



# FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY

**The FRVTA Annual State Convention Heads to the Marriott Harbor Beach Resort**

The Florida RV Trade Association will hold the 31st Annual State Convention at the beautiful Marriott Harbor Beach Resort and Spa on Fort Lauderdale Beach. The dates for the convention are Thursday, September 8 through Sunday, September 11. This year's convention will bring together the brightest and best minds in the RV Industry to bring all members up-to-date on the state of the industry and what to expect in the coming months.

The theme for the convention is "The Greatest RV Show on Earth" with a unique circus atmosphere. The "It's A Circus" Hospitality Room is a great place to unwind after a busy day and relax with fellow industry professionals from around the state and country. Friday afternoon will be time for the "Clowning Around" Golf Outing and "The High Wire" fishing trip. That evening the "Under the Big Top" Costume/Dinner Party will feature everything from clowns and jugglers to lion tamers and high wire acrobats.

Friday morning kicks off the general session with an industry panel of representatives from every segment of the RV Industry. Rick Compton from BB&T and Sam Scott from Bank of America will cover Retail and Wholesale Lending. Bob Olsen from Winnebago will represent the Manufacturers, Bobby Cornwell from FARVC will represent the Campgrounds, Martin Street from Stag-Parkway will cover parts and supplies, and Mike Molino from RVDA and Richard Coon from RVIA will have an overall industry update. FRVTA Education Director Jim Carr and General Council Marc Dunbar will bring everyone up-to-date on the RV Training Program and the recent Florida Legislative Session.

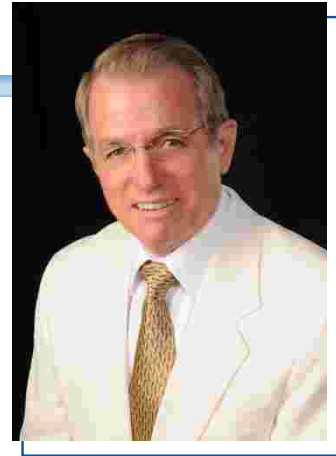
Saturday morning the break-out sessions will offer very detailed information to attendees in smaller, more intimate class-room settings. John Mancinelli will present a seminar on increasing sales in your dealership. Allen Monello will cover Dealer Compliance Issues, Marc Dunbar will go more in depth with his Legislative Update session, Tom Walworth from Statistical Surveys will take a look at the industry numbers and Martin Street will show you how to make your parts departments more profitable.

All work and no play makes for a boring convention, so Saturday's lunch will again feature "SideShow Dave" and his "Three Ring Circus" Game Show. Contestants will be pitted against each other in games that look very similar to the popular game show "Win it in a Minute."

The convention wraps up that evening with the "Grand Finale" Awards Banquet and Silent Auction.

FRVTA still has a few sponsorship opportunities available, and is taking prize donations for the silent auction and the game show luncheon. For more information or to make a donation, contact the Florida RV Trade Association at (813) 741-0488 or contact David Kelly directly at (813) 714-3445.





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## PRESIDENT'S MESSAGE

*Please acknowledge my presence.*

*Every so often, I am reminded that acknowledging a customer's presence when they first arrive is of the utmost importance.*

*There is a restaurant where I have lunch several times a month. I am usually alone so I generally sit at the bar to eat. On my last visit, there was a new waitress behind the bar. She was on a cell phone and doing all she could do with one hand to serve her customers. This was not a problem until several minutes had gone by and she still had not even looked at me. A simple nod, a wave, a "be with you soon," **anything** would have settled me down. When this continued for another several minutes, I was really thinking about leaving. Finally, she hung up, looked my way, smiled, and took care of me. My food and her service were acceptable - even good - but I can't say I had a good lunch.*

*When I visit my doctor, on the other hand, his staff acknowledges me immediately and usually **informs** me that he is running behind. The waiting room is full so it is no surprise to me. When it is my turn (and the wait is usually significant) he treats me like I am his only patient. I can always say that my visit with him was good even though it is a time consuming process.*

*We often subject our customers to "the waiting experience." Our service writers and parts staff can easily become overwhelmed between the phone and customers at the counter in a very short period of time. Customers see this and most understand, **unless you do not acknowledge their presence.***

*A simple smile or nod, anything that makes eye contact, will acknowledge to them that you know they are there and are going to try to help them once it is their turn. This seems so simple but I am always amazed at how often an employee just will not do it - even one who knows that an irritated customer is ever so much harder to please. Occasionally, we will be unable to handle a customer in a timely enough manner to satisfy him, but a customer should never leave or feel we don't care about his business because we did not acknowledge his presence.*

*So every few months I watch our staff and see how we are doing. I then have some conversations with those that just don't get it and remind them how important this is. I usually start with quizzing them about a bad experience they may have had similar to this, how they felt, and what happened. I then ask them to please not let it happen to our customers. Like the old song says, "Making up is hard to do."*

*Now, about that cell phone the waitress was using - I don't have an answer for that one. This is an evolving, annoying and pervasive problem in every service industry. Making policy concerning it is like trying to shoot a moving target - more on this to come . . .*

**LARRY SCHAFFER**  
FRVTA President

## New 2011/2012 Fuel System Evaporative Requirements for Towable RV Genset Installations by U.S. EPA

Effective this past January 1 for Class 2 engines (those greater than 225 cc) and on January 1, 2012 for Class 1 engines (those less than 225 cc), the U.S. Environmental Protection Agency (EPA) is requiring that most small, off-road engines less than 25 hp that are installed in towable RVs meet certain fuel system evaporative emission standards.

The agency is doing this since it has determined that small, off-road spark-ignited engines are significant contributors to fuel evaporative emissions. California already has implemented these regulations.

These regulations affect only gas generators, not diesel-powered generators. Additionally, motorized RVs can continue to use the non-evap generator models.

If a dealer converts/installs a new generator and fuel system into a unit, the installer will be held liable by the EPA for compliance to these new rules and regulations that forbid the selling of noncompliant products.

All installations must be done exactly as specified in the installation manuals. Any deviation from this installation procedure will forfeit the emission certification on the fuel system.



### Key Components of a Certified Evaporative System:

- Fuel Tank (Steel or Low-Perm material, Roll-over Valve, 15-30 gallons)
- Generator (Evaporative model with certification and purge valve/port)
- Canister (Registered canister listed in the system Executive Order)
- Fuel Hose (Low-perm hose)
- Fittings (Oetker or constant tension clamps–NO Worm Gear Clamps).

Go to the EPA website ([www.USEPA.gov](http://www.USEPA.gov)) for complete regulations and insight regarding the legitimate sales of towable RVs equipped with installed gasoline engine generators.–*Cummins Onan*

## Go RVing<sup>SM</sup> to Produce New "Away" Ad Campaign for 2012

The Go RVing Coalition has voted unanimously to move forward with production of an all-new, integrated television, print and digital campaign with the theme, "Away."

The new campaign, developed by The Richards Group with the assistance of a creative work group of 16 Coalition representatives from all segments of the industry and Canada, represents a strategy shift back to the emotion-driven, family focus of past campaigns, with a continued underlying emphasis on the affordability and flexibility of RV travel and camping.

A Harris Interactive communications planning study was conducted by Go RVing in 2010 to guide the development of the new creative.

"'Away' is more than a word," said Creative Group Head Glenn Dady, while presenting the campaign concepts to the Coalition this past April. "It can be a place, an experience or a means to pursue your passions on your own timetable and budget. 'Away' is a highly personal concept which will resonate in different ways across our entire target audience."

A total of three TV spots and four print ads will be produced this summer, based on the rough layouts and scripts the Coalition reviewed. Between now and the Coalition's next meeting in June during RVIA's Committee Week, the agency and staff will refine plans for RV types, review locations and select activities to be depicted in the ads. Ethnically diverse family members spanning several

generations will be featured enjoying a variety of outdoor activities together in beautiful, accessible natural settings, including RV campground scenes.

RVs to be featured in each ad will be chosen by lottery.

New digital technology will play a major role in the campaign, including the creation of a new mobile version of GoRVing.com. As the number of consumers utilizing smartphones grows exponentially, the new print ads will feature a QR (quick response) barcode that allows consumers to instantly obtain information, including dealer and campground locations along with streaming how-to videos.

The look and feel of GoRVing.com will be updated to reflect the new "Away" campaign theme, and new interactive features will allow visitors to create and share their own video/ photo journal of family RV getaways.

"These digital features are designed to drive new and repeat traffic to GoRVing.com, while increasing awareness among consumers of the flexibility that RVs provide," said James Ashurst, RVIA vice president of public relations and advertising. "The online elements will help increase engagement with consumers in fun, interactive ways that can be shared virally across many popular social media platforms."

"The number one goal of Go RVing should be selling the dream," said coalition member Debbie Brunoforte of Little Dealer, Little Prices, in Mesa, Arizona. "These ads do the job."–RVIA



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

### *Fiery End to Session Harkens the Summer Months*

The 2011 Legislative Session was one for the record books. Despite a veto-proof majority by the Republican Party in both the House and Senate, disputes

between the chambers caused a rift on the 60th day on several key pieces of legislation. Once the gavel dropped for sine die, not all members were singing "Kumbaya" as the Session ended around 3:30 a.m.

#### End of Session Fireworks

The seeds of discord were planted during the final few weeks as the House and Senate seemed to have trouble agreeing on the final provisions of the nearly \$70 billion budget. The final budget was only completed around 10:19 p.m. Tuesday night, which, by law, restricted final voting on the budget by the Legislature until late Friday evening.

As the hours wore on Friday night, the House sent to the Senate several controversial budget-conforming bills which included substantive changes that would deregulate interior designers and a number of other professions. The Senate, upset it had not seen or had an opportunity to debate the deregulation language in committee, soundly rejected the bill by a vote of 32 - 6.

Around the same time, the House, influenced by the negative votes in the Senate, began voting down conforming bills that had been received from the Senate. Most notably was SB-2134 Relating to Citizens Property Insurance Corporation, which was unanimously rejected by the House in a vote of 119 - 0.

As the clock inched toward midnight, both the Senate and House voted to extend the time of Session until 6 p.m. on Saturday. Under the rules of extended Session, the Legislature was permitted to consider only those bills that are budget related. Senate President Haridopolos then announced the Senate would remain in informal recess until the House could approve a budget bill related to tax relief.

Close to 2 a.m., the House reconvened and took up the tax relief bill, but amended it to remove a provision that would have lowered a tax rate for specific operations at pari-mutuel facilities. The provision, which some of the more conservative members of the House viewed as an expansion of gaming, was removed from the bill and voted on as an amendment. The House then passed the bill as amended and immediately adjourned their 2011 Session.

In the wee hours of the morning, the Senate reconvened around 3 a.m. After some deliberation about the rules regarding whether the tax relief bill received from the House could be considered, the Senate acquiesced to the changes and passed the bill as amended, finally adjourning the 2011 Session sine die.

As the drama subsided to an unforeseen end, the 2011 Session left some legislators with issues yet to be resolved as fewer than 300 bills were passed, the least number in the past decade. The real victims of the Session were the Department of Transportation package, the Department of Highway Safety and Motor Vehicles package, a governmental reorganization package and a number of other substantive bills that died on the calendars due to the acrimony affecting the chambers.

For those ready to jump back into the political process, the good news is that the regular 2012 Session will convene sometime in January due to reapportionment with an anticipated Special Session likely scheduled sometime afterwards during the summer of 2012.

As the State of Florida gets ready for an intensive reapportionment schedule, legislators will jockey for support for their next campaigns and the fundraising calls will undoubtedly begin again soon. Fundraising is always a key factor of success and 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.

## FRVPC UPDATE



Florida's 2011 legislative session is now a memory, although its actions through new laws, regulations and taxes will live on for time to come. And while many rules were enacted, we can give thanks to FRVTA's Legislative Consultant, Marc Dunbar, and his talented team for keeping most, if not all, of these paperwork burdens off our backs.

In fact, Florida's RV Industry came out of this year's session pretty much unscathed. No new major taxes were imposed, no major new rules and regulations were promulgated.

Of course, Marc's work has been made much easier by having access to a strong FRVPC PAC Fund. This fund,

amply supplied by our membership, was created years ago to insure that Florida's RV Industry has a voice at the legislative table in Tallahassee.

So between a strong FRVPC PAC Fund, our annual Legislative BBQ and Marc's efforts, the FRVTA has made sure your needs have a high profile in the Sunshine State.

We must, however, remain vigilant by constantly reminding legislators about Florida's recreation vehicle industry and our business impact on the state.

That's why we need your support to replenish 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

### SHOULD RV MOBILE TECHICIANS BE LICENSED? *FRVTA Board Addresses Issue*

In my March Edition Newsletter article I addressed the question a dealer raised to me;

Do mobile tech's doing business in Campgrounds or RV Parks need to be licensed? I brought the question to our Board at their April meeting.

After much discussion, I was directed to research the issue and prepare a flyer to be sent to all Campgrounds and RV Parks containing clear recommendations. The following flyer will be distributed to members by both FRVTA and ARVC to focus attention on the issue and hopefully bring some resolve.

**INFORMATION BULLETIN:**  
*RE: Independent RV Service Technicians doing business in Campgrounds or RV Parks*

The following information is provided by the Florida RV Trade Association (FRVTA) in conjunction with the Florida Association of RV Park and Campgrounds (FARVC) as a notice of concern raised by members relating to issues of independent RV Service Technicians doing business in Campgrounds and/or on private property. This can also be a liability issue for all involved.



This material is provided as a suggested or recommended business practice to protect RV Professionals, RV Owners and Proprietors of Campgrounds or RV Parks.

To do business in the state of Florida, RV Technicians performing services on private RV's in Campgrounds or Parks should be an employee of a licensed RV Dealership or RV Service Center OR be an independent contractor, self employed and meeting the following criteria:

1. Possess an Occupational License issued by the appropriate local government in which the service is being conducted
2. Carry required liability insurance
3. Have a valid Propane License\*
4. Have a valid Propane Qualifier\*\*
5. Comply with appropriate federal, state and local government laws governing the type of services being rendered.

*\* State of Florida, Dept. of Agriculture, Propane License is required for any service performed on all appliances connected to the RV propane system. (State Law - FS 5F-11.012 Installer Licenses.)*

*\*\* RV Service Technician Propane Qualifier must be carried by all persons performing independent RV Service. This is an attachment to the propane license.*

### RVTrainingCalendar.org Centralizes Industry Training Needs



RVIA and RVDA are urging industry members to remember the helpful website

[www.rvtrainingcalendar.org](http://www.rvtrainingcalendar.org) when it comes to investigating or promoting available training opportunities.

The website centralizes RV Industry training events, making it

easier for RV Manufacturers, Suppliers and Dealers to research, identify and schedule ongoing training for their employees and customers.

**Designed to be user-friendly, [www.rvtrainingcalendar.org](http://www.rvtrainingcalendar.org) features:**

- Inclusive listings of industry training programs for various positions within the RV Industry, including service

technicians and service managers as well as customer service, managerial, sales and finance personnel.

- Detailed entries on educational opportunities offered by national and state associations, manufacturers, suppliers and professional trainers.

- A search engine capable of searching by topic or industry position and quickly providing event specifics including date, cost, location and registration information.

- The ability for organizations to easily enter information about new events to keep the site continually updated.

“Ongoing education and training initiatives are essential to empowering employees to meet customer expectations,” said RVIA President Richard Coon. “This website is a tremendous tool that centralizes the many educational and training initiatives offered throughout the industry.” –RVIA

## MEMBERSHIP SPOTLIGHT

### Systems 2000: Building Market Share One Friendship at a Time

Heather Sconnley of Systems 2000 in Altamonte Springs was born into the software business, literally. In the early 1980s, her father and company founder, Carl Sconnley, was working at an accounting firm doing financial statements for a local RV Dealership. As she tells the story, one morning Carl arrived for work only to find the business shuttered. The owner had taken off for parts unknown and left both clients and employees in the lurch.

The dealership still needed support, so Carl began working directly with them. Eventually, he ventured out on his own and opened Systems 2000 in 1984 on the day Heather was born. Now, 26 years later, the company is thriving and Heather wears many hats, but says the title Executive Manager works best to describe her duties.

Systems 2000, in Region 4, provides software for dealerships spanning several industries: marine, automotive, power sports and, finally, RVs. However, Heather estimates that 70% to 80% of their business is with the RV Industry. Their Windows-based software packages assist dealerships in everything from sales tracking and prospecting, inventory, parts and services, accounting and payroll. Basically, Heather says, anything a dealership could possibly need, from designing custom programs to website design, they can and will do.

At present, they employ about 40 employees, but, Heather is quick to note, they are entering a rapid hiring phase. The dealership segment of their business is growing at a furious pace and the company has to expand to keep up with client demands.

“We love what we do and we're committed to providing the best possible product for our clients.” Heather adds. “What it really comes down to is growing with our dealerships and clients. One of the most rewarding things for me, is watching people you've worked with for 20 years or more develop from small mom and pops into these large businesses with hundreds of employees and multiple locations.”

According to Heather, there is a very different attitude in

the RV Industry that sets it apart from the others in which they work. “Say you go to an automotive trade show. They're very focused on business and the bottom line. But the RV trade shows are different. The focus is more about building relationships. While business is indeed important, the friendships that are made and nurtured are key. We show up at the RV Shows and people stop buy to catch up, chat and make contact.”

While sales are important, the company focus is on increasing market share. “We're working with a lot of large scale dealers whom we haven't worked with before, like Route 66 and Redex RV. We want to contact and work with as many people as possible.”

Heather has been active in the FRVTA for several years. Currently, she is treasurer for Region 4 and previously served as secretary. When asked how the FRVTA has helped the company, she says, “It's been tremendous. We've made many great connections and the FRVTA has definitely been a great resource. We love going to the meetings and talking to everyone.”

Heather is especially excited about a joint project the company is working on with a number of local dealers. CampOrlando.org. is a

website intended to bring together not only dealers and customers, but campgrounds, RV parks and resorts as well as other destinations. What they envision, Heather explains, is a grassroots gathering place for all interested parties—one that connects dealerships with potential customers and campgrounds with visitors. It would be a one-stop information source for newbies and seasoned RVers alike.

Heather is very positive about the future of the RV Industry. “We talk to a lot of dealers and we have clients everywhere. What we're hearing is that the industry is really coming back now. While there are a couple of pockets throughout the country that have been slower to recover, we're in an upswing. Everyone has had incredibly cold winters and there's a lot of pent-up demand.”



Sales rep. Marlyn Queliz and Heather Sconnley

### ARVC Mounts Major June Camping Promotion

The National Association of RV Parks and Campgrounds (ARVC) is staging a major June promotion, “Get Outdoors & Go Camping America...It's Easy!”, that hopes to deliver new camping customers and business to RV parks and campgrounds.

The purpose of the campaign is to encourage young families to go camping during June, Great Outdoors Month, using GoCampingAmerica.com (GCA) coupons for discounts on all things camping and to document their camping experience on video for a chance to win a grand prize.

ARVC will use social media, viral video, marketing efforts and media outreach to drive traffic to GoCampingAmerica.com where consumers can download various discounts on camping. ARVC will offer a 20% off coupon for all GCA/ARVC member parks. Also, companies like CampingWorld, Coleman, El Monte RV, etc. are participating by offering discounts, too. Consumers will be able to download coupons and try out camping, hopefully becoming repeat customers at a park.

For more information on the campaign, visit: [www.arvc.org/june.aspx](http://www.arvc.org/june.aspx).—RVBusiness



## Great Outdoors Week 2011 Plans Set

The annual Great Outdoors week, a celebration of all things outdoors, begins with the observance of National Get Outdoors (GO) Day on June 11. It includes special events showcasing key recreation programs and recognizes the outstanding efforts being undertaken across the nation to improve outdoor recreation experiences.



Great Outdoors Week is one of the focal points of Great Outdoors Month, which is proclaimed nationwide by both the president and by every state governor throughout the U.S.

The GO-Day launch of Great Outdoors Week will be marked at more than 100 sites where the public – especially young people – will be invited to enjoy different recreation activities and learn about additional, easily accessible recreation opportunities.

Programs featured during Great Outdoors Week will include: the Obama administration's America's Great Outdoors Initiative to link the American people to their magnificent public lands; the Let's Move Outside campaign launched by first lady Michelle Obama to combat childhood obesity; the ED OUT partnership program to encourage outdoor learning and fun; and the Recreational Trails Program, which serves as the foundation for state trail programs all across the country.

Great Outdoors Week will also feature several different award ceremonies, including the Sheldon Coleman Great Outdoors Award, the recreation community's most prestigious award, recognizing individual and collective achievements within the recreation community.–*American Recreation Coalition, RV Business*

## Motorhome Sales Flat in March, First Quarter

The latest sales data from Statistical Surveys Inc. (SSI) indicates that year-to-date motorhome sales were basically unchanged for both this past March and the entire first quarter 2011.

SSI also has now added the capability to track units sold as part of rental fleets, so the March report includes 290 rental motorhomes, of which 285 were Class Cs. This represents a 21.8% increase from last year.

For Class As, overall sales were down 1.2% in March and dropped a larger 3% for the entire first quarter. Class C sales increased 0.1% in March, but were down 4.8% for the entire first quarter.

For the first quarter, Tiffin Motorhomes, Inc. remained the Class A sales leader with 21.5% of the market with Winnebago Industries, Inc. a close second at 20.5%.

Forest River Inc.'s Coachmen division was the Class C sales leader in March and held the largest market share for the first quarter as well at 24.9%.–*RV Business*

## 1099 Tax-Reporting Provision Repealed

President Obama has signed a bill to repeal the so-called 1099 tax provision after months of loud complaints from groups representing small business, including RVDA. The provision required small businesses to file a tax form for any company from which it bought more than \$600 in goods or services in a single year. The provision was set to take effect in 2012.

The House passed the repeal measure this past March on a bipartisan 314-to-112 vote. Earlier this month, the Senate voted 87-12 for the repeal. Obama's signing of the legislation into law marks the end of a nearly eight-month-long effort by lawmakers to do away with the 1099 tax-reporting provision.–*RV Executive Today*



The Camper's Choice Since 1966

## Camping World Selected No. 1 RV Seller

Statistical Surveys Inc. in their recent 2010 Annual Sales Awards has selected Camping World RV as the nation's top motorized and towable seller for the sixth consecutive year.

"Our 2010 award indicates we are headed in the right direction with a solid foundation and business plan in place," said Roger Nuttall, president of Camping World RV Sales. "We are looking forward to a double-digit increase in 2011."

Companywide, Camping World RV increased towable sales by 23% over 2009 and garnered an 11% increase in motorized units.

Statistical Surveys' awards are based solely on unit volume according to independent data gathered annually. Award rankings are in no way influenced by the opinion of Statistical Surveys or its staff. Congratulations!–*RV Business*

## Priority One Expands Operations Department

St. Petersburg-based Priority One Financial Services continues to expand its operations department with the addition of five new employees.

Chuck Smith and Lance Huggett join Priority One's team of business managers and will be working with Priority One's dealer partners to provide financing options for the dealers' customers, helping to increase deliveries and generate F&I income for dealerships.

Additionally, Deborah Phillips, Robin Johnson and Helen Detore have been named as business administrators. They are responsible for ensuring lenders guidelines are met and paperwork is on time and accurate.

• Huggett, a business management and marketing graduate from Temple University in Philadelphia, has worked in the lending industry for nearly 25 years. Before joining Priority One, Huggett owned R.E.C.A. of Tampa Bay Inc. for 10 years.

• Smith belongs to The Association of Finance and Insurance Professionals (AFIP). He attended Jim Moran & Associates (JM&A) courses (one of the largest providers of F&I products in the automobile industry) and has over eight years of finance and sales experience in the car industry.

• Phillips is well suited for her position as a business administrator at Priority One having spent the majority of her career in mortgage lending.

• Johnson has 17 years of banking experience in operations, direct and indirect lending, loss mitigation and sales. Besides her banking experience, Johnson worked as a dealer relationship manager where she developed automobile dealer rapport, assisted existing automobile dealerships with the loan approval process and sold extended service contracts.

• Detore has a degree in finance from the University of South Florida and is a licensed insurance service representative. She has over four years experience working at a local Florida automotive dealership where she was the office manager responsible for assisting the finance and insurance department with analyzing financial information, preparing customer statements and maintaining regulatory compliance.

"We are very excited to be expanding the operations department once again. With the addition of these talented individuals, we can continue to give dealers the type of service they deserve," said Heather Mariscal, Priority One's president.—*news release*



Lance Huggett



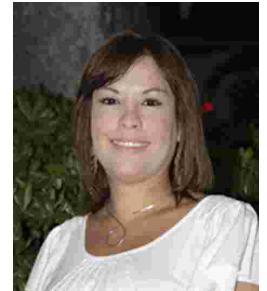
Chuck Smith



Deborah Phillips



Robin Johnson



Helen Detore

## Monaco's Kay Toolson Announces Retirement at end of June



Following a career of 25 years leading Monaco RV and Monaco Coach Corp., Kay Toolson will retire from active day-to-day operations of the company, although he will continue with special projects and take an advisory role in the company.

After working in several smaller RV manufacturing firms, Mr. Toolson joined Oregon-based Monaco Coach Corp. in 1986 and completed a management buyout of the company in 1993, taking the company public that same year. He served as president for the company from 1986 to 2000, CEO from 1986 to 2009, and as chairman from 1993 to 2009.

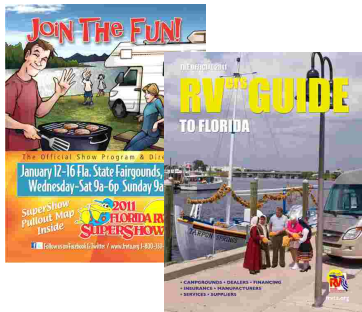
During his tenure with Monaco, the company grew from a small, specialty RV manufacturer with \$17 million in annual revenue to a 570-employee company producing a broad spectrum of RVs and annual revenue topping \$1.4 billion.

The company eventually filed for bankruptcy in 2009 during the Great Recession and was subsequently purchased by Navistar Inc. Since that purchase, Toolson has served as president of Monaco RV.—*Monaco, RV Business*

*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](mailto:davekelly@frvta.org) in the State Office.*

## MEMBERSHIP INFORMATION

### ANNUAL RV DIRECTORY AND SUPERSHOW PROGRAM AD SALES



2012 RVer's Guide to Florida and Official SuperShow Program and Directory Advertising Sales 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 with Elite Marketing 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 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!

### 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.

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



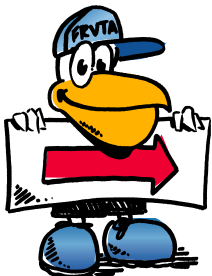
### SUMMER TRAVEL BENEFITS FOR MEMBERS!

*When traveling this summer, don't forget to visit the following sites so you can take advantage of discounts and special offers for theme parks and attractions nationwide, including the Walt Disney World® Resort, Universal Studios®, Sea World®, Six Flags®, Busch Gardens®, Orlando Dinner Shows & more!*

There are four ways to order tickets and take advantage of these discounts:

- Visit the Association's website ([www.FRVTA.org](http://www.FRVTA.org)) and select the TicketsAtWork.com link. You will be automatically logged into the discount website and have unrestricted access to the savings!
- Go to [www.TicketsAtWork.com](http://www.TicketsAtWork.com). Click on the "Sign In" Box at the top of the homepage. You will then be prompted to create a username and password. Enter the company code FRVTA. Once enrolled you will have access to discounts on theme parks and attractions nationwide!
- Place your order over the phone by calling customer service at 800-331-6483. Orders are taken over the phone seven days a week 8:30 am - 12:00 am, Eastern Standard Time.
- Save on shipping costs by picking up your discount tickets at BestOfOrlando, conveniently located on 8472 Palm Parkway, Orlando, FL 32836. Orders can be made in advance by calling 800-331-6483 and walk-ins are always welcome!

## MEETING DATES



REGION 1 • NO MEETING

REGION 2 • June 15 • Holiday Inn • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 3 • NO MEETING

REGION 4 • June 8 • Sheraton Safari • Orlando • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 5 • NO MEETING

REGION 6 • June 26 • Copeland's of New Orleans • Jacksonville • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 7 • June 23 • Horse & Hounds • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM