



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY

Campfire Canvass Shows RVers to Hit the Road this Fall and Winter

A new survey of RV owners indicates they have strong travel plans this fall/winter and expect to save significantly, despite the soft U.S. economy and fluctuating fuel prices.

According to the RVIA's biannual Campfire Canvass, 34 percent of RV owners plan to travel more this fall and winter than last year, 43 percent plan to travel the same amount and just 11 percent plan to travel less.

Many surveyed families are buying RVs to see America. According to the survey, 71 percent ranked "seeing America" as the most important reason for buying an RV in the last two years.

Along with seeing America, another primary reason why millions of owners will be traveling and enjoying the RV lifestyle this fall/winter is because they appreciate the value RV travel delivers. Nearly 90 percent said RVing is an affordable way to travel.

Almost 65 percent of the respondents said they save at least 25 percent when traveling in their RV compared to other types of travel, while 27 percent save 35-50 percent. This reflects a new study by PKE, an international travel and tourism consulting company, which found that RVing is 23-to-59 percent less expensive than other types of vacations for a family of four.

Besides saving on rising hotel costs and airfares, RV owners also avoid the expense of eating in restaurants. The study found 49 percent of RV owners said they eat at least two meals a day onboard their RVs, while 44 percent said three meals.

Despite these uncertain economic times, 45 percent of RV owners said they're considering another RV purchase within the next two years, with 79 percent of those respondents citing the availability of "great deals" in today's RV market. More than 60 percent will attend RV retail shows this fall and winter.

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2011-2012 FRVTA SHOW SCHEDULE

Please call the State Office for more information or to participate in any of these events.

TREASURE COAST RV SHOW *NEW SHOW!*

Nov. 3-6 • Martin Cty. Fairgrounds, Stuart

TAMPA BAY RV SHOW

Nov. 10-13 • FL State Fairgrounds, Tampa

FLORIDA RV SUPERSHOW

Jan. 10-15 • FL State Fairgrounds, Tampa

FORT MYERS RV SHOW

Jan. 19-22 • Lee Civic Center, Ft. Myers

OCALA RV SHOW

Jan. 26-29 • Super Flea Market, Ocala

JACKSONVILLE RV SHOW

Feb. 9-12 • Equestrian Center, Jacksonville

CENTRAL FLORIDA RV SHOW

Feb. 16-19 • Volusia Cty. Fairgrounds, DeLand

GERMAIN RV SHOW

Feb. 24-26 • Germain Arena, Estero

DESTIN SPRING RV SHOW

Mar. 1-4 • Destin Commons, Destin

WEST PALM BEACH RV SHOW

Mar. 8-11 • S. FL Fairgrounds, W. Palm Bch.

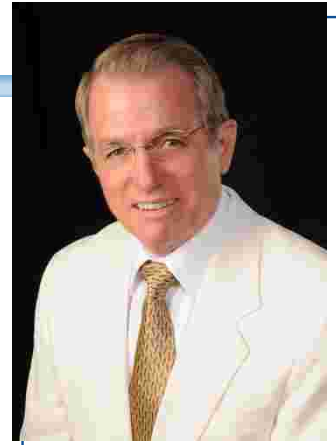
TAMPA BAY SPRING RV SHOW

Mar. 15-18 • FL State Fairgrounds, Tampa

RV SUPERSAVER SHOW

Apr. 20-22 • Lee Cty. Sports Complex, Ft. Myers





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PRESIDENT'S MESSAGE

Rightsizing, downsizing, whatever you call it, means making your operation smaller to deal with reduced volume levels. Unfortunately, most of the time this will involve layoffs and significant changes for remaining staff. Some of your current staff may not be able to adjust to these changes, which might include an increase in workload, a salary adjustment, the need for additional training or a different work schedule. Their departure could leave you needing to fill a key position.

Recently I was reflecting about an employee we had moved into a new position due to just such circumstances. This was a critical position we were very anxious to fill. We moved him hastily without expecting much more than an "ok" performance while we searched for a new employee. We considered him competent and he had a good work ethic, dependable with a good attitude, but this position was outside his expertise as we knew it.

At some point we noticed he was the best employee we had ever had doing this job. This was not a management position, but it was an important one as it involved a lot of contact with our customers. His good attitude had paid off and in his previous position he had learned other facets of our business that previous employees in this position were never exposed to.

We have since added other responsibilities to this position and his performance has been great. Sometimes the learning curve was a bit slow but, in general, his performance just got better and better. Now, two years later, I am happy to report that this employee has, on his own, taken on even more tasks and responsibilities, that were going undone, without a word of complaint.

As we continued doing business, additional changes became necessary. These involved:

- Moving a service writer to a position in accounting that opened due to the loss of a long time employee:
- Moving a technician to replace the service writer:
- Moving from a support position into management.

In the third case we had released a highly competent employee with years of experience and all the certified training required for this position. Unfortunately, this employee did not handle our customers very well and "right sizing" of his support staff had increased this component of the job. This was a difficult choice because his technical competency was outstanding, but he was unable to adapt to the added responsibilities of dealing directly with our customers. Our new employee in this position lacks his technical expertise, but handles our customers well.

These changes all involved current employees that were competent with good attitudes and work ethics, but deficiencies in training. Though they could have become part of "downsizing," all three are showing promise that they will be top performing employees as well.

*You do not have to be a genius or have the best training to be a success. A book I just read, *Outliers: The Story of Success* by Malcolm Gladwell, gave some great examples of how competency, hard work, a good attitude and an opportunity wins more often than we realize. It may very well be that there are some "diamonds in the rough" on your payroll at this moment. These economic times can lead to a "we can help each other" relationship with our good employees, some of whom only need an opportunity to "sparkle."*

LARRY SCHAFFER
FRVTA President



RV|ID – Now Available to FRVTA Dealer Members

RV|ID is a state-of-the-art inventory management solution that's now available to FRVTA Dealer members. Using GPS and wireless communications technology, RV|ID gives RV Dealers a cost-effective, precision web tool to efficiently manage and locate inventory, receive key alerts and detect theft. It also provides an exciting new alert system and social network exclusively for RV owners. Furthermore, RV|ID helps rental dealers reduce risk and detect odometer fraud.

RV|ID was designed with substantial input from RV Industry veterans to serve each stakeholder in the RV chain of distribution. However, the primary design consideration is the RV Dealer and RV owner.

The consumer service, called "myRV|ID," improves the RV ownership experience and lets RVs owners collect and share their adventures. RVs with RV|ID are "Smart RVs" that stand apart from other RVs and sell faster.

RV Dealers use RV|ID to track and locate inventory in real time, deter and detect theft, monitor shipping progress, monitor batteries and provide enhanced customer service after sale.

Smart RVs provide RV buyers with battery and maintenance alerts, detect theft and automatically create graphical trip journals to chronicle RV adventures. With myRV|ID, RV owners can locate their RV anytime, anywhere and share their trips and adventures with family friends. Trip journals can be shared on Facebook or by using myRV|ID's social networking tools.

RVs Can Be Pinpointed With Precision

• **Pre-Retail Inventory Management Tool** – RV|ID provides real time position information both in report and

graphical format. RVs can be located instantly anywhere, anytime. This simplifies the inventory management process, especially for multi-location dealers and those organizations that utilize centralized purchasing across member dealers. It also helps sales personnel locate RVs during the sales process. RV|ID can provide theft detection and locate stolen or missing RVs.

• **Sales Feature** – RV|ID-equipped RVs are designated on the dealer's lot with the Smart RV decal, which sets them apart from other RVs. RVs equipped with RV|ID by the OEM include the first year of consumer service. RV Dealers can generate revenue from the initial sale and thereafter receive a portion of service renewals after the included first year. Dealers who sell Smart RVs are listed and mapped on the myRV|ID website and their Smart RV inventory will be advertised there as well, at no charge to the dealer. Participating Smart RV authorized dealers offer discounts on parts and service to owners of Smart RVs who will reward Smart RV Dealers with their business.

• **Post Sale Customer Service Tool, Service Driver** – myRV|ID provides service and maintenance alerts to RV owners. These alerts are intended to simplify the RV

ownership experience while driving service business to the dealer.

Learn more at www.rv-id.com/dealers and www.myrv-id.com or by visiting Booth C-7 at the 49th RVIA National RV Trade show in Louisville, KY. You can also contact John Mancinelli direct at john.mancinelli@rv-id.com or 270-793-0509.



CAMPFIRE CANVASS...

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Owners surveyed will use their RVs in a variety of ways during the fall/winter travel season.

- 69 percent of the respondents said they plan to sightsee
- 64 percent visit state parks and 55 percent national parks
- 46 percent attend festivals and fairs
- 39 percent take part in foliage tours



The survey also reveals that owners are physically active on their RV trips. For example, 41 percent said they enjoy hiking, 38 percent fishing, 23 percent biking and 12 percent canoeing and kayaking.

Results also show that holiday travel remains popular with RV owners. Among the respondents, 42 percent said they plan to travel in their RVs over the Thanksgiving weekend and 21 percent over the Christmas/Hanukkah season.–RVIA



LEGISLATIVE UPDATE... by Marc Dunbar, Legislative Consultant

Committee Musical Chairs

Prior to the pre-Session committee weeks, the Florida House of Representatives announced that changes would be implemented to the committee structures, which has resulted in a “reshuffling” of sorts to the

Transportation and Highway Safety Subcommittee, the important substantive committee for RV issues.

Although many changes may be based upon personal preference or the arrival of a new member to the legislature due to a special election, some changes are necessary to give members a broader base of experience across issues, industries and areas of interest. Now, let's take a look of the structure of the Transportation and Highway Safety Subcommittee for the 2012 Legislative Session.

Serving once again as Chairman is Rep. Brad Drake, a Republican from House District 5 in the Panhandle near DeFuniak Springs and Eucheeanna. Rep. Drake previously served on the Road, Bridges and Ports Policy Committee before the committee restructuring last session placed him in his current role. The new Vice Chairman is Rep. Clay Ingram, a freshman legislator from House District 2 in Pensacola. Rep. Ingram may be a familiar face to many as he was a member of the 1999 Florida State University National Championship Football team.

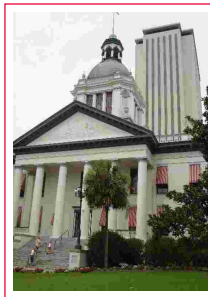
Rounding out the eight other Republican members of the subcommittee are three veteran members and five freshman members. Among the veterans are Rep. Clay Ford, from House District 3 in the Gulf Breeze-Pensacola area; Rep. Mike Horner, from Kissimmee, representing House District 79; and Rep. Peter Nehr, from House District

48 in the Palm Harbor-Tarpon Springs area.

The other five freshman Republicans include Rep. Frank Artiles, a Republican from House District 119 in Miami; Rep. Doug Broxson, a Republican from House District 1 also around the Gulf Breeze-Pensacola area; Rep. James Grant, from Tampa, representing House District 47; Rep. Bill Hager, from District 87 in Boca Raton; and finally, the newest member of the Florida House, Rep. Jose Oliva, from House District 110 in Hialeah and Miami Lakes who was elected in a special election on June 28, 2011.

On the other side of the political spectrum, there are five Democratic members of the Transportation and Highway Safety Subcommittee, one of whom was also recently elected in a special election. Once again, Rep. Irving Slosberg, from House District 90 in Boca Raton, will reprise his role as Ranking Democratic Member of the subcommittee. Joining him is Rep. Jeff Clemens, a Democrat from House District 89 in Lake Worth; Rep. Richard Steinberg, from Miami Beach, representing House District 106; Rep. Alan Williams, from House District 8 in Tallahassee; and the second newest member of the Florida House, Rep. Barbara Watson, from House District 103 in Miami Gardens who was elected in a special election on March 1, 2011.

We are looking forward to working with the new members of this Transportation and Highway Safety Subcommittee in the Florida House of Representatives and working hard for you and the RV Industry to protect our members. It is primarily through your help and support that FRVTA and its PAC fund are able to effectively voice the concerns of the industry in Tallahassee. Please be sure to talk to your board members and state officers on how you can get involved.



FRVPC UPDATE



The heat and humidity of summertime is just a memory and we are now well into fall with it's lower temperatures and cooling breezes. Fall also means election season, and, while it's a year early, the political parties already are circling their wagons and getting ready for the coming fight.

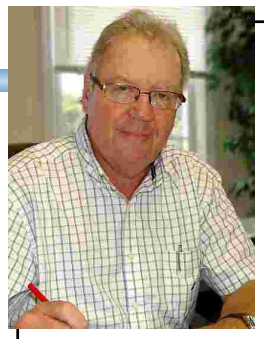
Next year will again see the Republicans and Democrats battling for their particular agenda. As in previous years, this could mean either a reduced government footprint on our businesses or increased government regulations. It all depends on who is elected, how the economy grows or doesn't, and what type of funding the government, local, state and federal, requires to operate.

These are big questions requiring big answers, most of which are still to be determined. However, you can make your businesses wishes and needs known through your support of the FRVPC PAC Fund. This fund was specifically

established to endow those legislators who are sympathetic to our businesses and responsive to our needs.

The FRVPC PAC Fund received a substantial boost from this year's generous donations made at the recently-held FRVTA State Convention. However, our Legislative Consultant, Marc Dunbar, and his great team in Tallahassee need the biggest “purse” possible to obtain the access and recognition necessary when dealing with politicians.

We, the membership, must make every effort to insure that Florida's RV Industry maintains a strong PAC Fund now and for all future endeavors. That's why we need your continued support for our 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

New RV Service Technician Certification Program

With an eye toward increasing the number of technicians eligible to participate in the RVDA-RVIA RV Technician Certification Program, the new

RV Service Technician Career Ladder has replaced the existing RVDA-RVIA RV Technician Certification Program, effective October 1, 2011.

The RV Service Technician Career Ladder now requires candidates to complete the certification candidate and registered technician tests before choosing one or two available career paths:

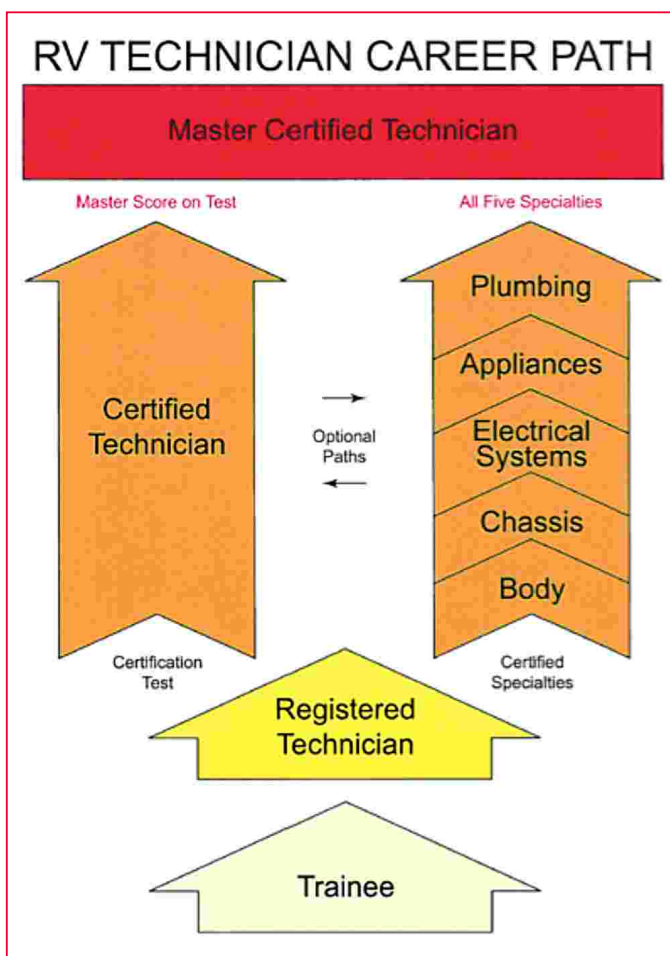
- **Path 1** is the current certification testing option in which the candidate becomes a Certified or Master technician (generalist).
- **Path 2** is the new specialty testing option in which candidates can pass one or more of the offered specialties—body, chassis, electrical systems, appliances or plumbing—to become a Certified Specialist.

Information on the new career ladder certification is available at www.rvda.org and www.rvtechnician.com.

After September 30, 2011, all certification candidates will be required to complete the requirements of the RV Service Technician Career Ladder.

Those enrolled in the Technician Certification Preparation online course are able to earn certification under the existing certification program. Candidates simply need to take and pass the RVDA-RVIA RV Service Technician Certification test before the EXPIRATION DATE of their individual course.

Those who didn't earn certification before the course expires are only eligible for the certification program that uses the new career ladder that became effective October 1, 2011. The new career ladder will not affect those who are already certified and taking the course to earn continuing education credit.



To learn more about certification and the career ladder, contact Isabel McGrath at imcgrath@rvda.org, (703) 591-7130, ext. 102. For questions about the technician certification preparation course, contact Tony Yerman at tyerman@rvda.org.—RVDA

Technical Seminars Set For National RV Trade Show

RVIA is offering three informative technical seminars for RV Dealers, service technicians and other technical service personnel during the Association's National RV Trade Show, set for Nov. 29-Dec. 1 at the Kentucky Exposition Center in Louisville, Ky.

These sessions will include:

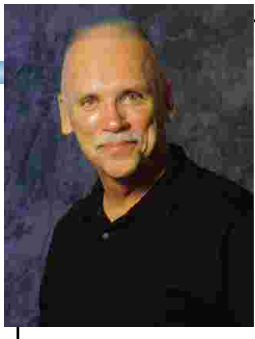
- "RV Weight Presentation and Demonstration" a complete program on the correct techniques for weighing all RV types. Technicians will also learn how to weigh and record data as well as educate consumers on the proper vehicle balance and safety concerns. This takes place on Wednesday, Nov. 30, from 8 a.m.-12 noon in the KEC West Hall. The cost for this session is \$50 in advance or \$60 onsite.

- "Career Ladder, Testing and Trouble Shooter Clinics

Information" on Wednesday, Nov. 30, from 11 a.m.-12:00 noon in South Wing Conference Room C101. There is no charge for this session, which will focus on the new RV Service Technician Career Ladder (see above article).

- "RV Body Repair" on Thursday, Dec. 1, from 8 a.m.-12 noon in South Wing Conference Room C101. This session will review body repair techniques to help educate technicians on the proper methods and procedures when repairing all types of RV body damage. The cost for this session is \$50 in advance and \$60 onsite.

For more information about the National RV Show or to register for the seminars, contact Huyen Dang in RVIA's Shows department at (703) 620-6003, ext. 305 or hdang@rvia.org.—RVIA



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

Medicare Advantage Plans— The Myth of FREE Healthcare for Seniors

During the next 45-60 days you, your spouse, your mom, dad, grandmother, grandfather, aunts, uncles, brothers, sisters, even

friends will be bombarded relentlessly by insurance companies offering Medicare Advantage insurance... **FOR FREE.**

What? You would have to be living in a cave to not know the cost of healthcare has skyrocketed in the last three decades. People are living longer often with serious health issues. One's life span can be prolonged by physicians, technology, medication, et.al, not even dreamed of as little as 30 years ago. And frankly, most people want to live longer, if the quality of life is good. They want to see their children, grandchildren and even great grandchildren grow up from being an adorable, lovable baby to an educated, mature, self-supporting member of society.

However, the cost of educating our physicians, building and staffing hospitals, buying equipment (chairs, beds, etc.), sophisticated technology and, through research and development, develop medications that prolong our lives is very expensive.

And now, our government and certain greedy insurance companies, with more business savvy than ethics, want you and I and everyone 65 or over to believe the myth of "free" healthcare. And, to a great degree, it's working. I'm talking about Medicare Advantage plans, supposedly bought to supplement the portion of healthcare costs not paid by Medicare. *Here's how it works:*

1. Actually, one is "dis-enrolled" from Medicare. The insurance company now has the responsibility of paying expenses normally paid by Medicare Part A and B. Some Advantage plans cover prescription drugs as well. They may also offer optional benefits and coverage such as dental, vision, hearing, wellness programs, et.al.

2. The insurance company will assume the responsibility

of healthcare costs not paid by Medicare usually AT NO COST TO YOU. WHAT? I can't help but wonder how the American public is so gullible.

3. The government actually pays the participating insurance company a fixed monthly fee to provide services to each beneficiary they enroll. Because the plans offer the same basic coverage as original Medicare, plus some additional benefits and services that original Medicare does not offer, they appear to be "too good to be true" and they usually are.

4. The concept behind the plans is to provide better service and lower out-of-pocket costs. But, it doesn't always work out that way. While the plans must provide benefits as good as original Medicare and cover everything Medicare covers, the plans are not required to cover every benefit the same way. Plans may offer better benefits in some cases, but pay less for others. Whose job is it to determine which plan covers what? Yours.

I know it is not Halloween yet as I pen this article, but...want to see something really scary? Go to the California Health Advocates website, www.cahealthadvocates.org or, call the Health Insurance Counseling and Advocacy Program (HICAP) at 1-800-434-0222 and ask for help concerning the grievance or appeal process for Medicare Advantage Plans. See if this is this how you want to spend your retirement years? Coming next issue...a better idea.

Because the Medicare Open Enrollment period ends on December 7 this year, I will make the December article available, by e-mail request to Jerry@Vantage-Benefits.com, by November 1. Remember, the Open Enrollment Period for 2011 is from October 15 through December 7.

Generally, one may not change their election after the Open Enrollment Period. There are exceptions. See the official US Gov't Medicare handbook, Medicare & You (CMS Product #10050-27, August 2011).

August 2011 Wholesale RV Shipments Rise

Wholesale shipments of all RVs were measured at 21,000 units in RVIA's August survey of member manufacturers, an increase of 16.7% over last month, but off 2.3% from this same month one year ago.

The month-over-month improvement was largely centered in conventional travel trailers with smaller gains recorded in fifth wheel trailers and type A motorhomes. On a seasonally adjusted basis, shipments this August were at an annualized rate of 246,000 units, an 8% gain over the previous month.

Year-to-date, RV shipments have now climbed to 183,000 units this year, ahead by 3.2% over this same period last year. While all RV product categories except folding camping trailers have grown this year, all towable RVs continue to gain more units while all motorhome totals have enjoyed a slightly greater percentage improvement.—RVIA

MEMBERSHIP SPOTLIGHT

Top Notch Marine and RV: Big Enough to Provide Every Benefit and Small Enough to Care

Long Island native Jim Sabia of Top Notch Marine and RV, is relatively new to the RV Industry. In 1987, Jim graduated from Florida Institute of Technology in Melbourne, having studied computer programming, engineering and business. He and his father set up shop in Fort Pierce, on Florida's Treasure Coast.

"When we started this," he says, "I was 22-years-old and you know how, at that age, you think you know everything about life. My father and I sat down and talked about goals. What we wanted to do and where we thought we'd be in five, 10, even 20 years." At the time they started, their goals were modest.

"We'd be thrilled if we could sell three boats a month," Jim says. But Jim is not the type of person who sits on his past successes. He's constantly moving forward, raising the bar, so to speak. "Now, we sell probably 50 units a month (between boats and RVs). We have three times the market share."

RVs didn't come along until three years ago, after 21 years in the boat business. Jim had been interested in branching out into the RV market for a while, but it wasn't until 2008 when the "stars aligned" for the company. A local RV Dealer went under and Jim purchased some of the lines that had been let go. Jim had some experience with RVing, having traveled the country with his parents, and believed it was the right direction to take.

When asked about their business model, Jim says they follow a few simple rules. They buy in volume and sell at a deep discount. They also provide excellent service.

Jim says that key to their success is the relationship with the customer and the quality service they provide. Almost 40% of their business is repeat or from word-of-mouth. In fact, they've sold as many as eight units to one family, one after the other. That's a company record, Jim states.

When asked about the best part about being involved in the RV Industry, he's thoughtful. From a business standpoint, he says, the RV and marine industries are identical.

"They're both big industries, but at the same time they're like small towns. Everyone knows everyone. My goal is to foster long-term relationships with the big manufacturers as well as the everyday customer who buys my product. I'm not looking to just next year, I'm looking at decades. I also hire people for life. In all my years in business," he says, "I've never had a lay off."

When asked about the RV Industry, Jim is very excited and positive. Despite the current economic malaise, Jim says, "I view it as a wide open frontier I think will explode in the next year."

He likes the industry, and thinks it's more accessible to people. "What I've found," he says, "is that the RV Industry is much easier than the marine industry from every standpoint. And it's a great way for a family to stay connected. The costs are lower, too. For instance, a \$6,000 pop-up can camp right next to a \$400K motorhome. However, a \$6,000 boat can't go into the same waters a more expensive boat can."

When asked about the FRVTA, Jim says they're not yet actively involved. "But only because of our current work load," he explains. He looks forward to

getting involved with the FRVTA.

From his vantage point in both industries, he says the FRVTA is unique in what it provides for the RV Industry. He cites the legal support and political lobbying on behalf of FRVTA members as something very positive, and states he'd like to see a similar organization developed for the marine industry.

Americans, he says, are sick of being poor. They're sick of having to save money. He cites sales spikes in lightweight travel trailers and B-van sales. He believes it's because people still want to enjoy life, but their shopping habits have changed.

"When things get better," he says, "and they will, we're going to see the broader spectrum of RV products improving in sales. Lightweight travel trailers are selling like crazy. People are busy. They want the most for their money. Even 30 miles up the road is still a getaway. That's where I see wide open spaces for RV Dealers in the future."



2012 RV SUPERSHOW UPDATE

The Show Committee and Executive Committee of the Board of Directors of the Florida RV Trade Association were polled regarding current and previous model year at the Florida RV SuperShow. A decision was made to allow 2011 models at the Florida RV SuperShow held at the Florida State Fairgrounds, January 10 - 15, 2012.



RULES:

- Up to 20% of a manufacturer's display, of units originally invoiced, including Demo Units, may be new and untitled 2011 products.
- In the event that 20% of a display would be less than one (1) unit, the manufacturer may display one (1) unit. 2012 units must be displayed in order to qualify.

- This change in procedure will apply for the 2012 Florida RV SuperShow only.
- Advertising will be monitored closely in the 2012 RV SuperShow Directory to insure the integrity of a "New Product Show".

It will be up to the manufacturer to comply with this new procedure. As in years past, we will require a MSO for each show unit and the secondary MSO for all motorized.

If you have any questions or concerns, contact either Lance Wilson or Lesa Colvin at the State Office, 800-330-7882.

ANNUAL SUPERSHOW PROGRAM & WEBSITE AD SALES



Advertising space deadline for the Official SuperShow Program is December 2. If you are interested in having your sales message reach the tens of thousands of interested RVers who attend this annual mega-event, please contact Deanna Pearce with Elite Marketing for more information. You can reach her direct at 863-318-0193 or email at dlpearce7@aol.com.

Besides this magazine, Deanna also is coordinating the sale of advertising on the Association's webpage, www.FRVTA.org. A variety of sizes are still available on our site, which received over 220,000 Unique Visitors from June 2010 through June 2011.

The complete media kit including rates, advertising guidelines and deadlines are available online at www.frvta.org. Your support of these two outstanding marketing opportunities is appreciated!



CAMPING WORLD ACQUIRES JACKSONVILLE'S SUNCOAST RV

The Camper's Choice Since 1966

Camping World continues its nationwide growth with the recent purchase of Jacksonville-based Suncoast RV and its network of six stores. Stores are presently being remodeled and retrofitted with Camping World signs and products.
-RV Daily Report

Lazydays CELEBRATES TUCSON OPENING

Billed as "Florizona Day," Lazydays RV Supercenter recently held a grand opening celebration of its new Tucson, Ariz., location with special events at both store locations.

The Arizona event featured a ribbon cutting ceremony and Mexican fiesta, as well as a tour of Lazydays' campground, restaurant and sales center. Guests browsed the dealership's inventory while feasting on Tecate, margaritas, hors d'oeuvres and Sonoran hot dogs. Mexican maidens, Folklorico dancers and a Floriador de Soga entertained the crowd.-*Lazydays*



New Inventory Manager at La Mesa RV Center

La Mesa RV Center is pleased to announce the recent addition of Sharon Padley to its management team as Inventory Manager. She comes to La Mesa RV with over 20 years of RV Industry experience working directly with manufacturers, retail sales managers and retail sales personnel.

In her new position, Sharon will insure that La Mesa RV is stocking and ordering units customers request the most and with features that provide the utmost in value. She will interface with individual manufacturers via order placements and also by communicating trends in warranty and repair areas.

Sharon is based in La Mesa RV's Sanford, Florida, store but will travel to all La Mesa RV stores as well as to various manufacturer's facilities and events.

MEMBERSHIP INFORMATION

NEW MEMBERS

- ALLSTATE INSURANCE/FIRST PATRIOT, INC.** • 3641 W. Kennedy Blvd., Ste. F • Tampa, FL 33609 • Phone: 813-353-0303
Toll Free: 800-743-2565 • Fax: 813-353-9244 • Email: paulphaneuf@allstate.com • Website: www.fpinsuranceagency.com
Insurance, Region 3
- BND FLAGPOLE SALES** • 1298 Bee Mountain Ridge Rd. • Lenoir, NC 28645 • Phone: 239-246-2874 • Supplier, Region 10
- CAMPING CONNECTION** • 9140 W Highway 192 • Kissimmee, FL 34747 • Phone: 407-397-2267 • Toll Free: 888-252-2267
Fax: 407-397-4866 • Email: kenny@campingconnectionrv.com • Website: www.campingconnectionrv.com
Service, Region 3
- CARRON INSURANCE AGENCY, INC.** • 8331 Gunn Highway • Tampa, FL 33626 • Phone: 813-926-0512
Fax: 813-774-5159 • Email: info@carroninsurance.com • Website: www.carroninsurance.com • Insurance, Region 3
- DAYTONA RVs** • 5858 S. Ridgewood Ave. • Port Orange, FL 32127 • Phone: 386-767-1573 • Fax: 386-767-1573
Email: daytonarvs@aol.com • Website: www.daytonarvs.com • Dealer, Region 4
- DREAM RV** • 9260 Daniels Pkwy. • Fort Myers, FL 33912 • Phone: 239-275-4200 • Fax: 239-275-9915
Email: dreamrv1@yahoo.com • Website: www.dreamrvfl.com • Dealer, Region 1
- EZDETAILER APPEARANCE PRODUCTS** • 107 Japonica Drive • Orlando, FL 32807 • Phone: 407-948-7505
Toll Free: 1-866-399-2948 • Email: dan@greenautoproducs.com • Website: www.ezdetailer.com • Supplier, Region 4
- HAPPY FEET USA, INC.** • 1101 N. Keller Rd., Ste. D • Orlando, FL 32810 • Phone: 407-834-3338 • Toll Free: 800-462-8677
Fax: 407-834-5003 • Email: info@happyfeet.net • Website: www.happyfeet.net • Supplier, Region 4
- HAPPYWEAR** • 527 Prestwick Circle • Palm Beach Gardens, FL 33418 • Phone: 971-570-7801 • Email: bionicwilla@gmail.com
www.willaband.com • Supplier, Region 2
- JUST ONE CALL PLAN, LLC** • 4128 Westroads Drive, #203 • West Palm Beach, FL 33407 • Phone: 561-640-9009
Toll Free: 877-595-6001 • Email: salvanti@justonecallplan.com • Website: www.justonecallplan.com • Service, Region 2
- KRAMER KREATIONS** • 9141 Sebring Drive • Pensacola, FL 32506 • Phone: 850-458-5858 • Fax: 850-458-8565
Email: murray@murbgame.com • Website: www.murbgame.com • Supplier, Region 5
- NAVISTAR ENGINE GROUP/MAXXFORCE** • 10400 W. North Ave. • Melrose Park, IL 60160 • Phone: 708-865-4153
Website: www.maxxforce.com • Supplier, Region 10
- NITRO TIRE** • 1840 15th Ct. N.W. • Winter Haven, FL 33881 • Phone: 863-412-0177 • Email: nitroforyou@gmail.com
Supplier, Region 4
- PALM RV SERVICE CENTER** • 2441 S. State Road 7 • Fort Lauderdale, FL 33317 • Phone: 954-584-3200
Toll Free: 800-257-PALM • Fax: 954-584-3228 • Email: info@palmtruck.com • Website: www.palmtruck.com
Service, Region 2
- PILOT FLYING J** • 5500 Lonas Road, Ste. 210 • Knoxville, TN 37909 • Phone: 865-474-2284 • Toll Free: 800-562-6210
Fax: 865-297-1567 • Email: jeffrey.farrington@pilottravelcenters.com • Website: www.pilotflyingj.com • Supplier, Region 10
- RV-ROOF-TOP** • 6615 Lanesferry Rd. • Newbern, TN 38059 • Phone: 731-627-6213 • Toll Free: 800-627-6213
Fax: 731-627-2653 • Email: teresaf@aktspecialty.com • Website: www.rv-roof-top.com • Service, Region 10

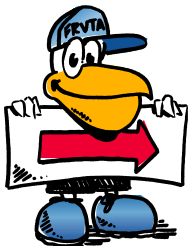


CONGRATULATIONS!

Due to space limitations in the October FRVTA News, we were unable to congratulate the winners from the "High Wire" Fishing Trip sponsored by Forest River:

- **Most Fish Caught:** BRIAN SQUILLACE, Great Time RVs
- **Biggest Fish Caught:** JENNIFER ALEXANDER, Camp USA
- **Smallest Fish Caught:** JOHN ROCKNE, M&M RV Rentals & Sales
- **Most Unusual Fish Caught:** BLAIR REVELS, Ocean Grove RV Sales

MEETING DATES



REGION 1 • NO MEETING

REGION 2 • November 16 • Clarion Inn • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 3 • NO MEETING

REGION 4 • November 9 • Bravo! Cucina Italiana • Orlando • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 5 • NO MEETING

REGION 6 • November 15 • Copeland's • Jacksonville • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 7 • November 17 • Horse & Hounds • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM