystone RV)

Best Towable Indoor Display (Manufacturer)
HEARTLAND RV (Lazydays RV)

Best Towable Outdoor Display (Dealer)
ARROW RV (K-Z Mfg.)

Best Towable Outdoor Display (Manufacturer)
Evergreen RV (Bates RV)

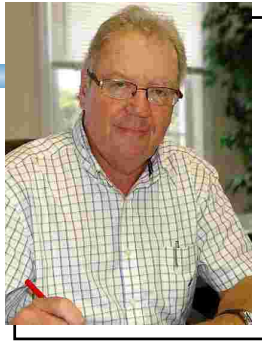
Best Indoor Display (Supplier)
CAMPING CONNECTION

Best Outdoor Display (Supplier)
FREIGHTLINER CUSTOM CHASSIS

Best Campground Display
THE DELL MOTORCOACH RESORT

Best Park Model Display
CAREFREE RESORT HOMES (Jacobson Homes)





TRAINING NEWS ... by Jim Carr, Training Director

The Adult Learner and Technology... A Help for MENTORS

Mentors in our Distance Learning Program assume a great responsibility in overseeing the training of Technicians and other RV personnel. It's understood that many Mentors are given the position as an extension of their already busy managerial position and try their best to fit these new responsibilities into an already crowded schedule. Few Mentors have any formal background in how to manage a training program, yet most do a remarkable job in getting some very impressive results.

The following information may help Mentors understand further how the adult learner actually functions within the new learning medium of the Internet. This is an article gleaned from my educational reviews and should clarify how one can best approach personnel when it comes to "selling" training as a viable and valuable professional opportunity.

INTRODUCTION

Many higher education institutions as well as corporate America have given priority to the integration of technology into the training and development of the adult learner and working personnel. As this has occurred, all are faced with the many issues that surround making the lessons succeed technologically. Faculty and corporate trainers must spend time learning how to use the technology and ensuring that adequate institutional support is present to make the technology work. It's important for all persons involved to focus on learning theory in the design of instructional technology so they can create lessons that are not only technology-effective but are meaningful from the learner's standpoint.

Malcolm Knowles' theory of **andragogy** outlines effective methodologies for adult learning. When this theory is integrated into the design of technology-based learning environments, it is possible to create lessons that not only serve the needs of students to use the latest technology, but also focus on their requirements as an adult. Andragogy includes ideas such as an adult's readiness to learn, the role of the learner's experiences, the faculty member as a facilitator of learning, an adult's orientation to learning and the learner's self concept.

WHAT IS ANDRAGOGY?

Andragogy (an-dra-go-gy) is a set of assumptions about how adults learn. Its roots can be traced back to Alexander Kapp, a German grammar teacher who used it to describe Plato's educational theory. It appeared again in 1921 when another German, social scientist Eugen Rosenstock, claimed that "adult education required special teachers, special methods and a special philosophy. Malcolm

Knowles heard about the term and in 1968 used it in an article in **Adult Leadership**. From that point on, Knowles has become known as the principle expert on andragogy.

TECHNOLOGY AND THE ASSUMPTIONS OF ANDRAGOGY

Knowles, Holton and Swanson (1998) discuss six assumptions of andragogy. Following are expanded definitions of those assumptions with their implications for technology-based instruction:

• *The Learner's Need to Know*

Adults need to know why they should learn something. Under the more standard pedagogical model it is assumed the student will simply learn what they are told. Adults, however, are used to understanding what they do in life. They want to know the reason they need to learn something or how it will benefit them.

One way to help students see the value of the lessons is to ask the student to do some reflection on what they expect to learn, how they might use it in the future or how it will help them to meet their goals.

• *The Learner's Self-concept*

Knowles, Holton, and Swanson emphasize that "adults resent and resist situations in which they feel others are imposing their wills on them." (1998, 65) It is the job of the education manager to move adult students away from old habits (where others are responsible for delivering the message) and into new patterns of learning where they become self-directed, taking responsibility for their own learning and the direction it takes. Technology is a perfect path for the facilitation of self-direction.

• *The Role of the Learner's Experience*

Adults have had a lifetime of experiences. Adults want to use what they know and want to be acknowledged for having that knowledge. The design of technology-based instruction must include opportunities for learners to use their knowledge and experience. *Given the opportunity for Mentors to utilize the sign-off sheets as "lab" tools is a perfect example of how the learner can utilize and demonstrate their "life knowledge" in the learning process.*

• *A Student's Readiness to Learn*

Adults become ready to learn something when, as Knowles explains, "they experience a need to learn it in order to cope more satisfyingly with real-life tasks or problems." (1980, 44) It is important that lessons developed in technology-based opportunities should, where possible, be concrete and relate to students' needs and future goals. *Mentors need to reinforce the "value" of the instruction. "What's in it for me?" is the question that should and must be addressed.*

- ***The Student's Orientation to Learning***

Adults are life, task or problem-centered in their orientation to learning. They want to see how what they are learning will apply to their life, a task they need to perform or to solving a problem. Technology-based instruction will be more effective if it uses real-life examples or situations that adult learners may encounter in their life or on the job.

- ***Students' Motivation to Learn***

While adult learners may respond to external motivators, internal priorities are more important. Incentives such as increased job satisfaction, self-esteem and quality of life are important in giving adults a reason to learn.

CONCLUSION

Learning Mangers who are using adult education concepts in the development of their lessons must also

become facilitators of learning. They must structure student input into their design and create technology-based lessons that can easily be adapted to make the presentation of topics relevant to those they teach. If these guidelines are followed, the instruction that is developed will be not only technologically workable, but also effective from a learner's perspective.

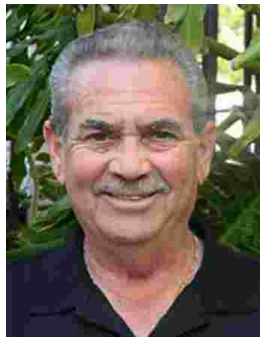
Employee buy-in to training is key to learning outcomes. The RV Distance Learning Network incorporates all of the above principles and opportunities into its curriculum and with sound Mentor facilitation the program is a win-win for all parties involved. Please call us, 386-754-4285 if we can assist you in your Mentoring responsibilities. Thank you for your continued efforts and support.

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Priority One Financial Services Adds Employees



Danielle Coscarelli



Ruben Sierra



Bradley (Brad) Brown



Blake Hines

Priority One Financial Services, the recreational industry's oldest and largest F&I outsourcing provider, continues to expand its services with the the addition of several new staffers to their offices in Tampa.

Danielle Coscarelli joins the dealer account executive team and will be responsible for adding and managing new RV and boat dealerships to Priority One's portfolio of business partners.

Danielle holds a business management degree from Saint Leo University, Dade City, Florida, and a Florida real estate license. For over a decade she has owned her own real estate business.

Ruben Sierra, Jr. has joined Priority One as a business manager in their new specialty finance department. The new department was formed to help dealers move additional units by securing recreational loans for a higher percentage of credit challenged consumers. Sierra, a native of Tampa, has 30 years in the automotive industry as a sales, finance and closing manager.

Besides his work experience, Sierra is AFIP (Association of Finance & Insurance Professional) certified and has JM&A training, which is one of the largest providers of F&I products in the automotive industry.

Joining an expanded F&I operations department at Priority One are Bradley (Brad) Brown and Blake Hines, new business mangers who will work with dealers, their customers, and lenders to ensure that all groups meet their goals.

Both gentlemen have extensive F&I and sales experience in the marine, power sports and car industry along with JM&A presentation and menu process training experience.

Priority One has been serving the marine and RV industries since 1987. Acquired in 2007 by Forest River, Inc., a Berkshire Hathaway company, Priority One serves as the F&I managed services provider for hundreds of dealers nationwide. For more information, visit www.PIFS.com.

SPOTLIGHT

Parliament Coach, Weathering the Storm

Steve Mitchell recalls his first experiences with RVing. It was in the early '70s, his parents took him and his sister on a trip to Salt Lake City. They flew out, but bought a motorhome in California and finished the trip driving back to their home in North Carolina. After the trip, his father sold the coach and made a small sum of money. From that sale, Steve's father eventually developed a dealership. Manufacturing of the coaches would follow. Involved since his early teens, he essentially grew up in the industry.

In 2000, Steve opened his own company, Parliament Coach, with his mother and sister as shareholders. They specialize in manufacturing high-end motorhomes and bus conversions. With their motto, "Building relationships one coach at a time," their goal is to provide the best in service and support for their customers: paint, body shop, parts and service, sales and marketing. In fact, they're the only facility specializing in high-end RVs and bus conversions that can do everything in one location.

2009 was not a good year for Steve and his employees. During the depth of the economic crisis, the luxury industry was hit hard. The market and sales for high-end coaches dried up and production stalled. In order to weather the financial storm, Steve changed focus. If they couldn't sell as many coaches, they could throw their energies into reviving other profit centers of the corporation.

By focusing on repairs, upgrades, painting and other services, Steve helped them bring in enough money to make it through. As of the first quarter of 2010, Parliament Coach saw a noticeable uptick in sales. Their goal remains the same: to continue to exceed expectations and be more successful than the previous year.

When asked if he has any secrets to his success, Steve says, "No, not really. If anything, it would be just doing what we say we're going to do. We get lots of repeat customers over the year. They feel secure working with us, and know that we keep our word." When asked if he has any business advice for others, it is simply, "Treat your customers the way you'd want to be treated."

Recently, the company purchased the intellectual

property of Blue Bird Wanderlodge. With the rights to all blueprints, paint schemes and wiring schematics at hand, Parliament Coach is positioning itself to begin manufacturing this well-known coach as soon as market demand recovers.

Ironically, Steve recalls the time his father purchased a Wanderlodge for \$54,000. His father said, "That's it, we'll never sell another one" since he believed the vehicles had gotten too expensive. Thirty years later, Steve and crew have just produced their newest coach with a list price of \$2.2 million. "Shows you where things were in the '70s compared to now."

Steve has enjoyed a long relationship with the FRVTA that dates back to the mid-'80s. The Association has been a valuable asset to the company, providing guidance and organization from the "mom and pop companies to the large superstores. It has brought everyone under one umbrella," Steve says.

Going forward, Steve says he will continue to

help the FRVTA by "promoting the Association through RVers who come from out-of-state. We try to give them promotional materials provided by the Association - things to see in Florida, points of interest and the like."

When asked if there are any improvements he'd like to see within the FRVTA, he says he'd like to see more political action in Tallahassee. In particular, he'd like to see the FRVTA get more active in working toward an industry-specific healthcare program. The FRVTA could have more buying power for dealers and employers. "Premiums could be substantially lowered," he says. "If you have the buying power of a big company, you can go in with 10,000 employees and get a better deal."

Steve is hopeful looking forward. Having made it through the worst of the crisis, he says, "The RV Industry has gone through its share of trials and tribulations over the past two years. But now we're seeing light at the end of the tunnel."

Steve foresees an up-trend over the next five to 10 years. "Baby boomers are retiring. Our average customer is probably 60 years of age. They realize they have maybe 20 years of good health left. So, they're going to get an RV and go see the country. Go see their grandkids and families scattered all over North America."



Go RVingSM 2011 Media Plan to Boost Industry Recovery

Anticipated growth in recreation vehicle production will enable Go RVing to invest one-third more in advertising in 2011, further boosting the momentum of the RV Industry recovery.

If the University of Michigan shipment forecasts hold, Go RVing will have an \$11 million media budget, up from the \$8.25 million the all-industry marketing group spent on advertising in 2010. The campaign is predominantly funded by mandatory assessments on all new units built by RVIA member manufacturers.

Once again, integrated television, print and Internet media will be key to Go RVing's 2011 plan. Premium media partners have been sought, most of whom were our best performers in 2010.

Cable and Network Television Sports Programs Remain Strong Performers

Go RVing will continue advertising on television sports programming, including NASCAR programming on the SPEED channel.

Time-tested performers like PBA bowling, Triple Crown horse racing programming and bull riding, all on the ESPN family of networks, are also part of the 2011 media plan. Go RVing courtside signage will be displayed at 150 NCAA basketball games to air on ABC, CBS, ESPN and ESPN2 in 2011 with a guaranteed average two minutes of TV exposure per game.

A new sponsorship on MLB Network will put the Go RVing message in front of America's baseball fans during 2011 opening week and throughout the season.

Direct response cable television spots will once again be purchased on approximately 40 widely varied networks which have a good record of running Go RVing

commercials at optimum times of day. These include top past performers Discovery, Travel Channel, Outdoor Channel, The Weather Channel, TBS, TLC, USA and HGTV.

General Interest Magazines and Internet Sites Proven to Draw Leads

National and regional magazines with a strong history of delivering consumer leads, plus a good editorial environment for the ads, are a mainstay of the 2011 plan.

Ads will appear in 28 magazines including National Geographic Traveler, Field & Stream, O the Oprah Magazine, Parents, Latina, Better Homes & Gardens, Budget Travel, Family Circle, Good Housekeeping and a variety of special interest publications.

The Internet is Go RVing's most cost-efficient source of leads, especially search engines like Google, Yahoo and Bing. The 2011 online buy on over 40 sites includes a number of new sites to

reach new potential buyers on Facebook.com, Hulu.com, FoodNetwork.com, RachaelRayMag.com, NPR.com, and VideoEgg.com.

In addition, Go RVing will continue its low-cost, high-impact investment in social media in 2011, using Facebook, Twitter, and YouTube to generate millions of impressions for almost no cost. In 2010, Go RVing's Facebook page reached a milestone 10,000 fans, achieved by fewer than 4% of all Facebook pages, and the number of engaged new fans continues to rise.

In 2010, the Go RVing media plan delivered over 126,000 leads and 1.8 million web visits. "With an increased budget in 2011, Go RVing will stimulate even more consumer demand," said Go RVing Coalition co-chairman Bob Olson. -RVIA



December 2010 Wholesale Shipments Surge

Total wholesale shipments to retailers of all RVs soared to 18,300 units in RVIA's December 2010 survey of manufacturers, 36.5% greater than last month and 30.7% greater than this same month last year. This month's strong showing brought totals for the year to 242,300 units, up 45.6% over 2009 and the highest annual totals for RV shipments in the past three years.

Shipments of all towable RVs were at 16,400 units in December 2010, up 32.3% over the final month the previous year. All motorhomes totaled 1,900 units, a gain of 18.8% over December one year ago. Seasonally adjusted, the December total represents an annualized rate of more than 295,000 units, the best monthly showing since April 2008. -RVIA



FRVTA Marketing Director Dave Kelly took part in the National Teach-In Day at Hunter's Green Elementary School in Tampa. Three classes were able to view a Thor Outlaw Toy Hauler courtesy of Snow Chamberlain at Lazy Days. "The kids really asked a lot of great questions," said Dave. "I think this was the first time a lot of the kids got an up-close look at an RV and they loved it. They all agreed that it would be a great way to travel."

MEMBERSHIP INFORMATION

NEW MEMBERS

- BESTBUFFER.COM CORP.** • 9000 Gulf Shores Drive • Naples, FL 34108 • Phone: 239-269-9595 • Fax: 239-236-1302
Email: gr@bestbuffer.com • Website: www.bestbuffer.com • Supplier, Region 1
- CANE CREEK RV RESORT & MARINA** • 106 Cedar Lake Ct. • Greenwood, SC 29649 • Phone: 864-942-2502
Toll Free: 888-444-0049 • Website: www.canecreekresort.com • Campground, Region 10
- DOM'S SUNGLASSES** • PO Box 93489 • Lakeland, FL 33804 • Phone: 817-296-2308 • Email: domssunglasses@aol.com
Supplier, Region 3
- ENCORE RV RESORTS** • 5100 W. Lemon St., Ste. 308 • Tampa, FL 33609 • Phone: 813-282-6754 • Fax: 813-289-7628
Email: katie_tharakan@equitylifestyle.com • Website: www.rvonthego.com • Campground, Region 3
- GO GREEN ENVIRONMENTAL, INC.** • 7601 SW Lost River Road • Stuart, FL 34997 • Phone: 772-221-7512
Email: daniela@gogreenenvironmental.org • Website: www.gogreenenvironmental.org • Supplier, Region 2
- HUMMINGBIKE, LLC** • 3926 Logans Landing Cir. • Louisville, TN 37777 • Phone: 770-710-8982
Email: joe.fields@hummingbike.com • Website: www.hummingbike.com • Supplier, Region 10
- JACOBSON MFG. dba JACOBSON HOMES** • PO Box 368 • Safety Harbor, FL 34695 • Phone: 727-726-1138
Toll Free: 800-843-1559 • Fax: 727-726-7019 • Email: info@jachomes.com • Website: www.jachomes.com
Manufacturer, Region 3
- LITHIONICS BATTERY, LLC** • 2449-A McMullen Booth Road • Clearwater, FL 33759 • Phone: 727-669-6276
Fax: 727-669-6276 • Email: melissa@southernstarmarketing.com • Website: www.litronicsbattery.com • Supplier, Region 3
- L'PAIGE LIPSTICK** • 136 Crosstide Cir. • Ponte Vedra Beach, FL 32082 • Phone: 786-258-3085 • Fax: 904-273-8006
Email: marilynwillar@att.net • Supplier, Region 6
- PJ MASTER INTERNATIONAL** • 525 Mercury Lane #A • Brea, CA 92821 • Phone: 949-573-8185 • Fax: 714-671-9343
Email: remart8@gmail.com • Supplier, Region 10
- PULLRITE/PULLIAM ENTERPRISES** • 13790 E. Jefferson Blvd. • Mishawaka, IN 46545 • Phone: 574-259-1520
Fax: 574-258-0289 • Email: scottr@pullrite.com • Website: www.pullrite.com • Supplier, Region 10
- US BANK** • 205 W. 4th St., Ste. 700 • Cincinnati, OH 45202 • Phone: 513-639-6366 • Toll Free: 800-933-9260
Fax: 513-639-6560 • Email: melanie.adams@usbank.com • Website: www.usbank.com • Finance, Region 10
- WIPE OUT SYSTEM** • 125 Expo Parkway NE • Albany, OR 97322 • Phone: 714-473-4291 • Email: tedp@wipeoutsystems.com
Website: www.wipeoutsystems.com • Supplier, Region 10
- WRECK CREATION RV COLLISION & DESIGN** • 37921 Vitality Way • Dade City, FL 33523 • Phone: 352-567-5290
Fax: 813-388-4409 • Website: www.wreckcreationrvdesign.com • Service, Region 7

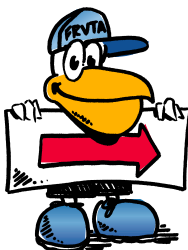
FRVTA'S 2011 SHOW SEASON



- GERMAIN RV SHOW** • February 11-13 • Germain Arena
- CENTRAL FLORIDA RV SHOW** • February 24-27 • Volusia County Fairgrounds
- JACKSONVILLE RV SHOW** • February 24-27 • Jacksonville Equestrian Center
- WEST PALM BEACH RV SHOW** • March 10-13 • South Florida Fairgrounds
- DESTIN SPRING RV SHOW** • March 17-20 • Destin Commons
- TAMPA BAY SPRING RV SHOW** • April 7-10 • Florida Strawberry Festival Grounds
- 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.

MEETING DATES



- REGION 1 • NO MEETING**
- REGION 2 • February 16 • The Clarion Inn • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM**
- REGION 3 • February 8 • Rusty Pelican • Rocky Point • Cocktails: 6:30 PM • Dinner: 7:00 PM**
- REGION 4 • TO BE ANNOUNCED**
- REGION 5 • TO BE ANNOUNCED**
- REGION 6 • NO MEETING**
- REGION 7 • February 24 • Horse & Hounds • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM**