

## Go RVing<sup>SM</sup>

### Announces New Leads-Plus Program... Will Segment Leads for Industry Users

To increase the value of Go RVing advertising leads to the industry and help users generate more sales in these tough economic times, Go RVing has developed a new leads prioritization system. This new Leads-Plus Program will deliver more highly qualified leads categorized by RV purchase likelihood, helping dealers, campgrounds and manufacturers follow up more efficiently and effectively.

An extensive study of nearly 6,000 consumers who contacted Go RVing for information between 2007 and 2009 has provided scientific data showing what the most influential primary predictors are in turning an information-seeker into an RV owner.

The study revealed that one of every five Go RVing leads purchased a new or used RV after becoming a lead, and that Go RVing leads purchase a higher percentage of new units than the general RV-buying population studied by the University of Michigan. In short, those who contact Go RVing are highly engaged in the RV buying process.

Armed with this data, Go RVing created a mathematical leads prioritization model to process all leads generated by next year's national advertising campaign. With the new year, all leads are run through a computer program that looks at the profiling factors for each individual who contacts Go RVing, and then prioritizes the resulting leads into four groupings: those who are Highly Likely to Purchase, Likely, Moderately Likely and Interested in purchasing.

This Leads-Plus prioritization system will be based on the consumer's answers to demographic and lifestyle questions asked by Go RVing at the time they become a lead, plus additional data collected from Equifax, shown to be the most influential in predicting a purchase.

The new Leads-Plus segmentation program was designed to help the industry – dealers, manufacturers, suppliers, clubs, campgrounds, show promoters and others – to better work the leads and to match the right product or experience to the prospect's needs.

"The research conducted to create the new Go RVing Leads-Plus Program shows that the campaign has been delivering high-quality leads. Perhaps one of the most important findings of this study is the positive impact that follow-up contact by an industry third party has on the purchase rate. This shows the importance of signing up to receive the leads and working them," said Bruce McDoniel, director of analytics with Richards Analytic, who headed up the research project.

The Go RVing Coalition, formed in 1994, consists of RV manufacturers, component suppliers, dealers and campgrounds. Go RVing works to provide the public and media with pertinent information about the benefits of RV travel. For more information visit [GoRVing.com](http://GoRVing.com). –RVIA



## STATE OFFICERS

**PRESIDENT**  
Larry Schaffer  
**VICE PRESIDENT**  
Sam Abdo  
**TREASURER**  
Rob Rothenhausler  
**SECRETARY**  
Ryan Hollan  
**CHAIRMAN OF THE BOARD**  
Donnie Davis

## REGIONAL OFFICERS

**REGION 1**  
Nelda Iacono - PRESIDENT  
Chris Morse - DIRECTOR  
**REGION 2**  
Brian Copley - PRESIDENT  
Bob Clark - DIRECTOR  
**REGION 3**  
Paul Carey - PRESIDENT  
Deanna Pearce - DIRECTOR  
**REGION 4**  
Ken Prentiss - PRESIDENT  
Rob Cochran - DIRECTOR  
**REGION 5**  
Neal Stewart - PRESIDENT  
Lyn Hart - DIRECTOR  
**REGION 6**  
Alan Dulberger - PRESIDENT  
Bill Propper - DIRECTOR  
**REGION 7**  
Dell Sanders - PRESIDENT  
Russ Perkins - DIRECTOR  
George Lempenau  
CAMPGROUND DIRECTOR

## OFFICE STAFF

Lance Wilson  
EXECUTIVE DIRECTOR  
David Kelly  
MARKETING DIRECTOR  
Desiree Alfonso  
CONTROLLER  
Lesla Colvin  
SHOW DIRECTOR  
Patty McCarson  
SHOW COORDINATOR  
Damaris Cuebas  
ADMINISTRATIVE COORDINATOR

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

e-mail address: [info@frvta.org](mailto:info@frvta.org)  
internet address: [www.frvta.org](http://www.frvta.org)

## PRESIDENT'S MESSAGE

*How is your customer waiting experience? Whether we are delivering a unit we just sold or servicing a customer's unit, many times there is a waiting period they must experience. We have an opportunity to make this a pleasant experience or a not so pleasant one.*

*We have all seen the look on a customer's face that tells us things are not going well. This is always a difficult situation to overcome. We usually end up apologizing and giving up something (usually money in some form) to pacify the customer.*

*Although we will never be able to eliminate all these instances, there are some things we can do to make the waiting experience a good one. Timely and regular communication is the most critical part of our contribution to this experience and nothing can replace it. Without effective communication, there will be tension and anxiety no matter what else you provide.*

*Secondly, the facility we have available for our customers can also have a huge impact. I have been in many dealerships where the waiting area is an "out of the way" corner with a couple of hard chairs. I have also been in dealerships where the waiting area is very comfortable.*

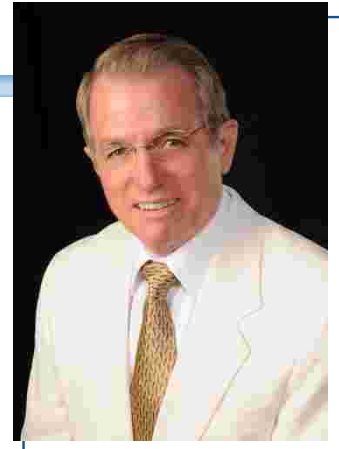
*If your facility is inviting and comfortable, you will even have customers plan on waiting while their unit is being serviced. Bringing a unit to your dealership can be very expensive – customers often live at quite a distance. There are many repairs that can be completed in a reasonable time and a wait could prevent two trips. However, the hard chairs will just not get it.*

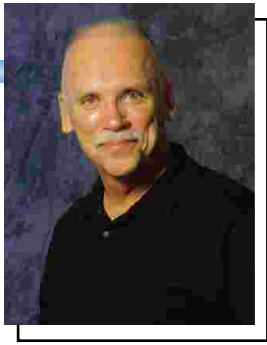
*So, where should your waiting area be and what should it have? Put your waiting area where the activity is. We have ours in an area between the sales department and the parts department. This makes it very easy to update customers in a timely manner. It also makes it difficult for your staff to walk by and not communicate with them.*

*Comfortable seating is a must. If possible, provide some reclining chairs. Tables and chairs are great for enjoying a snack or doing some paperwork. Wi-Fi is absolutely necessary. Vending machines with nutritious food items for a light lunch are great. A microwave, paper plates, plastic utensils and basic condiments are other essentials. Having a TV is fine if you have a separate room. Today's newspaper, a good variety of current magazines (don't forget the ladies!) and maybe a trading library complete the necessities.*

*Working on your "Waiting Experience" is a good investment. It is great to see your customers enjoying themselves while they wait. Many times they wander around (after a little rest) and buy parts and supplies. And sometimes they decide to look at some new RVs and, on occasion, buy one!*

**LARRY SCHAFFER**  
FRVTA President





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

### Watch Your Wallet!

Oh Geez!! Here he comes again. Hand out, smiling, so happy to see you and....oh so ready to part you from your hard earned income. Of course, I am talking about our mutual

“friend”... Uncle Sam. Is it just me, or does it seem to you also that he was just here?

Even though the tax-filing deadline for personal return is almost here (April 18th), there are still many things you can do to reduce your personal federal income tax. And even though you may file an extension for your tax return until October 15th, 2011, some tax savings ideas had to have been implemented by 12-31-2010, others by 04-15-2011.

Why is this important information? Because in 2010 if you file a single tax return you need only have earned \$34,001 of taxable income to enter a 25% tax bracket. For married couples filing a joint return, taxable income of \$68,001 in 2010 will be taxed at a rate of 25% also (and more). For the fortunate few who earn as much as \$82,401 of taxable income (single) or \$137,301 as married filing a joint return, taxable income over these rates are taxed at 28%.

It gets worse. Our income tax system is progressive. In 2010, one reaches the maximum tax bracket of 35% with \$373,650 of taxable income (single), \$373,650 if married filing a joint return.

For those of you who long for the “good ‘ole days,” be careful. Just 25 years ago the highest income tax bracket was 70%. It wasn't until 1988 that President Reagan signed into law legislation that reduced taxes to two tax brackets, 15 and 28%. Today (2010), we have six brackets and a top tax bracket of 35%. Additionally, the Alternative Minimum Tax may be applied in certain cases.

Let's make this simple! If one is in a 25% tax bracket, lost deductions and failure to use the Tax Code to one's advantage when possible is a costly error. If a \$10,000 mistake occurs, it means you have overpaid your taxes by at least \$2,500, even more if you missed something that is exempt from Federal Income and F.I.C.A. Taxes.

#### Do I have your attention yet?

Here are just a few ideas for your consideration:

- Does your company sponsor a 401(k) Profit Sharing Plan? Salary deferrals into these plans are exempt from Federal Income Tax now. So are gains (if any).
- If the likelihood of being in a high income tax bracket during retirement years is a distinct possibility, ask your Plan Sponsor (employer) if the PS Plan has a Roth provision. If not, stop...don't pass go or pay \$200. Ask the Sponsor if

they would consider amending the Plan to allow Roth salary deferrals of \$16,500 to \$22,000. At the very least, some of you may want to hedge against the possibility (probability?) that top tax brackets will continue to increase.

- Roth contributions, whether in an IRA or a Roth 401(k) plan, produce Non-Taxable income during retirement years if, you play by the rules. So, if the top Federal Income Tax bracket is up to just 50% when you retire, you would need to withdraw \$200,000, pay taxes of 50% in order to net \$100,000. You not only will pay a huge income tax, you are now depleting your retirement savings by \$200,000 annually rather than a Tax-Free Roth distribution of just \$100,000.

- Long Term Care (LTC) insurance premiums paid from the cash value of a permanent insurance policy or a non-qualified tax deferred annuity is not included in taxable income. Don't have either? Maybe this is a good time to reassess your strategy about these and other investment savings vehicles. Don't have a realistic plan for handling at-home care, group care, assisted living facility (ALF) or skilled nursing care? This is a future train wreck for most of us. Better to address this when your health is good.

- Be sure to claim deductions in cash or kind to qualified charities. You may also claim mileage in the performance of charitable duties.

- For 2010 only, self-employed workers who are permitted to deduct health insurance premiums may also take an additional deduction against Social Security taxes on Schedule SE. Premiums paid for a child under the age of 27 at the end of the year may also be deducted, even if the child is not a dependent for tax purposes. The potential savings from Self Employment tax alone is as much as 15.3%.

- Finally, don't forget tax deductible IRAs of up to \$6,000 or non-deductible Roth contributions that can produce tax-free income in your retirement years.

In summary, don't make the mistake of stumbling over pennies on your way to dollars. Resist the urge. If yours is a more complex return, bring in a tax professional to prepare your return. Many times, they will more than pay for their fee in tax savings.

Also, be sure your Employee Benefit Advisor is well versed in taxable matters with regard to any employee benefit programs (including tax-qualified plans) and is thinking outside the box, creative and looking out for your best interest. Are they willing to put in the time necessary to save your company and you personally serious money? Not sure? Don't know? I just happen to know where you can find one! Otherwise, put your advisor to work. *Good luck!*

For more information, contact Jerry at 866-529-1619 or at [Jerry@vantage-benefits.com](mailto:Jerry@vantage-benefits.com)





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

### Springtime Heralds Session in Tallahassee

The 2011 Session begins this month on March 8, 2011, bringing the usual influx of lobbyists, politicians, staffers, and spectators to Tallahassee to participate in the fun and games.

With a veto-proof majority in both the Florida House and Senate, Speaker Cannon and President Haridopolos seem poised to have an easier time than legislative leaders of the past to move forward with their agendas. With an optimistic eye, we look forward to what the 2011 Session will bring and will be very active in protecting the interests of the FRVTA.

Although the Legislature has a tendency to overshadow the other branches of government during the spring, the Executive and Judicial Branches are just as crucial in shaping the policies of the State of Florida. This month, we would like to highlight the search for the new Secretary of the Department of Transportation and give a brief overview of the qualified candidates.

#### *The Department of Transportation Secretary Search*

At the time of this writing, the hunt for the new Secretary for the Department of Transportation is underway. The vacancy was created when the former secretary, Stephanie Kopelousos, resigned to work as special counsel to U. S. Rep. John Mica. After her stint in Washington, D.C., former Secretary Kopelousos will return to Florida sometime later this spring to serve as the Manager for Clay County.

The new secretary will oversee an agency that employs over 7,100 Floridians and operates with a \$6.9 billion budget. Currently, nine finalists have been whittled down

as likely successors for the position. On the short list, the candidates include:

- Gordon Goodin, a former Santa Rosa County Commissioner from Navarre who has been actively engaged in transportation issues since he was first elected in 2002;
- Rep. Rich Glorioso, a Republican from Plant City, who has been a member of the Florida House since 2004 and served as the Chairman for the Hillsborough County Metropolitan Planning Organization;
- Thomas Sorel, the current Commissioner of the Minnesota Department of Transportation;
- Richard Anderson, from the Georgia Regional Transportation Authority;
- Janet Kavinoky, from the U.S. Chamber of Commerce;
- Tom Conrecode, Vice-President of Government of Affairs with Collier Enterprises;
- Bernie Seel, of Seel Jackson Consulting and the former CFO of the Indiana Department of Transportation
- Jorge Figueredo, of Figueredo Solutions, Inc. and former Executive-Director of the North Texas Tollway Authority.

The new Secretary of Transportation is expected to take over the Department of Transportation sometime prior to the start of the 2011 Session.

With session underway, the FRVTA team in Tallahassee will stand vigilant in monitoring legislation and help shape any developments impacting Florida's recreation vehicle industry. Your support of the PAC Fund is necessary 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.

## FRVPC UPDATE



Florida's 2011 legislative session begins this month and is filled with newly elected representatives and senators from throughout the Sunshine State.

Many owe their electoral success to money donated by you, our membership, to the FRVPC PAC Fund.

Now, as they take the reigns of power, it's hoped they will remember the support Florida's RV Industry has given them. This will be particularly true as they tackle the huge fiscal hole facing Florida.

Will they increase licensing fees? Will taxes rise? Will services be cut? The questions and answers they and the state in general face are a major problem that needs a clear mind, extreme focus and overall outlook as to how their legislative actions will affect Florida's business climate, and how we are able to positively operate our businesses.

FRVTA's Legislative Consultant, Marc Dunbar, and his Tallahassee-based team are continually monitoring the various legislative committees that are charged with writing new rules,

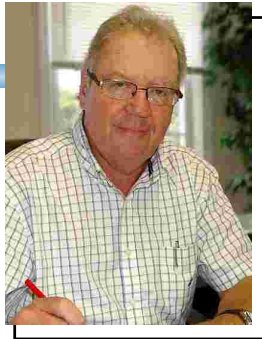
regulations and legislation to govern our huge state.

With the financial problems facing Florida, our legislative watchers certainly have their work cut out for them. However, we do have friends in high places who are watching out for us, too. In fact, several of them were featured speakers during last year's annual FRVTA convention.

And that's why a strong FRVPC PAC Fund is co critical to our overall business success. Without our monetary "stick" and continuing presence, legislators can easily forget who we are and what our our businesses require.

The worthy candidates we earlier supported are now in a position to make sure our interests are taken into consideration. That's the way Tallahassee works and we need to continue to make sure we are a serious participant.

Please make sure our business interests continue to be considered and supported by contributing to the FRVPC PAC Fund. Send your checks today to FRVPC, c/o Florida RV Trade Association, 10510 Gibsonton Drive,



## TRAINING NEWS ... by Jim Carr, Training Director

### Mobile RV Technicians and LP Gas Licensing Requirement ...

**Why this topic?** Because a dealership asked the question—do mobile technicians need a LP Gas license? I responded that this issue has never really come up but it's certainly worthy of checking out, especially when exploring the scenario given by the dealership and issues they were facing.

**Background:** The dealership in question has seen in the past few months a few Norcold recall refrigerators that had been serviced by a mobile tech onsite in an RV Park and the work was not done properly. In one instance the LP connections were compromised and a fire resulted. The customer related that someone had come to his door at the park asking if he had a Norcold refrigerator and if so, had the required recall service work been completed? If not, he would be happy to do it, right there, onsite.

*From the above scenario a number of questions arose:*

- Does the State of Florida require mobile technicians to have a LP License?

*I checked with the Bureau of LP Gas at the Florida Department of Agriculture and the person in charge emphatically stated that if an RV appliance being serviced is connected to the LP system then a license is required—specifically the 407B license with the required service qualifier endorsement.*

- What is the position of the FRVTA Board on the issue?

*This is scheduled as an agenda item for the Education Committee and subsequent discussion and/or action at the April Board meeting.*

- Is there any requirement within the Florida RV Park licensing criteria that mandates “tradesmen” doing business within the park must be appropriately licensed?

*Our RV Park Board Representative is checking this requirement and will offer findings at the April FRVTA Board meeting.*

“Obviously the Association wishes to do the right thing on behalf of all members and the industry and it would seem that this is both an ethics issue and possibly a compliance issue. It's not our intention to deny anyone meaningful and gainful employment but it is our responsibility to insure that members are informed of appropriate requirements and legalities as they go about their business,” cites Lance Wilson, Executive Director, Florida RV Trade Association.

The Association will delve into this issue with all the resources available, and provide further clarification and necessary action as required by our charter and law. Look for more on this issue in coming editions.

### First All-Electric RV Displayed at National RV Trade Show



The recently held National RV Trade Show in Louisville was the inaugural site for the first all electric motorhome. Created by MVP RV of Riverside, California, the new concept RV journeyed down 180 miles of highways between 65 and 70 mph as history was made.

The motorhome is named “Winston” after MVP RV’s Chinese investor and business partner, Winston Chung who is the owner of Winston Battery Ltd. and the developer of the advanced lithium ion battery that powers the RV. He also owns the original all electric RV, which is now in China after its initial introduction this past November.

Presently, there are no plans to mass produce this unit, which is expected to eventually cost the same as other high end motorcoaches, between \$750,000 and \$1 million when available for consumer purchase.

The only problem: the nation currently has no infrastructure in place that will enable all-electric vehicles, like this RV and newly designed cars,

to recharge. It now takes about 24 hours for the RV to recharge on a 220-volt plug in. However, with the proper equipment batteries can be recharged in as little as 20 minutes.

Brad Williams, president and CEO of MVP RV and owner of Winston Battery Ltd., said he developed the all-electric RV in hopes of setting a standard for other manufacturers to follow. He also believes that electricity recharging stations will become more commonplace as consumers purchase more all-electric vehicles.—*blog by Bob Difley*

## MEMBERSHIP SPOTLIGHT

### *After 30 Years in the RV Business, Jerry Strine is Still Going Strong!*

Jerry Strine, owner and CEO of Holiday Trailer Sales in Region 1 has seen just about everything in the RV business. At 84 years old, he's been actively attending RV shows, moving RVs and selling units for over 30 years. Originally from Ohio, Jerry ran a successful automobile dealership there. During the years while his sons were growing up, they were avid campers. Family vacations were often spent enjoying the great outdoors, and Jerry said he developed a fondness for the RV Lifestyle and the people they would meet while on their adventures.

Gradually, he says, he worked his way into the RV Industry, eventually opening a Holiday Rambler dealership.

In the early 1970s, Jerry relocated to the west coast of Florida and opened his second RV Dealership. Success came quickly. Within a short time, Jerry was now running three dealerships. Looking back, he admits to overextending too quickly. Rather than watch his empire crumble, he decided to close two of his locations. He's been running his current location since 1985 and has been enjoying success ever since.

An affable, easy-going man, Jerry has a very simple philosophy when it comes to prosperity. Asked if he has one secret to his success, he laughs and says it all comes down to hard work and determination. "There's no secret to it," he says. "I just work. I work hard. I enjoy it, so I spend a lot of time at it. That's really all there is to it."

When asked if he has any funny stories from his many years in the business, he laughs again. "None that I can tell you!"

Going on, he says, a sense of humor and an easy way with his customers has helped him with sales over the years. He treats his clients like friends and they treat him like family in turn. In fact, he says the best part of working in the RV Industry is the people he meets. "They're just good friends—one big friendly group." They are all about having fun, adventures and experiences.

Over the years he's spent in the business, he's built up an extended family of customers. Speaking of family, Jerry's son Gary continues to run the business in Ohio. However, for the past three years, Gary has come down to Fort Myers every winter to help his father.

Jerry has been a member of the FRVTA since the organization began, but is not active in any other

professional organizations. He just doesn't have the time. When asked if he holds any office or serves on any committee, Jerry laughs. "No way! I ran away from responsibility when I started working in the RV Industry." He continues, explaining that he's so focused on his business that he has no time to volunteer with the Association.

Despite his longevity in the business, Jerry says he doesn't have any business advice for others. "I can't tell anyone how to run their business," he explains. Again, he reiterates his own business model: "Just stay honest, work hard and try to do right by your customers. That's really all there is to it."

For Jerry, his business is doing well, despite the economic downturn. The majority of his customers are retirees with more disposable income. He's lived through many business cycles and managed to make it through during the stagnant economy of the 1970s. The RV Industry, he details, is primarily a luxury industry.

"When times get bad," he says, "we're the first to go down. When the economy improves, business improves." Jerry has seen sales improve over the year. The industry took quite a hit last year, but is now showing signs of improvement.

curious new trend, Jerry says, is that he's seeing more people looking at RVs and motorhomes as their primary residences. With housing prices the way they are, he says, a lot of people have found themselves upside down in their mortgages. Not wanting to lose anymore money, he sees people walking away from their brick-and-mortar residences and buying more affordable RVs and mobile homes.

Jerry is grateful to the FRVTA for the support they give to small dealerships, mostly through local shows. The Association provides advertising on the local and national levels, and is a great way to connect with customers and other dealers.

When asked if he has any suggestions for the FRVTA, he simply says, "I'm happy with the way the Association has been running things. If anything, it would be to just have them keep doing what they've been doing. I think they're doing a great job."



## **RVIA** Applauds Re-Launch of SBA's Dealer Floor Plan Program

RVIA applauds the re-launch of the Small Business Administration's (SBA) Dealer Floor Plan (DFP) Pilot Loan Program for the improvements the new effort includes to increase access to inventory financing for RV Dealers.

"The re-launched program includes significant enhancements over the original program that RVIA and the RV Industry pushed to have included -- the new maximum loan size of \$5 million, the ability for RV Dealers with a higher net worth of up to \$15 million to participate and the extension of the program to three years," said RVIA President Richard Coon. "We are hopeful these changes will remove key barriers to lender participation, thereby attracting more lending sources and providing RV dealers with additional floorplan opportunities."

The Small Business Jobs Act of 2010 included a provision for re-launching SBA's Dealer Floor Plan (DFP) Pilot program, which first became available in July 2009. The pilot is part of the SBA's overall 7(a) loan guaranty program. Key provisions of the re-launched program which RV dealers and lenders may use starting Feb. 9, 2011, include:

- A loan amount between \$500,000 and \$5 million (previously limited to \$2 million), for a term of not more than five years.
- A new size standard allowing larger businesses to qualify as a small business under the new DFP, as follows: the maximum tangible net worth of the business cannot exceed \$15 million; and, the average net income after federal taxes (excluding carry-over losses) for the two full fiscal years prior to the date of the application for DFP is not more than \$5 million.
- An advance rate of up to 100% of the value of the goods to be purchased may be offered by lenders.
- An SBA guaranty of 75% on floorplan lines of credit. In the original DFP, the guaranty for RVs, boats and manufactured homes had been 60% while autos had the 75% rate. Now, all have the 75% guaranty.

- In addition to the acquisition of titleable inventory for retail sales, loan proceeds can now also be used to refinance existing floorplan lines of credit with another lender or to refinance/replace existing floorplan lines of credit with the same lender.
- An extension of the DFP program to September 30, 2013 (was September 30, 2010).
- A floorplan lender with at least \$1 billion in floorplan lines of credit in its current portfolio may qualify for delegated authority under the new DFP Pilot, which will expedite the loan approval process for small business owners and allows more autonomy for lenders. Delegated floorplan lenders can use SBA Express forms and utilize their own policies, procedures, internal controls and documentation.
- "Eligible retail goods" that can be purchased under the new DFP are still automobiles, recreation vehicles, boats and manufactured homes that can be titled under state law.

A coalition of trade associations, including RVIA, RVDA, marine, auto, trailer and manufactured housing dealers, and manufacturers worked to ensure the new DFP program contained these improvements.

The rules and regulations for the pilot are now available on the website of The Federal Register, and in print editions. A procedural guide to the program will be posted on the SBA website at:

<http://www.sba.gov/content/dealer-floor-plan-financing-program-0>.

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](http://www.sba.gov) or by calling the SBA Answer Desk at 1-800-U-ASK-SBA or TDD 704-344-6640.—RVIA

### **New Lower RVIA Seal Fee Now In Place**

The cost of the RVIA seal to manufacturer members was lowered from \$25 to \$20 with the beginning of the new year. The new \$20 seal fee applies to all member manufacturer vehicle types. The Go RVing per unit assessment remains unchanged at the current levels of \$46 for folding camping trailers and truck campers; \$61 for travel trailers and 5th wheel travel trailers; and \$74 for motorhomes.

In July 2009, the RVIA Board temporarily increased the cost of the seals to address growing pressure on the association's budget caused by the reduction in show and dues income due to the downturn of the RV market. This action helped avoid further program cuts and severe service reductions that would have compromised RVIA's mission to promote and protect the interest of the association's membership and the RV Industry.

Similar \$5 reductions occurred in April 2010 and July 2010. The Board also instructed staff to continue monitoring and reviewing shipment volume every 90 days.—RVIA

## Tax Day Extended to April 18



This year you will have three extra days to file your taxes. They will be due this year on Monday, April 18. The bonus days come courtesy of “Emancipation Day”, a little-known Washington, D.C., holiday that celebrates the freeing of slaves in the district. This year Emancipation Day falls on Saturday, April 16, but it is observed in D.C. on Friday, April 15. This prompted the IRS to extend the tax filing deadline to April 18 this year. The tax code does not allow filing deadlines to fall on Saturdays, Sundays or holidays. –*wire services*

## Ten Things the IRS Wants You to Know About Identity Theft

Criminals use many methods to steal personal information from taxpayers. They can use your information to steal your identity and file a tax return in order to receive a refund. Here are 10 things the IRS wants you to know about identity theft so you can avoid becoming the victim of a scam artist:

1. Identity thieves get your personal information by many different means, including stealing a wallet or purse or accessing information you provide to an unsecured Internet site. They even look for personal information in your trash. They also pose as someone who needs information through a phone call or e-mail.
2. The IRS does not initiate contact with a taxpayer by e-mail.
3. If you receive an e-mail scam, forward it to the IRS at [phishing@irs.gov](mailto:phishing@irs.gov).
4. If you receive a letter from the IRS leading you to believe your identity has been stolen, respond immediately to the name, address or phone number on the IRS notice.
5. Your identity may be stolen if a letter from the IRS indicates more than one tax return was filed for you or the letter states you received wages from an employer you don't know.
6. If your Social Security number is stolen, it may be used by another individual to get a job. That person's employer would report income earned to the IRS using your Social Security number, making it appear that you did not report all of your income on your tax return.
7. If your tax records are not currently affected by identity theft, but you believe you may be at risk due to a lost wallet, questionable credit card activity or credit report, you need to provide the IRS with proof of your identity. You should submit a copy of your valid government-issued identification – such as a Social Security card, driver's license or passport – along with a copy of a police report and/or a completed Form 14039, IRS Identity Theft Affidavit.
8. Show your Social Security card to your employer when you start a job or to your financial institution for tax reporting purposes. Do not routinely carry your card or other documents that display your SSN.
9. If you have previously been in contact with the IRS and have not achieved a resolution, please contact the IRS Identity Protection Specialized Unit, toll-free at 1-800-908-4490.
10. For more information about identity theft – including information about how to report identity theft, phishing and related fraudulent activity – visit the IRS Identity Theft Resource Page, which you can find by typing “Identity Theft” in the search box on the IRS.gov home page. –*IRS*



## FRVTA'S 2011 SHOW SEASON

- 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 1-3 • 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](http://www.frvta.org).



## Congratulations!

Don Bray, owner of Arrow RV, congratulates Nancy and Richard Ehrlenbach (left) and Penny and Guy Hill (right) each of whom won a new Spree Escape travel trailer by KZ Manufacturing from a drawing held during the 2011 Tampa RV SuperShow this past January.

## MEMBERSHIP INFORMATION

### NEW MEMBERS

- BRIDGEVIEW MANUFACTURING, LLC** • 25876 Miner Rd. • Elkhart, IN 46514 • Phone: 574-231-7044  
 Toll Free: 877-775-4591 • Fax: 877-781-6903 • Email: gailq@bridgeviewmfg.com • Website: www.bridgeviewmfg.com  
 Manufacturer, Region 10
- LAKE MANCHAUG CAMPING, LLC** • 76 Oak St. • Douglas, MA 01516 • Phone: 508-476-2471 • Fax: 508-476-7128  
 Email: kstaruk@charter.net • Campground, Region 10
- MOBILITY AMERICA** • 5181 US Highway 98, N • Lakeland, FL 33809 • Phone: 863-816-1513 • Toll Free: 877-818-7433  
 Fax: 863-816-2253 • Email: mobilityamerica@aol.com • Website: www.mobilityamericaonline.com • Supplier, Region 3
- TOY HAULER INC.** • 8615 US Highway 301, S • Riverview, FL 33578 • Phone: 239-340-9900 • Fax: 813-671-8988  
 Email: paul@toyhaulerllc.com • Website: www.toyhaulerinc.com • Dealer, Region 3

## MEMBER BENEFITS!

### AFLAC Insurance Voluntary Benefits

If you haven't looked at AFLAC Voluntary Benefits (The Duck) lately, maybe it's time to take another look. The Florida RV Trade Association has partnered with AFLAC to offer this new benefit to your employees via a payroll deduction. Member businesses have the opportunity to join AFLAC at Association rates.

AFLAC provides cash benefits that can be used to help with co-payments, annual deductibles, maximum out-of-pocket expenses and medical costs above what is reasonable and customary, travel to treatment centers, every day living expenses (mortgage, car payment, electric bill, food, etc.) and lost income. Benefits can be used for virtually any out-of-pocket expense or personal need.

#### About AFLAC

AFLAC is the number one provider of voluntary benefits in the United States, insuring over 50 million people world wide. Last year AFLAC paid over \$7 million a day in claims.

#### Some Popular Plans to Consider

- Accident Plan: pays benefits for covered accidents on or off the job 24/7.
- Hospital Plan: pays benefits for hospital confinement, accidents, illnesses, surgery and invasive diagnostic exams.
- Cancer Plan: pays benefits for medical expenses related to cancer treatments.
- Specified Health Event (critical illness): pays benefits for serious health events. It also has an intensive care benefit.
- Life Insurance: term up to \$200,000.00.

AFLAC pays regardless of any other insurance plans you may have and are paid directly to the employee. If you are interested in AFLAC or want more information, please contact Russ or Ursula Hunt at AFLAC, (941) 316-9493 or e-mail them at ursula\_hunt@us.aflac.com.

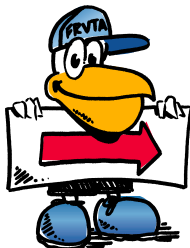
## RVS STOLEN!!!

*Recently we were alerted that two units were stolen from the lots of two dealer members. Please be on the lookout for these units and, if seen, report them to your local law enforcement agency as well as to the dealership contacts listed below. Thank you for your cooperation.*

1. Dealership: **RV WORLD OF LAKELAND**  
 Missing Unit: 2007 Winnebago Vista Class A  
*(all white, missing since Feb. 12)*  
 Model Type: 30B  
 Unit VIN#: 1F6MF53Y260A17408  
 Notify: Pete Ackerman at (863) 853-9177

2. Dealership: **LAZYDAYS RV**  
 Missing Unit: 2011 Sunseeker Class C  
*(with one slide, missing since Feb. 7)*  
 Model Type: 3100SS  
 Unit VIN#: 1FDXE4FSXADA40947  
 Notify: Mark Baiss, 800-626-7800, ext 4297 or mbaiss@lazydays.com

## MEETING DATES



- REGION 1** • March 2 • Captain's Table • Punta Gorda • Cocktails: 6:30 PM • Dinner: 7:00 PM  
**REGION 2** • March 16 • The Clarion Inn • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM  
**REGION 3** • March 8 • Rusty Pelican • Rocky Point • Cocktails: 6:30 PM • Dinner: 7:00 PM  
**REGION 4** • March 9 • Sheraton Safari • Orlando • Cocktails: 6:30 PM • Dinner: 7:00 PM  
**REGION 5** • TO BE ANNOUNCED  
**REGION 6** • TO BE ANNOUNCED  
**REGION 7** • March 24 • LOCATION TO BE ANNOUNCED