



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY

YOU STILL HAVE TIME TO REGISTER FOR THE FRVTA ANNUAL STATE CONVENTION

Even though the 31st Annual FRVTA State Convention is only a short few weeks away, you still have time to register so you won't miss any of the outstanding educational information sessions and fun times that await. This year's annual confab takes place at the beautiful Marriott Harbor Beach Resort and Spa on Fort Lauderdale Beach, Thursday, September 8 through Sunday, September 11.

By bringing together the best minds in the RV Industry, we'll update all members on the state of the industry and what to expect for your business in the coming months.

This year's convention theme of "The Greatest RV Show on Earth," features a unique circus atmosphere that promises thrills, chills and educational excitement that will galvanize your attention and motivate your thoughts!

Start with the "It's A Circus" Hospitality Room, a great place to unwind after a busy day and relax with fellow industry professionals. Friday afternoon will be time for the "Clowning Around" Golf Outing and the "High Wire" fishing trip. That evening the "Under the Big Top" Costume/Dinner Party will feature a zany time with everything from clowns and jugglers to lion tamers and high wire acrobats.

Friday morning the curtain rises for the general session with an industry panel featuring all segments of the RV Industry. An all-star parade of outstanding RV Industry performers will enlighten and entertain you:

- Rick Compton, Senior Vice President and General Manager of BB&T's Recreational Lending Division and Mark Schroeder from Bank of America Merrill Lynch's Senior Leadership Team update members on Retail and Wholesale Lending for RVs;
- Bob Olson from Winnebago will give a Manufacturers industry review;
- Bobby Cornwell, President and CEO of the Florida Association of RV Parks and Campgrounds (FARVC) is a national figure on the Campground scene who'll review the RV Industry as it applies to Campgrounds;
- Martin Street, President and CEO of national supplier Stag-Parkway will give an overview of the parts and supplies industry and what he expects in the coming months;
- Mike Molino, National RV Dealers Association (RVDA) President and a frequent FRVTA convention speaker, gives his input on what RV Dealers should expect in this economy;
- Richard Coon, President of the Recreational Vehicle Industry Association (RVIA), another frequent FRVTA convention presenter, gives us his perspective on how RV Manufacturers view the upcoming selling season.

Following this outstanding panel will be FRVTA Education Director Jim Carr with an update on the FRVTA Distance Learning Network and FRVTA General Counsel Marc Dunbar of the Pennington law Firm who will review the recent Florida Legislative Session. Marc also will moderate a much anticipated legislative

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PRESIDENT'S MESSAGE

PARTNERSHIPS & FRIENDSHIPS

It's Hard to Keep Them Both, but it is Well Worth the Extra Effort

Jim Searcy, my friend and partner for the last 25 years, passed away last month. Over the years, many business friends and acquaintances have asked me about our relationship. They wanted to know if it really worked as well as it appeared from 'outside the box'.

I have seen many business relationships fall apart over the years, including some of my own. However, the relationship between Jim and I always stood the test. I believe there are some good reasons that it did.

Jim and I both had one very big situation in common; we both had family members in the business. We both knew that this situation alone has been proven to ruin a lot of partnerships; it did not ruin ours.

Jim and I were very different in many ways. He handled more of the Customer Relationships over the years as he was the 'face' of the Bus Sales for our company. I was considered (and sometimes called) as many other things. Off the top of my head, I recall being the "Sales Prevention Leader", the "Kill the Deal Specialist" and the "Bury Us in Paperwork Team Leader", to name a few.

These differences certainly created a lot of issues over the years, however it was never enough to break apart our partnership or friendship, as it very well could have. Partnerships, such as ours, have destroyed many great friendships. Jim and I were friends before we became business partners and I do believe this helped us to strengthen our partnership during difficult times instead of destroying it.

Jim and I had "Two Rules" we set and followed while dealing with each other and business. We never broke these rules. I believe that setting and following these rules was the "glue" that held our partnership and our friendship together.

RULE # 1: Blood is Thicker than Water

As much as some do not want to admit it or deal with it, when dealing with family members in a business, this is the way it will always be. Nothing will change this. Jim and I were not blood and nothing would ever change that.

We always remembered this when dealing with business issues that our "blood" employees were either creating or involved in.

RULE # 2: Don't Say Anything to Each Other that We Cannot Take Back

Jim was the master when it came to this rule. He could "take me to task" on something one minute and then, somehow, would find a way to "take it back" almost before he finished talking. Thinking back, this may have been a technique he used to get me to see something from a different perspective, show me how committed he was to it and then, after a heavy conversation about it, take it all back. His "technique" apparently worked for us. It would leave me thinking about the other perspective without the bitterness that business partners can sometimes get themselves into.

I think the most important thing that held our partnership and friendship together was what my wife Carolyn said to me after watching us for a number of years.

"You Both Respect What the Other One Does."

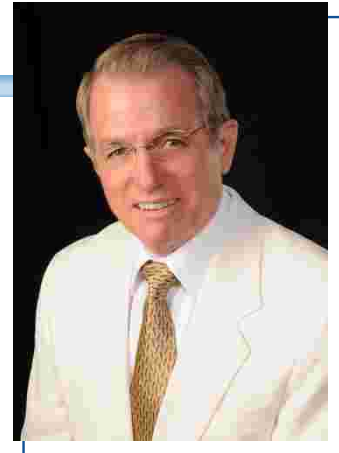
I have thought about this over and over since then. This is the overriding factor in a partnership. Jim and I definitely had this. I truly believe that if partners do not have this respect, or lose it, that the partnership is doomed. No matter how many "rules" you set and follow, it cannot replace or fix this one.

Goodbye, Jim. My Friend, My Partner. I miss you a lot.

E. James Searcy

July 8, 1943 - July 6, 2011

LARRY SCHAFFER
FRVTA President





FRVTA STATE ELECTIONS SET FOR SEPTEMBER It's Your Chance to Make a Difference!

The annual election of FRVTA State Officers will take place at the State Convention (September 8-11 at the Marriott Harbor Beach Resort and Spa on Fort Lauderdale Beach) in accordance with the FRVTA By-Laws. The Nominating Committee would like to hear from any qualified candidates (see below) who would like to submit their name for nomination to State Office.

Those candidates selected thus far are:

President: LARRY SCHAFFER

Rivers Bus & RV Sales

Vice President: SAM ABDO

Outdoor Recreation World

Treasurer: ROB ROTHENHAUSLER

Ocean Grove RV Supercenter

Secretary: RYAN HOLLAN

Camping World Fort Myers

Other members interested in running for state office should contact the Nominating Committee Chairman, Donnie Davis, at (813) 664-5801.



2010-2011 FRVTA State Officers; (l to r) Sam Abdo, Vice President; Larry Schaffer, President; Donnie Davis, Chairman of the Board; Rob Rothenhausler, Treasurer; and Ryan Hollan, Secretary.

SECTION IV

PROXIES AND ABSENTEE BALLOTS: There shall be no voting by proxy at any meeting of the FRVTA. Absentee ballots may be cast for the election of State Officers, which will be held at the Annual General Membership Meeting or Convention. It will be the responsibility of the Chairman of the Nominating Committee to see that absentee ballots containing the nominations for all officers are mailed to all voting members who have provided written notice that they will not attend the General Meeting.

All absentee ballots must be returned to the Chairman of the Nominating Committee in adequate time to allow the sealed votes to be presented to the teller prior to the voting at the General Meeting.

ARTICLE VII SECTION II

ELECTION AND TERM OF OFFICE: All officers of the State shall be elected by a majority vote of the members present at the Annual Meeting except where previously noted. All officers will be

elected to serve a one-year term of office. Any officer can be nominated for an additional term of office with no more than two (2) consecutive years being served in any one office. No member shall serve in the State Office of President, Vice President, Treasurer or Secretary unless they previously have served on the Board of Directors for a minimum of one year. Only an owner, corporate officer, sole proprietorship or its assigned designee is eligible to run for State Office.

ARTICLE VI SECTION III

VOTING: Voting on all questions or issues submitted to a vote of the members, shall be done in such a manner as is determined by the person presiding at the meeting, or by a majority vote of the members. In connection with any secret ballot vote, the person presiding at the meeting where the vote is to be taken shall appoint two tellers to distribute, collect and count the ballots.

CONVENTION...

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roundtable discussion and question-answer session with several different Florida legislative leaders.

Saturday morning the breakout sessions will offer detailed information to attendees in smaller, more intimate classroom settings so you can become your own "circus master."

John Mancinelli of Mancinelli Consulting & Training will inform dealers on why customers decide to buy or not to buy; Chris Merrill of the IRS will update members on new policies and programs; Val Byrd of Stag Parkway will provide tips on increasing your retail accessory store profits; Allen Monello of the Automotive Industry Center for Excellence (AICE) will cover Dealer Compliance and FTC Issues; Tom Walworth from Statistical Surveys will take a look at the industry

retail sales numbers, both nationally and regionally as well as a review of the Florida RV market; and Marc Dunbar will go into detail about Florida's Dealer-Manufacturer Agreement and how it impacts dealer business in Florida.

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

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

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





LEGISLATIVE UPDATE... by Marc Dunbar, Legislative Consultant

The Dominos Begin to Fall

As the summer heat begins to wind down, folks here in Tallahassee are preparing for the start of legislative committee weeks to herald the return of legislators to the Capitol. As the

2012 Session starts in early January, the committee weeks give those of us in the legislative process the chance to work on issues before the madness of Session returns. It is with optimistic enthusiasm that we look ahead to what the next Session will bring and stand ready to protect the interests of the FRVTA.

Jacksonville Special Elections

Unexpected changes to positions in political office can sometimes cause a ripple effect of changes with other politicians around the state. As a perfect example, the recent election of Alvin Brown as mayor of Jacksonville has caused the Florida Senate District 1 seat to become available in an upcoming special election.

First, a few background details: In Jacksonville, the closely contested race between Democrat Alvin Brown and Republican Mike Hogan came down to a margin of only 1,648 votes out of just over 190,000 cast. In what was dubbed the "Tightest Race in the City's History," the margin of victory counted down in the late hours of the evening just squeezed above what would automatically trigger a runoff.

Mayor Brown, in an attempt to garner all of the political "arm twisters" he could on the federal level, hired sitting Florida Sen. Tony Hill to work as his new director of federal

policy. Sen. Hill's background and experience makes him ideal for their aim to steer federal dollars to the Jacksonville area. In accepting this job, however, Sen. Hill was required to resign his current elected post, which has paved the way for five candidates to begin to make their run for the Florida Senate. Those five are:

- Stephanie Brown, Democrat, is a political newcomer who has only recently entered the race.
- Ramon Day, Democrat, is the former chief-of-staff to U.S. Rep. Charlie Bennett.
- Terry Fields, Democrat, is a former member of the Florida House of Representatives.
- Audrey Gibson, Democrat, is the current member of the Florida House of Representatives from District 15 in Jacksonville.
- Alonzo Wright, Democrat, is a political newcomer and Jacksonville native and mental health therapist who works as a school social worker for Duval County Public Schools.

The District 1 special primary will be held September 20, 2011, with the special general election, if needed, to be held on October 18, 2011.

With committee weeks approaching, the FRVTA team in Tallahassee will stand vigilant in monitoring legislation and help shape any developments impacting the 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.



2011-2012 FRVTA SHOW SCHEDULE

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

HERITAGE PARK RV SHOW-NEW

October 20-23 • Osceola Heritage Park, Kissimmee

DESTIN FALL RV SHOW

October 20-23 • Destin Commons, Destin

MARTIN RV SHOW-NEW

November 3-6 • Martin County Fairgrounds, Stuart

TAMPA BAY RV SHOW

November 10-13 • Florida State Fairgrounds, Tampa

FLORIDA RV SUPERSHOW

January 10-15 • Florida State Fairgrounds, Tampa

FORT MYERS RV SHOW

January 19-22 • Lee Civic Center, Fort Myers

OCALA RV SHOW

January 26-29 • Super Flea Market, Ocala

JACKSONVILLE RV SHOW

February 9-12 • Equestrian Center, Jacksonville

CENTRAL FLORIDA RV SHOW

February 16-19 • Volusia County Fairgrounds, DeLand

GERMAIN RV SHOW

February 24-26 • Germain Arena, Estero

DESTIN SPRING RV SHOW

March 1-4 • Destin Commons, Destin

WEST PALM BEACH RV SHOW

March 8-11 • South Florida Fairgrounds, W. Palm Bch.

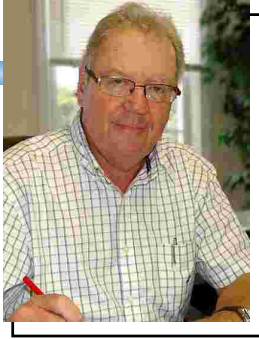
TAMPA BAY SPRING RV SHOW

March 15-18 • Florida State Fairgrounds, Tampa

RV SUPERSAVER SHOW

April 20-22 • Lee County Sports Complex, Fort Myers

TRAINING NEWS ... by Jim Carr, Training Director



Certified and Trained Technicians Drive Dealer Success

This is a reprint of an article by Steve Evenson of Winnebago that appeared in their dealer

newsletter. I thought this is an excellent piece and of great value to our readers.

We have learned that there are many benefits to having trained and certified technicians within the RV industry. RVDA/RVIA Master and Certified technicians improve labor efficiencies, increase customer satisfaction, help protect us from legal liabilities while improving employee moral. The retail customer seeks out certified technicians, trusting and respecting only professional technicians to service their motor homes. To earn Master and Certified technician status, the employee must be knowledgeable in multiple professions such as electrical, plumbing, appliances, generators, electronics, carpentry, slides, chassis, and body repairs. To possess this body of knowledge requires talent, dedication and a strong commitment to improve as a successful dealership.

It is my privilege to be able to serve on the RV Industry's Service Council and the Technician Certification Governing Board. Our RV industry currently has 2,930 registered Certified or Master Certified technicians with an objective to reach 5,000 by June of 2013. We have recently approved a new career ladder that will provide technicians two choice career learning-paths to better achieve this objective.

This is a very similar strategy to the automotive training conducted by ASE. Technicians can now be certified in specialty areas of expertise. Industry stakeholders of dealers, manufacturers, suppliers and your retail

customers will be better position to experience long term RV growth. I encourage each of you to take advantage of the excellent resources that have been developed for the RV Learning Center. My recommendation is to enroll your technicians in the Distance Learning programs. The RV Technician Certification Preparation Online course and the organized group instructor with onsite mentor programs are great. It's reported that 79% of students that complete the course passed the RVDA/RVIA Technician Certification test.

Professionals in every vocation covet a certification awarded by a governing body. Confident, well-trained technicians at Winnebago Industries dealerships will continue to lead the industry. Dealers will need to meet certification requirements for warranty labor rate increases. It is important that we are all committed to the certification process in order to meet customer rising expectations. All of your customers are expecting a very positive and professional service experience at your dealership. We need to be in a position to collectively deliver it. When customers are paying a \$100 or more an hour they deserve and expect certified technician to service their motor home. Displaying your technician's certification in your lobby increases your credibility. It is a clear indication that your entire dealership is highly qualified to earn more of your customer's business.

Thanks for your dedication to certify all of your technicians. Training will improve your bottom line and drive our future success.



Florida Student Receives 2011-2012 RV Learning Center Scholarship

College sophomore Evan Richardson is the latest recipient of a \$2,500 scholarship from the RV Learning Center Scholarship Program, which is endowed through The Kindlund Family Foundation.

Richardson is in his second year as a Computer Engineering major at Embry-Riddle Aeronautical University in Daytona Beach with a 3.57 GPA. His father, Kevin Richardson, has been a sales consultant with North Trail RV Center in Fort Myers for the last 15 years.

Evan recently assisted his father and North Trail RV by creating a customer database program. His essay outlines his intention to use his skills to develop systems for RVs including: automatic window blinds, lighting, air conditioning and energy management products.

"This is the second time in 10 years that Al Erp of North Trail RV has sponsored a scholarship recipient," Kindlund said. "This speaks volumes about the caliber of employees Al has on his team. They are working hard in school to advance themselves and help build a better future for the RV Industry."-RVDA

MEMBERSHIP SPOTLIGHT

RVC Outdoor Destinations Adds Environmentally Friendly Features, Creates New Marketing Alliance

RVC Outdoor Destinations announces multiple environmentally friendly redevelopments for each of the company's four properties. In addition, the RVC Resort Cottages have been officially certified "Green" by the NTA, Inc.

"Finding ways to make our properties more environmentally friendly has been an ongoing process and we're always researching different strategies to do this," said Yale Spina, RVC Vice President and Director of Operations. "One of the core principles of our company is to be as respectful to nature in construction as possible, especially since the main focus of RVC's destinations is appreciating the outdoors."

All Resort Cottages have a label showing they are approved green. This means they have been built as energy efficient and environmentally friendly as possible. RVC added instant water heaters to the cottages as an additional sustainable feature. The Resort Cottages are available for rent or purchase at Carrabelle Beach (Florida), Live Oak Landing (Florida) and Catherine's Landing, the newest property located in Arkansas.

RVC has installed LEED®-certified Xlerator® hand dryers in the restrooms of their properties to eliminate paper towel waste. Every property has undergone xeriscape landscaping changes via planting native plants that require little water while providing natural beauty.



Additionally, RVC has initiated an energy audit process for all of the Outdoor Destinations to manage electricity consumption. In fact, every RV site at Catherine's Landing features LED lights, which use 80 percent less energy than an incandescent bulb.

In conjunction with the resort company's strategic moves, RVC Outdoor has recently completed a marketing alliance with Knoxville, Tennessee based Pilot Flying J that will enable its guests to register for the Pilot Flying J rewards program, a free rewards program for RVers. Pilot Flying J is the largest retail operator of travel centers in North America.

For its part, RVC will provide guests with a membership pack that includes a Pilot Flying J frequent fueler advantage card plus an RV travel guide. The frequent fueler card provides discounts on gasoline, diesel, propane fuel and dumping fees at over 550 participating Pilot Flying J locations. The nationwide travel guide shows the location of participating Pilot Flying J travel centers along with the facilities offered at those locations, like restaurants, RV parking, RV dump station and bulk propane.

"We wanted to partner with Pilot Flying J not only because they are a top-rated company, but also because we feel the pain of the rising gas prices, especially for RV travelers," said Yale Spina, RVC vice president and director of operations.—*news release, RV Business*

RV SHIPMENTS RISE THROUGH FIRST HALF OF 2011

The RV market continued to gain ground through the first half of 2011 with total wholesale shipments reaching 144,000 units, an increase of nearly six percent over the 136,000 units shipped in the same time period last year.

On a seasonally-adjusted basis, shipments in June were at an annualized rate of more than 268,000 units, the second best rate all year. At this point, RV shipments are trending slightly ahead of the year-end projections from Dr. Richard Curtin, director of the Survey of Consumers at the University of Michigan.

In the Special 2011 issue of RV Roadsigns, RVIA's quarterly shipment forecasting newsletter, he predicted shipments would rise to 260,200 units at the end of 2011, a 7.4% increase over the 242,300 units shipped in 2010.

In RVIA's monthly survey of member manufacturers, the 26,700 total units shipped reported in June 2011 were down a slight 1.5% from the June 2010 total of 27,100 units.

RVIA's survey also shows that the motorhome market

continues to perform well this year with shipments totaling 14,700 units through June 2011, a 9% increase over the 13,500 units reported through June 2010. Type C motorhomes rose by 11.5% from 6,100 units in the first half of 2010 to 6,800 units through June this year. Type B motorhomes posted an 11% gain, from 900 units to 1,000 units. Type A motorhomes grew by over 6% with shipments rising from 6,500 units to 6,900 units.

Deliveries to retailers of all towable RVs were reported at 129,300 units through June 2011, a 5.6% gain over the 122,500 units shipped through June 2010. Fifth-wheel travel trailers led the way with an 11.6% increase from 30,100 units in June 2010 to 33,600 units in June 2011. Travel trailers rose 6.3% from 81,500 units to 86,600 units. Truck campers remained even with 1,500 units reported through the first half of both 2010 and 2011. Folding camping trailer shipments were off by 19.1%, down to 7,600 units from 9,400 units.—*RVIA*



18th Annual RVDA DEALER SATISFACTION INDEX

RVDA Presents Quality Circle Awards for Dealer Satisfaction

RVDA will honor 32 RV brands built by 16 manufacturers with its Quality Circle Award during the RV Dealers International Convention/Expo in Las Vegas on October 5. The awards will be presented during “Celebrate Excellence: An All-Industry Gala” at the Rio All-Suite Hotel & Casino.

To qualify for the Quality Circle Award, brands/manufacturers must receive at least 15 dealer responses and score 80 percent or above in overall dealer satisfaction in the association’s 18th Annual Dealer Satisfaction Index (DSI) survey.

“The DSI Quality Circle Award recognizes the high level of commitment these manufacturers show toward their dealer business partners,” said RVDA Chairman of the Board Tim O’Brien. “Their commitment to continuously improving products and processes ultimately helps dealers serve customers better.”

RVDA asks dealers to confidentially express their satisfaction level with their brands/manufacturers on eight core issues:

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

The 18th Annual DSI survey was conducted between April and July 2011. Four hundred and eighty-four (484) dealers responded this year and provided 2,509 brand ratings.—RVDA

MANUFACTURERS DRAW 10 PERCENT MORE SPACE FOR 2012 SUPERSHOW

The Florida RV Trade Association held the space drawing for the 2012 Florida RV SuperShow in early August, at which time manufacturers drew approximately 10 percent more space for the 2012 show vs. the 2011 show drawing. The show remains at the Florida State Fairgrounds in Tampa.

The “grandfathered drawing order” determined the order in which space was selected.

“We want to thank all our manufacturer members for their continued support,” said FRVTA Executive Director Lance Wilson. “The SuperShow as well as all our regional shows provide our Manufacturers and Dealers with excellent opportunities to display their new products all over Florida. With a record attendance in 2011 of over 53,000, we are expecting the 2012 SuperShow to be even bigger and better than ever.”



The theme of the 2012 Florida RV SuperShow is “Take Another Look!” This theme emphasizes the fact that RVs have changed so much over the last few years that people need to revisit RVing as a vacation option. It is also an invitation to discover what so many people have already found out—RVs offer freedom, flexibility and fun not found in any other activity.

Industry Day at the 2012 Florida RV SuperShow will be Jan. 10 from 10 a.m. to 4 p.m. Attendees will be treated to coffee and donuts in the morning and a free lunch.

Public Days will run Jan. 11 to 15. The RV SuperShow hours are Wednesday - Saturday 9 a.m. to 6 p.m. and Sunday from 9 a.m. to 5 p.m. Wednesday is Senior Citizens Day with seniors receiving \$1 off the cost of admission (not valid with other discounts).

For more information on the 2012 Florida RV SuperShow or to register for Industry Day, contact the Association at 813-741-0488 or visit www.frvta.org.

PRODUCTION BEGINS ON NEW Go RVingSM AD CAMPAIGN

Production on Go RVing’s new “Away” advertising campaign begins this summer, with a debut scheduled for the fall National RV Show in Louisville.

Developed by The Richards Group and a work group of 16 coalition representatives, the integrated television/print/digital campaign represents a shift back to the emotion-driven family focus of past marketing campaigns, although a secondary emphasis on affordability and flexibility will remain. The ads will also include a call to action to visit dealerships.

“‘Away’ is more than a word,” said Richards Creative Group Head Glenn Dady. “It can be a place, an experience or a means to pursue your passions on your own timetable and budget. ‘Away’ is a highly personal concept that will resonate in different ways across our entire target audience.”

Three TV spots and four print ads will be produced this summer, featuring multi-generational families enjoying outdoor activities together in beautiful natural settings, including RV campgrounds. The RVs featured in each ad will be chosen by lottery.

“The No. 1 goal of Go RVing should be selling the dream,” said RVDA past chairman Debbie Brunoforte, who served on the creative work group. “These ads do the job.”—RVDA, *RV Daily Report*



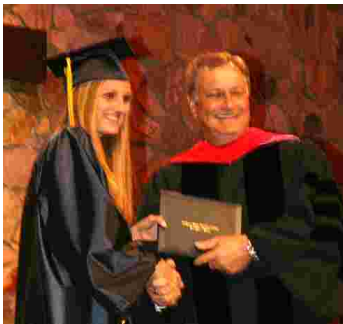
Former Region 4 President Matt O'Born Passes

Florida's RV Industry lost one of its champions with the death of Matthew O'Born who passed away this past August in Orlando after a 15-year-battle with cancer. He was 54.

Matt, owner of Kelcor Services and his Tire Guard product, served as FRVTA Region 4 president from 2001 through 2006. His service to the Region and the State Board of Directors was greatly appreciated.

Born in Barberton, Ohio, Matthew is survived by his wife, Carla O'Born, daughters Kelly Crouse and Cory O'Born; siblings, Donald O'Born, Michael O'Born, Krystal O'Born Cook, Kat Sharrock, Sean O'Born; and grandchildren Ella and Hayden.

Our prayers and condolences go to his family and friends during this time of sorrow.



FRVTA Adds Students to Scholarship Program

The Florida RV Trade Association Board of Directors added eight new students to the FRVTA Scholarship Program at its July meeting.

This addition brings the total number of students on the scholarship program to 25 full-time and five part-time students.

The FRVTA Scholarship began in the fall of 1990 and since that time over 87 students have received an undergraduate degree with the aid of the scholarship. The scholarship pays students \$500 per semester or up to \$1,000 per year for a total of \$4,000 per student. Students must attend an in-state college and must maintain a 3.0 grade point average.

"Every year we get a lot of qualified applicants," said Nelda Iacono, chairman of the FRVTA Scholarship Committee. "I wish we could give them all scholarships, but I'm real pleased with the applicants we've chosen. We base the scholarship not only on academic achievement, but upon financial need and extracurricular activities. I feel this is one of the most important membership benefits our Association offers."

Students currently on the FRVTA Scholarship are Katelyn Whidden, Ashley Wilson, Jordan Connor, Taylor Davenport, Christy Alba, Ashton Connor, Brittany Masterson, Lindsay Crisp, Katelyn Searcy, Jessica Meyer, Rachael Williams, Brittany Scanlon, Stephanie Scanlon, Katie Farney, Courtney Runte, Evan Richardson, Ciara Sibbick, Brittani Worden, Jenna Mallek, Tahni Carver, Ethan Merryweather, Lisa Sansbury, Ryan Lynch, Cody Cochran, Michael Ryan, Cameron Purton, Emily Propper, Charles O'Neil, Benjamin Molay and Samantha Rapp.

NEW COVER PHOTO SHOT AT EDISON-FORD WINTER ESTATES



Production for the front cover of the 2012 RVers Guide to Florida took place at the Edison-Ford Winter Estates in Fort Myers this past August. Free distribution of the 2012 edition will be available at the Florida RV SuperShow, January 11-15, 2012, as well as at all 2012 Regional RV Shows.

You should already have received information on how your business can benefit from this outstanding marketing opportunity. Please contact Deanna Pearce at Elite Marketing at 863-318-0193 or email at dlpearce7@aol.com to secure your position in the RVers Guide and the Official SuperShow Program and Directory.

If you have a story or item of interest concerning your business that you would like to share with the FRVTA membership, please contact Dave Kelly at davekelly@frvta.org in the State Office.

MEMBERSHIP INFORMATION

NEW MEMBERS

AUTO BOAT STORAGE, INC. • 1091 Gills Drive • Orlando, FL 32824 • Phone: 407-888-3366 • Toll Free: 855-666-7777
 Fax: 407-888-3363 • Email: info@autoboastorage.com • Website: www.autoboastorage.com • Service, Region 4

EDISON & FORD WINTER ESTATES • PO Box 2368 • Fort Myers, FL 33907 • Phone: 239-334-7419
 Email: lsbuttoni@edisonfordwinterestates.org • Website: www.edisonfordwinterestates.org • Supplier, Region 1

PALM HARBOR HOMES, INC. • 605 S. Frontage Road • Plant City, FL 33569 • Phone: 813-752-1368
 Toll Free: 800-729-4363 • Fax: 813-752-7280 • Website: www.palmharbor.com • Manufacturer, Region 3

RV TECH, LLC • 12308 Jewel Stone Lane • Fort Myers, FL 33913 • Phone: 239-768-2410 • Toll Free: 866-788-3249
 Fax: 239-768-0994 • Email: rvtechservice@comcast.net • Website: www.rvtech.com • Service, Region 1

MEMBER BENEFIT!

FRVTA Member Online Specials

RV123 is a camping lifestyle website dedicated to connecting dealers, campgrounds, manufacturers and suppliers to RV enthusiasts. It's designed to capture the consumer and keep them coming back!

Best of all, RV123 is offering a special discount to FRVTA members until October 1. You'll receive a 20% discount on RV123 Packages and Banner Advertisements for one year.

You must be an FRVTA member to qualify for these specials. All package and banner special pricing is based on a one-year contract signed by OCTOBER 1, 2011.

For more information on RV123 and this exclusive offer, call 616-551-3459 or e-mail sales@sys2.com.

Package Details:

BRONZE DEALER PACKAGE

- Unlimited Inventory
 - Unlimited Photos
 - Brochures
 - Videos via YouTube Link
 - Dealer Card with Logo & Contact Information
 - Dealer Rating & Comment Management
- Monthly Cost: \$249.00/FRVTA Dealers Only \$199/mo.

SILVER DEALER PACKAGE

Same as Bronze Package plus Voice-Over for Videos
 Monthly Cost: \$499.00/FRVTA Dealers Only \$399/mo.

GOLD DEALER PACKAGE

Same as Silver Package plus Banner Advertising
 Monthly Cost: \$1299.00/FRVTA Dealers Only \$1039/mo.

BANNER ADVERTISING ONLY

Monthly Cost: \$800.00/FRVTA Dealers Only \$650/mo.

ANNUAL RV DIRECTORY AND SUPERSHOW PROGRAM AD SALES



2012 RVer's Guide to Florida and Official SuperShow Program and Directory Advertising Sales are under way! These two publications are an excellent way to promote your business to the thousands of RVer's who travel to Florida each year as well as first time buyers!

Deanna Pearce with Elite Marketing is once again handling the advertising sales for both publications and will contact you shortly or you can secure your placement in the publications by contacting her directly at 863-318-0193 or email at dlpearce7@aol.com.

The complete media kit including rates, advertising guidelines and deadlines are available online at www.frvta.org. If you have any questions, please contact Dave Kelly in the FRVTA State Office at 1-800-330-7882. Your support of these two very important publications is appreciated!

MEETING DATES



REGIONS 1-6 • NO MEETINGS DUE TO FRVTA CONVENTION

REGION 7 • September 22 • Horse & Hounds • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM

**See You at the
 31st Annual FRVTA State Convention
 September 8-11**