



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY

The "RV Caucus" Hosts Bar-B-Que For Fellow Legislators

The Florida RV Trade Association sponsored a special Bar-B-Que this past March at the Tallahassee RV Park. The event was hosted by six Florida Legislators who live in their RVs at the park during the Legislative Session.

The Legislators hosting the event include Representatives Rich Glorioso, Ritch Workman, Gayle Harrell, Charles Van Zant and Senators Jack Latvala and Charlie Dean.

According to FRVTA Executive Director Lance Wilson, the legislators were anxious to show off the RV Lifestyle they've come to enjoy. "This is a great opportunity to show to Florida's Legislators how important the RV Industry is to the state and just how the RV Lifestyle is whatever you make it," said Wilson. "We're excited to have this chance to talk directly to the legislative body and show them just how fun RVs can be."

Also attending the barbecue were members of the Board of Directors of the Florida RV Trade Association. A DJ was sponsored by the Florida Association of RV Parks and Campgrounds. There were RVs on display to show just how far the RV Industry has come. From flat screen high definition televisions to surround sound stereos, and washers and dryers, today's RVs are definitely "Not Your Father's RVs."



Secure More Approvals by Utilizing All Three National Credit Bureaus

By: Heather Mariscal of Priority One Financial Services

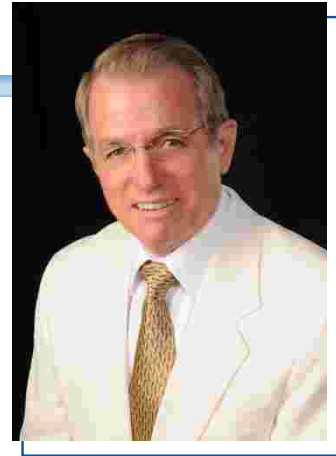
Credit scores are not what they used to be. Just a few years ago, many considered a good credit score 680 and above, but today that same 680 score would be an automatic decline from most recreational lenders. You owe it to your customer, as well as to your dealership, to obtain the most complete credit information available before submitting the loan to your lender partners. This means your F&I department needs to have available all three major credit bureaus' reports.

As every good F&I manager knows, in order to present a credit application to a lender in the best possible light, you must thoroughly review the customer's credit report first and not just submit the application based on score alone. It's critical to understand and determine the strengths of the loan request as well as the challenges.

While it's only necessary to use one credit bureau, it is to your advantage to have

continued on page 3





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PRESIDENT'S MESSAGE

Big Problems vs Little Problems (or "What John Taught Me")

Many years ago I had an employee teach me a valuable lesson. I have never forgotten it and it surprises me still how often I think about it.

I was managing a country club in Dallas, Texas. We had approximately 100 employees and 600 plus members. Between handling employee issues and meeting members' expectations, I definitely had my hands full. These were not business challenges—they were just problems that needed to be dealt with now.

John ran the cart barn. Every day it was his responsibility (along with his staff of one—Jose) to have all the golf carts fully charged, clean and lined up for our members' use. I regularly went out to the barn to spend a few moments with John. I really was just trying to escape from all the "problems" I was dealing with for a little while.

I often thought about how much simpler John's job and life must be compared to mine. He had only one employee to worry about and limited contact with our members. He certainly could not feel stress like that always hanging over my head.

Then one day John and I were sitting in a cart outside the barn watching Jose. We were discussing some additional tools he needed for maintenance on the carts. John started discussing all the stress he felt from his job. This caught me off guard. In my mind he had an easy job, but he began comparing his job and life to Jose's. He really had my attention now. He shared that sometimes he thinks he would rather do Jose's job and not have all the "problems" and stress associated with his job. I am sure you know the rest of the story. John had the same feelings and thoughts about job and life stress that I did.

Later, when I was alone, I thought through this conversation for the first of many times over the years. There was so much to learn here. First of all, I appreciated John's dedication and loyalty to his job. Even our seemingly lesser employees are sometimes "stressed" because of their commitment and we need to always be appreciative of that. Secondly, I realized we will always have big problems, even if we have to elevate smaller ones to fill the bill. (But we need to remember, too, that our big problems are "small potatoes" for someone else.)

These days I have plenty of "big problems" to deal with. Banks, floorplans, old inventory, disappointed customers and employees make up the short list. When I feel overwhelmed with all this, I go back through my time with John and the important lessons I learned from him. It always helps.

LARRY SCHAFFER
FRVTA President

SECURE MORE APPROVALS...

continued from page 1

access to reports from the top three credit bureaus: Equifax, Experian and TransUnion, because scores and credit information can differ greatly between the three.

Credit scores differ for a variety of reasons:

1. Lenders might not report to all three bureaus.
2. Public records including collections, judgments, liens and bankruptcies might not be reported.
3. Closed accounts might not be reported as closed.
4. The last reported date of a tradeline might not be identical.

Because of these differences, it is beneficial to receive reports from the top three bureaus to compare credit reports and see what the lenders are going to see. To help secure approvals, review all three credit bureaus' reports to ensure you don't miss any key information the lenders may be basing their loan decision on.

Since it is not unusual to see a wide range of credit scores on the same customer, your F&I department should work with all available information, not a piece of the picture portrayed by a single bureau. Keep in mind lenders typically do not pull all three bureaus, as a rule, which could ultimately influence the credit decision negatively.

F&I managers that use only one bureau's information and don't receive all of the customer's credit information gathered from all three bureaus, could receive a less than desirable approval from lenders who use risk-based pricing. With risk-based pricing, lenders estimate the probability that the borrower will default on the loan, which means that different borrowers can receive different rates and terms on the same amount to finance.

Additional factors that can alter the terms of the approval include: the number of trade lines, debt to income ratios, length of time in bureau and overall revolving usage, all of which could be different from one bureau to another.

For example, depth-of-credit file on one bureau might be five years, however, another bureau it might be 10 years; therefore, the lender might deem that customer to have more risk because they evaluated five years of history versus 10.

It's up to your F&I manager to pull all three credit bureaus, thoroughly review each and point out to the lender any credit bureau discrepancies that might help secure a better approval.

More deals will be approved when the F&I manager highlights the strengths your lenders look for to overcome any weaknesses that might exist in the deal. F&I managers must avoid mistakenly qualifying a deal as better or worse than it actually is. It's better to have all of the information than be surprised with something that could mean losing the deal or harming your credibility. To ensure this can be accomplished, review credit information from all three major credit bureaus. By doing so, the F&I manager will have all of the information necessary to do the best work for your customer.

For more information, please contact Priority One Financial Services at (727) 822-7171.



Top Three Credit Bureaus

Equifax is the oldest of the three, founded in 1899, and headquartered in Atlanta, Georgia. This bureau operates in 15 countries and employs about 7,000 people. It is the only publicly traded bureau of the three.

Experian, founded in 1986, has several operational headquarters all over the world and employs over 15,000 people in 40 countries.

TransUnion, the largest bureau, began in 1968, and is headquartered in Chicago, Illinois. It operates in 25 countries on five continents and holds credit on about 500 million people.



Annual RVDA Manufacturer Survey Now Available

RVDA is asking RV Dealers to confidentially express their level of satisfaction with their manufacturers and/or specific brands in the 18th Annual Dealer Satisfaction Index (DSI) survey.

Many manufacturers tell RVDA they use DSI results to adjust policies and procedures that affect dealers, so it's important for all dealers to fill out the survey. The DSI measures dealers' attitudes about their manufacturers' performance in eight key areas identified by RVDA's Industry Relations Committee:

- Sales support • Sales territory • Vehicle design • Vehicle reliability/quality • Competitive price/value
- Parts support • Dealership warranty support • Overall dealer communications

RVDA will release the DSI results to brand committee chairmen in time to be presented at brand committee meetings at the 2011 RV Dealers International Convention/Expo, October 3-7 at the Rio All-Suite Hotel & Casino in Las Vegas.

If possible, please fill out the survey online. This will help RVDA process results faster. Or, you can print the form and fax (703-359-0152) or mail it to RVDA. Be sure to rate all brands and manufacturers whose new products you carry.

For more information, send an e-mail to info@rvda.org or call (703) 591-7130.—RVDA



LEGISLATIVE UPDATE... by Marc Dunbar, Legislative Consultant

Session Winding Down and Ready for a Summer Break

The final weeks of the 2011 Session are coming to an end and folks here in Tallahassee are ready for the political crowds of the Florida Legislature to disperse just in time for the relaxing summer months. We would like to take a quick look at some of the important Session events that will impact the State of Florida in the next year.

Major Budget Issues

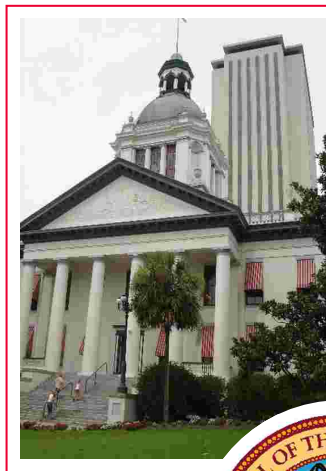
One of the biggest overarching themes to the 2011 Session was a tightening of the purse strings for the Florida budget. Several remaining points of differentiation between the House and Senate budgets were up for discussion at conference in order to obtain a legislative compromise. Some of the issues that were points of contention included:

- Changes to the state employee retirement plans that require employee contributions.
- Cuts to public school K-12 funding.
- Privatization of certain prison system services.
- Adjustments to the Agency for Persons with Disabilities to cover their budget shortfall.
- A reduction in Medicaid reimbursements to hospitals.

The Legislature will continue to meet and discuss the differing terms in both the House and Senate budgets that will need to be resolved before the Legislature adjourns on May 6.

RV Amendment to House Bill

We would also like to take the opportunity to highlight House Bill 1353. This relates to the Department of Highway Safety and Motor Vehicles and was sponsored by Rep. Albritton from Wauchula. Similar to Senate Bill 1150, this bill was amended to also include a provision to the RV statutes that permits an RV dealer to apply for a certificate of title for an RV and is required to be registered using a manufacturer's statement of origin. This applies only if such dealer is authorized by a manufacturer/dealer agreement on file with the Department to buy, sell, or deal in that particular line-make of RV and is authorized by such agreement to perform delivery preparation obligations on such line-make.

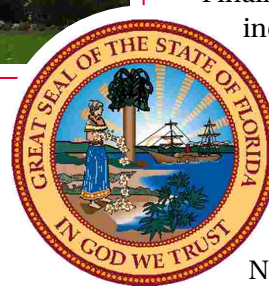


U.S. Senate Race

The 2012 U.S. Senate race has already started to gain attention in the media, and some very viable challengers have already stepped forward to challenge incumbent Sen. Bill Nelson. At this time, I would like to highlight a few of these candidates and give some information regarding the upcoming race.

First, Florida State Sen. Mike Haridopolos, Republican, is the current President of the Florida Senate. Sen. Haridopolos represents Senate District 26, which encompasses parts of Brevard, Indian River, St. Lucie and Osceola Counties. Outside of the Senate, Haridopolos is a lecturer at the University of Florida and teaches Florida politics.

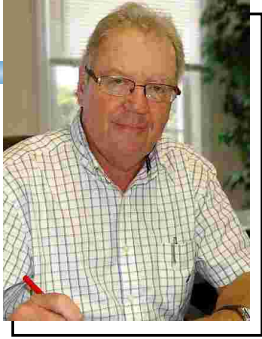
George LeMieux, Republican, is a former U.S. Senator. Mr. LeMieux was appointed by Gov. Charlie Crist to replace Sen. Mel Martinez following his resignation from the U.S. Senate and served from September 2009–January 2011. Prior to his appointment, Mr. LeMieux was Chief of Staff to Gov. Crist and was a former Deputy Florida Attorney General. Mr. LeMieux is an attorney and is board certified in business litigation.



Finally, Sen. Bill Nelson, Democrat, is the incumbent U.S. Senator who will face the victor of these two Republican challengers. Sen. Nelson has served as one of the Senators from Florida since 2001. Prior to that, he was a member of the U.S. House of Representatives from 1979-1991. Sen. Nelson was also the first member of the House to travel into space.

As the end of Session draws to a close, we continue to keep a watchful eye over any potential legislation affecting the RV Industry. All of the bills and amendments are available for viewing at the legislative sites: www.flSenate.gov, www.myfloridahouse.gov and www.leg.state.fl.us.

Please talk to your board members and state officers to find out more information on how you can help with FRVTA and its PAC fund—and thank you for helping keep the RV voice strong in Tallahassee!



TRAINING NEWS... by Jim Carr, Training Director

RV SERVICE TECHNICIAN CAREER LADDER *A New Model, New Opportunities*

diligently to define a career ladder for RV Service Technicians. The mission was defined as identifying steps to certification as well as options for specialization in critical areas of expertise. There was much debate on the topic with many levels of RV professionals weighing in on the value, the scope and breadth, and content of certification, certification prep training and text content.

Finally, we are at a point to roll out the proposal and begin the process of constructing exams, revising or creating new textbooks and developing training curriculum to meet these new opportunities.

I present below the two "tracks" of RV Technician Certification; the General Track and the Specialization Track, both leading to Master Tech Certification:

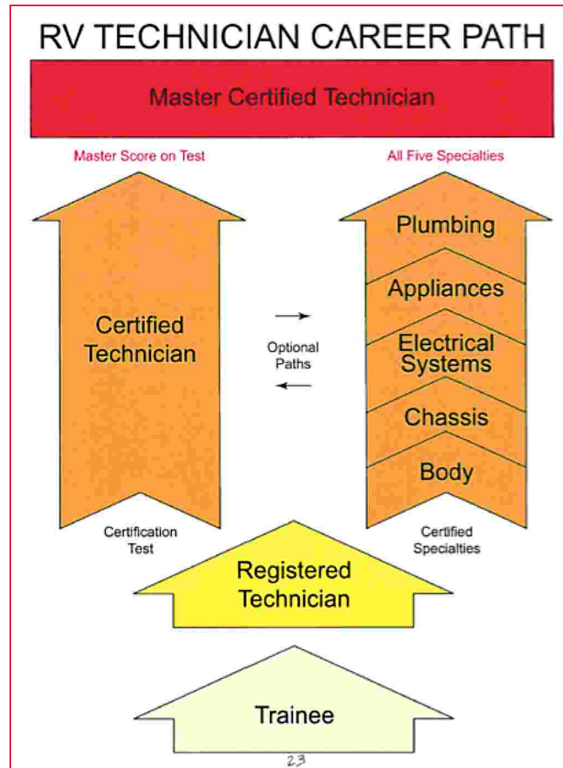
The two beginning levels, Trainee and Registered will contain Core Competencies that all technicians must possess prior to moving into the career tracks. The Generalist or Certified Track will continue as the current certification program. The new Specialist Track will contain in-depth new content well beyond what is currently within the Generalist or Certified track.

The theory behind the two tracks is to give dealers the option of guiding their technicians into career paths that best meets the dealership needs. Larger Dealerships may wish to look at specialization, smaller may find the generalist much more suitable to their operation.

One service manager I discussed this with, who had five technicians, offered that this would be great for his dealership; he would have all his Techs go through the Generalist track and then have each one choose a specialty, giving him the best of both options.

Currently RVIA is developing Core Competency tests, texts and curriculum for the beginning two levels and specialty tests, texts and curriculum for each of the new Specialist track components.

I look forward to offering in-depth workshops early next school year for all Service Managers in Florida to review, discuss and implement this new and exciting program. This Career Ladder has been a long time coming and gives Technicians a new look at professional career status and a



great new tool for dealerships to train and retain those valuable RV Service Technicians. This is your first look at this activity and I welcome calls and emails to help further explain the process.

Call me at 386-754-4285 or cell 813-335 0843. Thanks and I hope to hear from you.



RV Learning Center College Scholarship Program Available

The RV Learning Center scholarship program awards \$2,500 scholarships annually to deserving college sophomore, junior and senior undergraduate students majoring in business, finance, economics, accounting or other RV-related subjects. Dealers are able to offer this opportunity to their team specifically because of their employment in the RV Industry. Visit www.rvlearningcenter.com for an application.

All items must be submitted by June 6, 2011. Dealer principals, their family and dependents are not eligible. Please call the dealer services hotline, or e-mail info@rvda.org if you have any questions about the scholarship program.

The scholarship program is possible due to the generosity of the Newt and Joanne Kindlund Family. The Kindlunds are the founders of Holiday RV Superstores, the first publicly-traded RV Dealership, which they sold in 1999. Newt Kindlund remains an active participant in RV Industry affairs and currently serves on The RVDA Education Foundation Board of Directors. The Kindlund Family has fully funded the \$270,000 Foundation scholarship endowment.

MEMBERSHIP SPOTLIGHT

Torrey Oaks RV & Golf Resort: Come For a Month, Stay for a Lifetime

Kyle Schierling started Torrey Oaks RV & Golf Resort in 2006 when he was barely 23 years old. With two other business partners, Douglas Bell and Craig McClaren, they developed the park with one goal in mind: to offer deeded luxury lots for sale. It has been a successful endeavor, and now in 2011, when asked about his goals for the year, he says, "To sell as much as possible." Considering the economic implosion of the last three years, this may be no small feat!

A quick trip to their website offers a great deal about the park that dubs itself "the best kept secret in Florida." Torrey Oaks RV & Golf Resort, in Region 1, features 20 acres of lush Florida wilderness. There are some 233 RV sites with full hookups including both 30 amp and 50 amp electrical service. The available lots are also listed as "Class A and fifth wheeler friendly."

Located in Wauchula, residents and visitors are less than 90 minutes away from many of Florida's major attractions, including Busch Gardens, Walt Disney World, Sea World, Kennedy Space Center and Sebring International Raceway. Whether one is hankering for miles of palm-tree laden beaches or a quiet fishing spot to drop anchor and wait, there is something for every visitor to Torrey Pines. Centrally-located Wauchula is also home to the serene Peace River, as well as to many lakes ideal for fishing, boating and even fossil-hunting.

What sets the park apart from the rest, Schierling says, is that it's new. The lots are spacious and the onsite amenities are state-of-the art. Full-time residents and vacationers will never run out of activities at Torrey Oaks.

Whether their interest is fishing, golf, swimming or fitness, the resort boasts a large number of amenities, including their own onsite PGA Master Professional, Dennis Henderson. Dennis is available for private lessons or "Ask the Pro" clinics. Residents (and visitors) also have access to a full-sized commercial kitchen, a fully-loaded game room, bingo, shuffleboard and horseshoe pits. In fact, there is so much to do at Torrey Pines, as the website says, visitors may have to "go home to rest from your vacation."

Perhaps, though, the park's most unique quality is that it is an official USA Pickelball Ambassador. Created in the

mid-'80s and named after the inventor's cocker spaniel, Pickelball is a hybrid of badminton and wiffle ball, and is played on a small-sized tennis court. It is fast-paced, fun and highly addictive. The park offers lessons and coaching in this fast-growing sport.

Interior lots at the park begin at \$39,000 and increase varying upon location and size. Lots overlooking the 18-hole public golf course run around \$49,000 and oversized lots are \$79,000. Short-term and long-term rentals are also available with prices depending on the time of year.

Kyle says he was not a camper when he got into the business, and still doesn't have much time to do it now. But he found the industry is a great place in which to work. He particularly loves the RVers themselves. "They're just excellent people. Friendly, adventurous and outgoing." Further, he says about the job, "it's never boring - there is always something new everyday."

While not an office holder, Kyle is a familiar face at the FRVTA trade shows. Attendance at the trade shows, he says, is integral to increasing name recognition and awareness of the park. Membership in the Association has "definitely increased our population (at the park), that's for sure."

When asked how he and his company plan to help the FRVTA succeed, he says, "Nothing specifically. If

anything, we'll just keep doing what we're doing. Being out there, staying active at the shows. We support the Association and they help promote us. It's a win-win situation for both."

When asked how he views the current situation in the industry, he is cautiously optimistic. While tentative, he sees several encouraging signs of economic life. "Things are definitely looking up," he says. "But we've still got a long way to go before we're back to previous sales levels. They're definitely better than last year - and especially since the industry dipped in 2009. If you look at the numbers, everything's going up a little bit at a time."

When asked the cause of these numbers, he cites the improving economy. He sees a slow climb, but "People have a little more money to spend again. They're coming back."



February RV Sales Mixed

Statistical Surveys Inc. (SSI) reports that sales of towable RVs rose 4.4% this February when compared to February 2010, while motorized RV sales dropped 15.2% in February compared to February 2010. Sales of both RV categories appear to have been affected by severe winter weather experienced across the nation this past February since a greater sales increase was expected than what was realized.

"It is our opinion that the decline in February was due more to the weather conditions rather than the market demand," SSI noted in an explanatory note. "The first quarter number should provide a more complete picture of the retail demand."

For towables, all categories except Park Models registered sales increases when compared to last year's figures:

- Travel Trailer sales rose 5.7%
- Fifth-wheel sales were up 2.8%
- Folding Camping Trailer sales increased 12%
- Park Model sales fell 33.3%.

Thor Industries Inc. continued as the overall towable leader with a 38.7% market share in February. Forest River Inc. achieved a 20.3% share and Jayco Inc. was third at 10.9% market share. Year-to-date, Thor leads in overall towable sales with a 38.4% share while Forest River is second with a 20.2% share.

For motorized units, Class A sales dropped 11.4% with Class C sales declining 21.3% when compared year-to-year. Winnebago Industries registered a 22% motorized market share with Thor Industries holding a 14.9% share.

The specific breakdown shows Winnebago with 21.4% of the Class A market, edging out Tiffin Motorhomes, which registered a 21.1% market share. Winnebago also led in Class C sales with 23.2% market share with Forest River obtaining 19.4% and their Coachmen division bringing up third with 16.7% market share.—*RV Business*



Go RVing Web Visits, Leads Surge

Go RVing's 2011 print and Internet advertising launch in March brought a surge of visitors to GoRVing.com, generating 80% more consumer leads for industry partners than last year at this time.

Overall website traffic is up approximately a fourth over 2010. "Additional media spending has made the industry more visible in the marketplace during the important spring selling and travel planning season," said James Ashurst, RVIA vice president of public relations and advertising.

In March, ads with business reply cards began running in national magazines including Arthur Frommer's Budget Travel, Family Circle and History Channel Magazine. Internet advertising began on leading travel sites and Go RVing also advertised for the first time in popular new media including Facebook and Hulu. High-performing advertising on weather sites and search engines was resumed.

The increased advertising and resulting leads generated have allowed Go RVing dealers to increase their downloaded leads by 70% compared to last year while campground downloads are up 35%.

Of the 23,700 new leads posted to-date in 2011, 2% were ranked highly likely to buy, 14% scored likely to buy and 32% ranked moderately likely to buy. Over three-fourths (77%) should buy within six months. This is from Go RVing's new Leads-Plus segmentation system, a sophisticated mathematical model developed last year to qualify leads making them more effective and attractive to industry users.

Since the Leads-Plus ranking system was introduced, the number of dealerships registered to access the leads has risen 14%, for a current total of 399 U.S. dealers.—*RVIA*



RV Hall of Fame Develops New Business Plan

The RV/MH Heritage Foundation released a new business plan it hopes will guide the group out of its current financial problems, make it an even more viable industry resource and insure it's long-term stability.

The foundation's primary objectives center around renegotiating current debt, and better utilizing the building as an event/activity center. The foundation is also seeking a commitment from the Go RVing Coalition to continue their \$200,000 annual contribution to the Hall of Fame.

"Unfortunately, because of recent media coverage of our tentative financial situation and not knowing if we are going to be open, clients have started to pull events and ask for a return of their deposits," B.J. Thompson wrote to the coalition. "So it's imperative that we are able to say with certainty that we will be able to stay open, and be able to say it quickly. If Go RVing will provide their sponsorship, we can make that statement."

According to the new plan, "The objective of the foundation board and staff is to reduce the debt and ultimately to once again return to being debt-free, while re-embarking on the mission of preserving the history and honoring the pioneers and individuals who have made significant contributions to the RV and manufactured housing industries – while being viable and prosperous in operations."

The foundation was formed on March 22, 1972 and was charged with the responsibility of maintaining the national RV/MH Hall of Fame recognizing industry pioneers and leaders, and perpetuating the heritage of the industry by proving a repository for archives and memorabilia.—*RV/MH Heritage Foundation, RV Daily*

G&G Media Buys **RVBusiness**

G&G Media Group LLC, a new Elkhart, Ind., publishing firm launched by two well-known RV industry veterans, has announced the acquisition of the flagship trade journal RVBusiness (RVB) from Affinity Group.

The sale to current RVB Publisher Sherman Goldenberg and Beverly Gardner, proprietor of Beverly Gardner & Associates, an Elkhart, Ind., publishers representative firm, includes the popular RVBUSINESS.com website and relevant trademarks.

“RVBusiness is a venerable and respected trade name with a strong following,” said Goldenberg, who will transition from his position as a vice president and publisher for Affinity Group as a result of the sale. “And we’re appreciative to the folks at Affinity Group for giving us the opportunity to continue providing both print and web services to North America’s RV manufacturers, suppliers, dealers and distributors under the RVBusiness brand name.”

The RVBusiness sale comes at a time of considerable change for Affinity Group, which is turning up the focus on its consumer-centric business and publications.

Affinity Group Inc. (dba Good Sam Enterprises) CEO Marcus Lemonis confirms that trade-oriented publications, events and promotions are no longer a good fit for the company, which is more focused on the end-consumer.

G&G looks to maintain and improve its web and print services, said Goldenberg, adding that the magazine also looks for a return in the near term to a monthly print publishing cycle from the bimonthly format to which it turned a year ago coming out of the recession.—*RVBusiness*



Honors Four Florida Dealers

Newmar Corp. has announced the names of its dealers who are being recognized for providing excellent customer service over the past year.

The Customer Satisfaction Index (CSI) Award is presented to dealers who scored in a predetermined percentile based on results from customer surveys. Four Florida Newmar dealers earned this coveted award by providing excellent customer service to Newmar customers receiving warranty work, according to a news release.

The 2010 Florida award winners are:

- Dick Gore’s RV World, Jacksonville
- Harberson RV, Clearwater
- Independence RV Sales & Service, Winter Garden
- North Trail RV Center, Fort Myers

“Newmar is pleased with the customer support provided by our dealer partners. As confirmed by their customers, the dealers earning this award possess a strong commitment of customer satisfaction that permeates through their entire organization” said Matt Utley, Newmar vice president of service operations. “We are proud of their achievements.”

Additionally, Newmar recognized North Trail RV and Independence RV Sales & Service with the Mahlon Miller Service Excellence Award that recognizes those dealerships that most embody the spirit of customer service.

“Mr. Miller and the entire Miller family have a passion for customers,” added Utley. “Through his guidance and leadership, customer service will be forever ingrained into the fabric of Newmar.”—*Newmar, RV Business*

Lazydays Expands to West Coast

Lazydays RV Supercenter has acquired Beaudry RV, according to court records obtained from the U.S. Bankruptcy Court in Arizona. The sale was reportedly made for \$9.55 million in cash.

Beaudry RV assets purchased include:

• All of Beaudry RV’s real and personal property assets subject to the liens of the mortgage lenders and GE Commercial Distribution Finance.

- The sales facility at 3200 East Irvington Road in Tucson, Ariz.
- The service facility at 5043 South Country Club in Tempe, Ariz.
- The showroom and warehouse at 3220 East Irvington Road.
- The RV park located at 5151 South Country Club in Tempe, Ariz., and all personal property located thereon.
- The collision center at 5970 South Palo Verde Road and 5975 South Brosius Avenue in Tucson, Ariz.
- Certain collateral encumbered by liens of GE including furniture, fixtures, equipment, tools, parts and records.

The only items not specifically included in the sale are: some floor-mounted lifts in the service bays, RV parts, RV furniture, golf carts, vehicles and a weather station. Court records indicate that GE will be able to auction those items off at a later date.—*RV Daily Report*

MEMBERSHIP INFORMATION

NEW MEMBERS

A & A MOBILE RV SERVICE • 6602 Ike Smith Road • Plant City, FL 33565 • Phone: 813-967-6459 • Fax: 813-567-5711
 Email: aamobilervser@aol.com • Website: www.aamobilervservice.com • Service, Region 3

BB&T • 8841 Cody Lee Road • Fort Myers, FL 33912 • Phone: 239-690-4868 • Fax: 239-225-7951
 Email: jjanoschka@bbandt.com • Website: www.bbt.com • Finance, Region 1

IQ POWER LLC dba Global Links Group • Unit 104-235, W. Lake Mary Blvd. • Lake Mary, FL 32746
 Phone: 407-416-9323 • Email: denise@globallinksgroup.com • Website: www.globallinksgroup.com • Supplier, Region 4

RICK'S RV LLC • 9943 Beach Blvd., Ste. B • Jacksonville, FL 32246 • Phone: 904-400-7425 • Fax: 904-854-2588
 Email: ricksrvs@yahoo.com • Website: www.ricksrv.com • Dealer, Region 6

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!



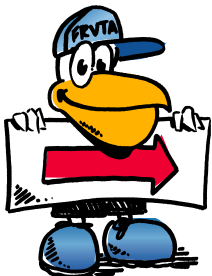
SUMMER TRAVEL BENEFITS FOR MEMBERS!

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) 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. 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 • May 4 • **ELECTIONS** • Captain's Table • Punta Gorda • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 2 • May 18 • Clarion Inn • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 3 • May 10 • Rusty Pelican • Tampa • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 4 • May 11 • Sheraton Safari • Orlando • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 5 • May 17 • Location to be Announced

REGION 6 • NO MEETING

REGION 7 • May 26 • Location to be Announced