



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



The nation's RV Industry turns its attention once again to Tampa's Florida State Fairgrounds, site of the Florida RV Trade Association's (FRVTA) 26th Annual 2011 Florida RV SuperShow, Wednesday, January 12 through Sunday, January 16.

As the nation's largest RV Show for both product displayed and show attendees, this mega-RV event is a "must-see, must-be there" event for all businesses connected to the RV Lifestyle.

"We have worked hard to make sure the national RV Industry is well represented at this year's event," said FRVTA Executive Director Lance Wilson. "If a patron is seeking a particular item for their camping experience, whether it's an RV, camping location or gadget, if they can't find it here then it just doesn't exist."

Thus far, every major RV Manufacturer as well as hundreds of accessory exhibitors will be available at this year's 2011 SuperShow.

"We will have more Suppliers' booths and every type, size and style of RV on the market," said FRVTA Marketing Director David Kelly. "With the addition of new entertainment and more seminars, we're anticipating record crowds this year. We're also renewing the two-day pass so the public will have two full days to see everything at the SuperShow at no additional cost."

This year's SuperShow theme is "Join the Fun." And that's just what many families are seeking to do as they pursue less expensive vacation alternatives that enhance family activities while providing the convenience of staying close to home or roaming far.

Acknowledging the troubled economy, FRVTA Show Director Lesa Colvin said show patrons are sure to find special pricing and savings on a variety of displayed products. "I expect there to be many show specials available during this year's show," she said.

A favorite of all visitors to the SuperShow is the FREE entertainment. From clowns and unicycle riders to Barbershop Quartets and BagPipe Bands, the SuperShow has enough entertainment to keep everyone busy the entire day. A FREE shuttle service inside the SuperShow will carry visitors from exhibit to exhibit so nothing is missed. Additionally, a variety of interesting seminars will be presented each day.

The Super Rally celebrates its 21st year at the SuperShow. This RV rally is opened to any and all RV clubs and the general public and includes a number of amenities for rally participants.

For more information on the 2011 Florida RV SuperShow contact the FRVTA State Office at (813) 741-0488, or visit our website at www.frvta.org.

You Still Have Time!

Even though SuperShow is almost here, you still have time to register to see everything new the RV Industry has to offer without leaving the Sunshine State.

That's right! Before the massive crowds make their way to this year's RV SuperShow, you and your staff can see it all at Industry Day, Tuesday, January 11 from 10 am to 4 pm.

All you need to do to attend this year's event is go to www.FRVTA.org and download the registration form. Registration for you and your staff is FREE! You'll also receive a FREE breakfast of hot coffee and donuts and a FREE lunch. Who says there's nothing FREE in life?

Don't miss your chance for you and your staff to preview the latest and greatest. We guarantee you'll see at least one thing you've never seen before! Call the State Office for more information.

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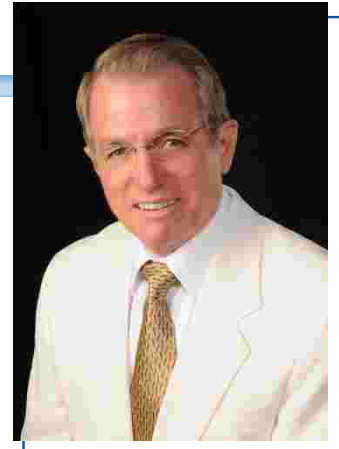
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PRESIDENT'S MESSAGE

What was that white stuff in Louisville? Thank goodness it only lasted a short time. New units, accessories, technology—it was all there. I will not say how many years I have attended the National RV Trade Show, but it's quite a few and I hope to make it to many more! Just so you know, attendance was up 4 percent over last year and Florida had 19 dealerships that made it to the show!



The new program from Go RVing is set to start in 2011. The "Leads-Plus" program will segment leads into four categories according to the consumer's likelihood to purchase. This will allow dealers to sort and prioritize these leads to ensure better use of their resources.

This new program was designed after an extensive study of nearly 6,000 consumers who contacted Go RVing between 2007 and 2009. The budget for 2011 is forecasted to be \$11 million; up from the \$8.2 million in 2010. If you have not participated in the Go RVing leads program before, this is the perfect time for you to sign up. For information, please contact RVIA's Margie Spence at 703-620- 6003, ext. 357, or mspence@rvia.org.

The 26th Annual Florida RV SuperShow is less than two weeks away! Manufacturer space sales are already ahead of last year and exhibitor booths are all but gone. 1,200 RVs are expected to be displayed and approximately 800 RVs are signed up for the RV Super Rally. We hope that you'll be able to attend what is looking like a really good show and a great start for 2011 sales. Our show is now rated as the 7th largest trade show in the nation!

Lance and his staff did a great job controlling expenses and came in well under budget for this past year. If the SuperShow does as well as we hope, 2011 could be an even better year for the FRVTA than 2010.

The new FRVTA website is up and running. It offers a lot of new information for our current and prospective customers. New links are provided throughout the site to make it more resourceful for members and consumers. Marketing Director Dave Kelly has done a super job on this update and plans additional enhancements in the future.

Regional shows are doing well and there is excitement all around towards our many upcoming events. Next year is starting to feel like it really is going to be a better year for the RV Industry. The mood from Louisville seemed to favor steady improvement and there were very few attendees expecting a retreat. So here we go, steady speed ahead, for a better year for all of us!

LARRY SCHAFFER
FRVTA President

Now you can track the Florida RV Trade Association anywhere you go! To keep you better informed, the FRVTA has joined both Facebook and Twitter! Just look for us anywhere online and we'll be there!

Go RVingSM Unveils New Leads-Plus Program at Outlook 2011

Go RVing unveiled its new Leads-Plus Program to the RV Industry at the recently held National RV Trade Show, held in Louisville, Ky, from Nov. 30 through Dec. 2.

In a presentation titled Go RVing: "Inspiration for a New Era," Go RVing co-chairs Bob Olson and Tom Stinnett detailed how new computerized enhancements to the Go RVing consumer leads database will increase the value of Go RVing leads by prioritizing them and making it easier for industry members to follow up more effectively and efficiently.

"This program can analyze every lead received and tell us whether they are a hot lead itching to buy soon or an interested lead deciding where in the buying process they are," said Stinnett.

The Leads-Plus Program uses a mathematical model to process all leads generated by the national advertising campaign. Beginning next year, all leads will be run through a computer program that looks at profiling factors for each individual and then prioritizes the resulting leads into four groupings: Highly Likely to Purchase, Likely, Moderately Likely and Interested in purchasing.

"In these times of reduced staff and lower marketing budgets, the Leads-Plus Program is a major step forward that will put the Go RVing campaign to work for your

business," added Olson.

It was also reported that the "Go Affordably, Go RVing" campaign mounted by Go RVing in 2010 played well to consumers as a mood of frugality took hold in the marketplace.

All response measures indicate that the new Ambassadors of Affordability creative and website helped build awareness of the value of RV ownership and draw more consumers to the industry.

Research shows that the new Go RVing advertising campaign is having an impact on target consumers. According to the Advertising Effectiveness Study conducted for Go RVing by Russell Research, an impressive 50% of prospects have seen Go RVing ads. Further, those consumers aware of the campaign are twice as likely to indicate they will purchase an RV someday and are significantly more likely to rent an RV.

"The study shows that we're achieving what every advertising campaign hopes to do, and that Go RVing has had a significant impact on the non-RVing public," said Olson.

For general info about the Go RVing industry tie-in program, contact Margie Spence, advertising manager at 703-620-6003, ext. 357 or mspence@rvia.org. —RVIA

RVS ON GROWTH PATH Curtin's Projecting 2010 Shipments of 236,700

RV shipments totaled 58,200 units in the third quarter of 2010, representing a year-to-year gain of 20%. Following the record gains in late 2009 and early 2010, the pace of recovery has begun to slow to a more sustainable pace. Outsized gains in motorhomes were recorded in the third quarter, with shipments of Class A and C motorhomes doubling compared with a year ago.

Total shipments are expected to reach 236,700 in 2010 (a 43% increase over 2009) and 246,000 in 2011 (a 4% increase over 2010). Increases are expected for every type of RV in 2011, with seasonally adjusted shipments slowly rising from the start to the end of 2011. Importantly, the gains in the year ahead will be mainly due to improvements in retail sales rather than the restocking needs of dealer networks.

Improving retail sales of RVs will face strong economic headwinds. Economic uncertainty, depressed home values, tight credit condition, high unemployment and lackluster income growth will temper increases in consumer demand. New federal stimulus programs are unlikely in the aftermath of the midterm elections, and there are benefits and risks from the recent easing of monetary policy. The primary benefit

is the likely boost in GDP and employment growth, and the primary risk is the likely rise in inflation due to rising prices of imports and commodities.

As a result, the overall impact on the economy is expected to be modest in 2011.

BACK TO THE FUTURE

When the unemployment rate falls to under 5%, robust income growth is reestablished, credit is again plentiful, and homes and pension accounts regain lost values and more, the demand for RVs will once more tend toward larger and more feature-laden vehicles. Unfortunately, there is little likelihood that those favorable economic conditions will reappear anytime soon. Patience is no virtue in this regard; a proactive redesign of RVs that fits the downsized budgets of families and provides the same treasured experiences will result in marketplace rewards.

Rightsizing RVs for this new era means delivering the optimal mix of size, convenience and features to meet the new constraints facing consumers. There is no end to the transformation of the RV Industry. It is as much

of a journey into new and unexplored areas as taken by any RVer. It is exciting, sometimes frustrating, but always rewarding.—RVIA





LEGISLATIVE UPDATE... by Marc Dunbar, Legislative Consultant



A Changing of the Guard

As the 2011 Session edges near, the Legislature has started to reorganize and coalesce into the committee structures. In the Florida Senate, a new chairman and several new members have been appointed to the Transportation Committee, and in the Florida House, a new structure altogether has been formed that will oversee Transportation and Highway Safety. I would like to take a moment to highlight the members of the Florida Legislature who will help shape the policy and laws pertaining to the recreation vehicle industry.

Transportation Committee

In the Florida Senate, newly elected Sen. Jack Latvala, a Republican from Senate District 16 in the Tampa Bay area, will serve as Chairman of the Transportation Committee. Sen. Latvala will bring with him a wealth of information and experience as he previously served as a member of the Florida Senate from 1994-2002. Serving as Vice Chairman for the Transportation Committee will be newly elected Sen. Greg Evers, a Republican from Senate District 2 in the upper Panhandle. Sen. Evers had previously served in the Florida House from 2001 until 2010, serving as the Chairman of the Roads, Bridges and Ports Policy Committee during his tenure.

Three veteran senators will serve on the Transportation Committee, including former Vice Chair Larcenia Bullard, a Democrat from Senate District 39, composed of parts of Miami and stretching down to Key West, and Sen. Arthenia Joyner, a Democrat from Senate District 18 in the Tampa Bay area. Coming from the Transportation and Economic Development Appropriations Committee is Sen. Ronda Storms, a Republican from Senate District 10 in the Brandon area.

Finally, rounding out the Transportation Committee will

be two Senate newcomers, Sen. Lizbeth Benacquisto, a Republican from Senate District 27, which stretches across Palm Beach, Glades, Charlotte and Lee counties. Sen. Benacquisto is a Realtor, and a marketing and special events consultant who previously served as a councilwoman from the Village of Wellington from 2002-2010. Joining her is Sen. Rene Garcia, a Republican from Senate District 40 around Hialeah, who previously served in the Florida House from 2000-2008.

Across the Capitol in the Florida House, a restructuring of sorts has taken place and the old Roads, Bridges and Ports Policy Committee has been reorganized into the Transportation and Highway Safety Subcommittee under the umbrella of the Economic Affairs Committee. Although the full committee designations have not yet been announced, the leadership roles have been appointed by Speaker Cannon.

Heading up the Transportation and Highway Safety Subcommittee as Chairman will be Rep. Brad Drake from House District 5 in the Panhandle near DeFuniak Springs and Eucheeanna. Rep. Drake had previously served on the Road, Bridges and Ports Policy Committee, and will help guide the committee with his experience. Second in command, and serving as Vice Chairman, will be Rep. Dennis Baxley from House District 24 around Ocala. Rep. Baxley also brings with him an enormous amount of experience as he previously served in the Florida House from 2000-2007.

With the 2011 Session underway, the FRVTA team in Tallahassee will stand vigilant in monitoring legislation and help shape any developments impacting the Sunshine State's recreation vehicle industry. Your support of the PAC Fund is necessary to ensure FRVTA's continued success in state affairs. Please talk to your board members and state officers to find out more information on how you can help.



Red Flags Rule And Risk Based Pricing Notice Go Into Effect January 1

After five delays over the past three years, the Red Flags Rule is finally slated for enforcement beginning January 1. Although a last-minute sixth delay is possible, dealers shouldn't count on one, because many industry professionals anticipate a broad compliance sweep by the Federal Trade Commission (FTC) once the rule is fully enforced.

The rule was developed under the Fair and Accurate Credit Transactions Act, which directed the FTC and other agencies to develop regulations requiring "creditors" and "financial institutions" to address the risk of identity theft. The rule requires all such entities that have "covered

accounts" to develop and implement written identity theft prevention programs to help identify, detect and respond to patterns, practices, or specific activities – known as "red flags" – that could indicate identity theft.

The Risk Based Pricing Rules generally require an RV Dealer to provide a risk based pricing notice to a consumer when a creditor uses information in the consumer's credit report to offer the consumer terms that are substantially less favorable than the terms it offers other consumers. These rules also take effect January 1.

Contact RVDA at www.RVDA.org for more information on these issues—RVDA

SPOTLIGHT

Kelly Family RV Trip Turns RV into Home

By Dave Kelly, FRVTA Marketing Director

As soon as I found out we were going to my wife's family reunion in Ohio, the wheels started spinning, RV wheels that is. I started thinking what a great opportunity this would be to introduce my family to the joys of RVing. We have two girls, Sarah age 6 and Megan age 5. Their RV experience thus far had been to "play house" in the RVs at the RV shows. They had never actually been in one that was moving! Hard to believe, I know. After all, I am the Marketing Director of the Florida RV Trade Association (FRVTA). I have done hundreds of interviews talking about the fun, freedom and flexibility of RV travel, yet my family had never experienced it firsthand. So the wheels started spinning. Now, I had to get my wife on board.

"I'm scared" was the initial reaction from my wife, Jody.

"Scared of what?" I asked.

"What if the kids don't like it? What if it's too small? What if it's too big? What if you back into something? What if..."

"They'll love it! You'll see."

With that, I headed to see Jeff Crum at Dusty's RV in Bartow. He had three RVs I could choose from. At first, I thought they were all about the same. However, after looking at each, it became apparent which one was right for my family. I chose a 31-foot Sun Seeker Class C Motorhome by Forest River. I could vividly picture my girls playing on the bunk, eating at the dinette and watching our DVD player on the queen-sized bed, while I drove and my wife relaxed on the sofa with a book.

When I got home, it was confirmed just how right I was. Megan and Sarah were in love from first site. They ran from the front to the back, got up on the bunk, tested the bathroom and were ready to start our adventure. But was my wife on board yet? She slowly entered the RV, stood quietly for a second, then exclaimed, "I LOVE IT!" She was on board and our RV wheels were about to start spinning.

We headed out on a Wednesday morning toward Atlanta and my in-laws. Our niece and nephew had said they might want to ride to Ohio with us in the RV instead of in their family car. However, they hadn't committed until we pulled up at their home. For 12 year-old Zach, the decision was instantaneous. "I'm going with you guys. This is so cool!" Even though his 14 year-old sister, Rachel, was not 100% convinced, she decided it would be way more comfortable than riding in a car for nine hours. So the next morning all six of us were on board.

We headed to Cumberland Gap Falls State Park in southern Kentucky, arriving in the early evening. After a quick swim in the pool, some diving board tricks and a light snack for dinner, we set up camp.

The next day was a short drive to just outside Columbus,

Ohio. Jody's family has a house on an island in the middle of Buckeye Lake. There were about 50 people at the reunion and most of them were staying there. We decided to stay in tents, too, so we wouldn't need to take the boat back and forth. Lying in my tent I couldn't help thinking about the comfortable beds we left in the RV, but the cool night air and cricket sounds soon lulled me to sleep.

The weekend was full of fishing, swimming, tubing, kayaking and canoeing. There were also two rope swings that were rarely idle and a shady hammock that contained a certain snoozing RV driver on two or three occasions.

On Sunday it was time to say goodbye and return home. We loaded the RV, filled the fridge with leftovers and started our RV wheels spinning towards southern West Virginia.

Along the way, Jody used the laptop to find a great campground right off the interstate called Camp Creek State Park and Forest. A memorable event was when Sarah and Megan saw some deer on the way back to the campground after dinner.

In the middle of the night, a high pitched noise screeched from the bedroom wall. I woke up thinking, "I hope that's not what I think it is?" Sure enough, it was. The carbon dioxide detector had started chirping because the batteries were low. What in the

world were we going to do? Luckily, my wife, whom I normally harass for bringing too many things, had brought extra batteries, so we were quickly back to sleep. Bad memory averted!

With two days left on the road, we decided to cover a lot of ground. In the RV, Jody and the kids were able to eat, play and use the restroom while I drove over six hours that day. That put us in southern Georgia near Savannah.

We were thinking about staying in a hotel the last night, but Jody said, "This will be the last night in our little home." So we found a KOA campground off the interstate that had a great playground, big swimming pool, nice lake and was very quiet. It was quiet in the RV that night, too.

We got an early start the next morning and rolled into Tampa around midday. We were sad as we unloaded our belongings. It was amazing just how attached you can get to an RV in just a few days, but I really started to get the feeling that this was our home on wheels.

A house is just bricks and a roof, but a home is where you share time with family and friends. A home is where you laugh, cry, eat, sleep, play and create memories. This little RV became our home and it was sad returning it. But I know this won't be our last family RV trip. My wheels are already spinning, imagining where we will go and what new memories we'll create. And the best news is my family is on board!





Retiring ARVC President/CEO Profaizer Says Farewell

Editor's Note: Linda Profaizer, longtime president and CEO of the National Association of RV Parks and Campgrounds (ARVC), recently retired. She was an attendee and presenter at many FRVTA State Conventions, most recently this past September. In November she shared her parting comments in the ARVC Report, which is reprinted here:

This is my last official message in the ARVC Report as President of ARVC. I can't believe that 10 years has passed since I joined the Association and have spent 40 years total working in this wonderful industry. The years have flown by and each year has been exciting and filled with new things – I can truly say never a dull moment!

I have met many great people over the years and can't say enough about all of you park owners and managers. I really admire and respect you for your chosen avocation of owning/managing an RV park or campground. You wear many hats – I think at one time I counted 27. I learned this early on from so many of you in the industry. One of the best experiences I had over the years was working in a park and seeing firsthand what you go



through on a daily basis. Of course it was like grandparents with grandchildren – at the end of the week, I got to go home!

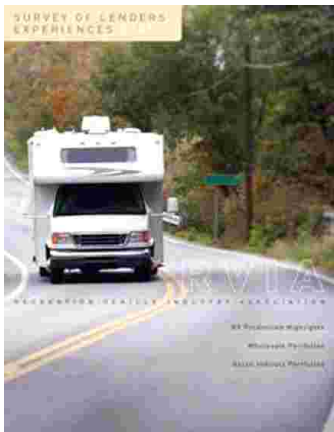
I truly believe this industry is special – everyone is very sharing which is unusual in competitive businesses. You are the life blood of the RV industry. You provide the fun and the experience that RVers and campers have and ultimately help determine if they will stay in the lifestyle. You are that important link to the consumer.

If I've learned anything over these 40 years, it is that it's constantly a challenge to stay on top of trends, to provide what your customer wants. I do know the fallacy in the theory "if you build it they will come." Maybe that worked in the Iowa ballfield, but not in reality. It takes lots of hard work and marketing. There are so many ways to market and you have to try them all to determine what works the best for you.

Ten years running this association is enough. It's time to let new blood in and take the association to the next level. It has truly been a great experience. I've had wonderful chairmen and boards to work with and have learned so much.

Don't be surprised if you see Tony and me traveling the highways and byways. I mentioned something about a fifth-wheel and he jumped on that, having wanted a diesel truck for many years. I'm "retiring" from association life, but certainly not from life. There's a big world out there and a lot more to be done.

My very best wishes to all of you. We have a wonderful staff at ARVC and they continue to work hard on your behalf. Soon you will have a new president/CEO and I know that the ARVC board will choose the very best person for the job.–ARVC



RVIA's 2009 Survey of Lenders Now Available

The Recreation Vehicle Industry Association (RVIA) has published the 2009 Survey of Lenders' Experiences, a publication that resulted from an annual nationwide survey of financial institutions concerning their RV lending portfolios.

This year's report again provides an informative look at key data from both the wholesale and retail indirect RV lending markets and illustrates why financial institutions should consider including RVs in their portfolios.

In documenting the stability and potential profitability of RV loans, the 2009 Survey of Lenders' Experiences is a helpful tool to help recruit new banks and financial institutions to the industry.

The 2009 Survey of Lenders' Experiences concentrated on the largest lenders in the Wholesale and Retail Indirect markets that together constitute approximately 80 percent of national lending activity. The research was conducted under the auspices of RVIA's Financial Services Committee, chaired by Bob Parish of GE Capital.

RVIA has mailed complimentary copies of the publication to dealer, manufacturer and finance contacts. Copies are available for purchase in the Publications store on www.rvia.org for \$30 plus shipping and handling.–RVIA, *RV Business*



Tim O'Brien is RVDA Chairman of the Board for 2010-11

Tim O'Brien of Circle K RVs, Lapeer, MI, became RVDA's new chairman of the board during the RV Dealers International Convention/Expo in Las Vegas. O'Brien took over the position of RVDA's top volunteer leader from former chairman Debbie Brunoforte during the Association's annual meeting.

O'Brien, who once served as operations commander of the Daytona Beach police department, has served on the Association's board of delegates since 2001 and on the Board of Directors since 2006. He also served on the Industry Relations Committee and Committee on Excellence's warranty task force.

Other members of the RVDA board of directors for 2010-11 are: first vice chairman – Andy Heck, Alpin Haus, Amsterdam, NY; second vice chairman – Jeff Hirsch, Campers Inn of Kingston, Kingston, NH; treasurer – Bob Been, Affinity RV Service & Sales, Prescott, AZ; secretary - Mick Ferkey, Greenway, Inc., Wisconsin Rapids, WI; and directors John McCluskey, Florida Outdoors RV Center, Stuart, FL; John Myers, Myers RV Center, Inc., Albuquerque, NM; Steve Plemmons, Bill Plemmons RV World, Rural Hall, NC; and Bill White, United RV Center, Fort Worth, TX.

Also serving on the board are: past chairman – Debbie Brunoforte, Little Dealer, Little Prices, Mesa, AZ; RVDA Education Foundation chairman –Rick Horsey, Parkview RV Center, Smyrna, DE; RV Assistance Corp. (RVAC) chairman - Tom Stinnett, Tom Stinnett RV Freedom Center, Clarksville, IN; and RV Rental Association (RVRA) representative - Bert Alanko, MBA Insurance, Scottsdale, AZ. RVDA President Mike Molino also serves as a non-voting member.–RVDA



RVIA Elects New Chairman and Executive Committee

Gregg Fore, president of Dicor Corp., was elected RVIA Chairman of the Board for fiscal year 2011 during the Association's Board of Directors fall meeting.

"The Board has elected an experienced, insightful leader to be our next chairman," said RVIA President Richard Coon. "Greg is a very active and involved member in the association and that participation has been an invaluable asset to RVIA and the industry. I look forward to working with him in the coming year."

Fore has served on the RVIA Board since 1999 and has extensive experience on the Executive Committee. He also has held a variety of other RVIA posts including Treasurer. He was honored with RVIA's Distinguished Service to the RV Industry Award in 2009.

In addition, the RVIA Board of Directors elected other officers to join Chairman Fore on the Executive Committee, including Doug Gaeddert, general manager, Forest River, Inc., as first vice chairman; Bob Olson, chairman of the board, CEO and president, Winnebago Industries as second vice chairman; Derald Bontrager, president and COO, Jayco, Inc., as treasurer; and John Regan, chairman, Fabric Services as secretary.

All officers will begin their one-year terms on Oct. 1 and are joined by Chairman Ex Officio Jim Sheldon, special assistant to the president, Monaco RV, and RVIA President Richard Coon on the Executive Committee.–RVIA



RVIA Hires New PR/Advertising Chief to Replace Retiring LaBella

RVIA has selected James Ashurst to be its new Vice President of Advertising and Public Relations. Ashurst, formerly Vice President of Communications for the Travel Channel/Scripps Networks Interactive, will lead the award-winning Go RVing advertising and RVIA public relations programs.

He replaces longtime RVIA Vice President and Chief Marketing Officer Gary LaBella, who retired at the end of 2010 after 32 years of outstanding marketing service to the RV Industry.

"I'm excited to add someone with Jim's expertise to our team," said RVIA President Richard Coon. "The communications knowledge he brings will be a true asset to industry public relations and advertising initiatives."

As vice president of communications for the Travel Channel, Ashurst was responsible for all consumer, industry and internal communications. He served as the network's primary media spokesman, and oversaw communications strategy, media relations, industry events and campaigns to support programming, brand, marketing, advertising and affiliate sales for the Travel Channel.

His career includes communications work with the Satellite Broadcasting and Communications Association, the American Society of Travel Agents, and two public relations agencies: Ogilvy Adams & Rinehart (now Ogilvy PRWorldwide), and DeVillier Communications.–RVIA



Make your plans NOW to attend this year's Industry Day on Tuesday, January 11

Registration for you and all your staff members is FREE. What better way to see the latest and greatest the national RV Industry has to offer than to attend this FREE day-long event. You'll also receive a FREE breakfast of hot coffee and donuts, and a FREE lunch. Look for the registration form online at www.FRVTA.org. Call the State Office for more information.

FRVTA'S 2011 SHOW SEASON



FLORIDA RV SUPERSHOW

- Industry Day • Tuesday, January 11 • Public Days • Wednesday-Sunday, January 12-16
- Florida State Fairgrounds • Tampa
- FORT MYERS RV SHOW • January 20-23 • Lee Civic Center
- OCALA RV SHOW • January 27-30 • Florida Horse Park
- GERMAIN RV SHOW • February 11-13 • Germain Arena
- CENTRAL FLORIDA RV SHOW • February 24-27 • Volusia County Fairgrounds
- JACKSONVILLE RV SHOW • February 24-27 • Jacksonville Equestrian Center
- WEST PALM BEACH RV SHOW • March 10-13 • South Florida Fairgrounds
- DESTIN SPRING RV SHOW • March 17-20 • Destin Commons
- TAMPA BAY SPRING RV SHOW • April 7-10 • Florida Strawberry Festival Grounds
- RV SUPERSAVER SHOW • April • Lee County Sports Complex

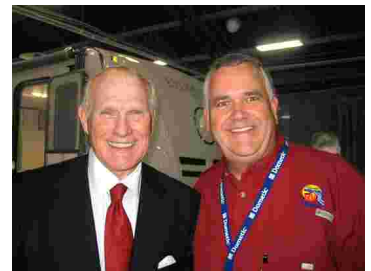
For more information on any of these events or to obtain dealer or vendor display space, call FRVTA at 813-741-0488 or visit www.frvta.org.

Thoughts from the National RV Trade Show in Louisville

by Dave Kelly, FRVTA Marketing Director

Here are a few of my thoughts coming out of the Louisville RV Show:

- The Outlook Breakfast is one of the most motivating and inspiring things the RV Industry does. If you haven't been, make plans to be there next year!
- The RV Industry has survived a very difficult period and all signs are that 2011 will see increases in both motorhome and travel trailer shipments.
- The attitudes from RV Dealers we talked to in our booth was extremely upbeat and optimistic. Not just the Florida dealers, but dealers from all over the nation.
- Towable RVs are outpacing motorized by about one out of every 10 RVs shipped. Buyers still find the RV Lifestyle attractive and are finding ways to include them in their budgets.
- Jobs are starting to come back. About 250,000 RV workers were laid off at the height of the downturn, but Jayco, Dutchmen and Winnebago have all increased staffing.
- The upswing is a sign that somewhat looser credit, stable fuel prices and improved consumer confidence are inspiring Americans to buy more RVs.
- Beginning in 2011, all consumer leads generated will be run through a computer program that looks at custom profiling factors for each individual who contacts Go RVing, and then prioritizes the resulting leads into four groupings: those who are Highly Likely to Purchase, Likely, Moderately Likely and Interested in purchasing. Looks like a must have for all RV Dealers!
- And the one thing that struck me was that this industry has some of the nicest and hardest working people found anywhere, and because of that, we will continue to grow and thrive in the coming years!



Dave Kelly with former NFL great Terry Bradshaw, who was assisting Evergreen RV at the recent National RV Trade Show.

Here are the final show attendees as tallied by RVIA:

ATTENDEE TYPE	2009	2010	DIFF	% CHANGE
RV Dealer	2,864	3,173	309	10.8%
Accessory Store	178	261	83	46.6%
Campground Owner	41	28	-13	-31.7%
Warehouse Distributor	73	101	28	38.4%

MEMBERSHIP INFORMATION

NEW MEMBERS

- BRUCKER RV** • 2204 Riverside Drive • Tampa, FL 33602 • Phone: 813-789-4943 • Email: mbrucker1@verizon.net
Service, Region 3
- ELEGANCE COATING** • 485 S. Shell Road • Debary, FL 32713 • Phone: 386-668-8379 • Fax: 386-668-8380
Email: mgolden@elegancecoating.com • Website: elegancecoating.com • Service, Region 6
- GCS IRONING SYSTEMS LLC dba DJ DISTRIBUTING** • 2710 Del Prado Blvd., S., Ste. 2, Box 182 • Cape Coral, FL 33901
Phone: 518-674-1826 • Toll Free: 888-960-2701 • Fax: 518-674-3482 • Email: DJDistributing@aol.com
Website: djdistributingproducts.com • Supplier, Region 1
- GREAT TERRAIN PRODUCTS dba ARMADILLO HOSE** • 4830 Pearl St. • Boulder, CO 80301 • Phone: 720-274-0066
Fax: 720-274-0065 • Email: arden@armadillohoseproducts.com • Website: armadillohoseproducts.com
Supplier, Region 10
- LETTERFLY MURAL ARTIST** • 4111 El Shaddial Sq. • Plant City, FL 33565 • Phone: 813-505-5539 • Email: letterfly@aol.com
Website: letterfly.com • Supplier, Region 3
- OAKWATER VILLAGE** • 800 Fort Pickens Road, #1501 • Pensacola, FL 32561 • Phone: 772-633-0988 • Fax: 850-932-6747
Campground, Region 5
- POUNDING MILL CREEK ESTATES** • 635 Pounding Mill Road • Hayesville, NC 28904 • Phone: 828-361-6196
Email: poundingmillcreek@gmail.com • Website: poundingmillcreek.com • Campground, Region 10
- SHOW ME PRODUCTS** • 1125 32nd St., N. • Texas City, TX 77590 • Phone: 409-948-4457 • Fax: 409-948-3181
Email: janet@pro-selections.com • Website: pro-selections.com • Supplier, Region 10
- SPOT FREE ENTERPRISE LLC** • PO Box 11 • Niles, OH 44446 • Phone: 330-299-1148 • Toll Free: 800-217-1543
Fax: 330-872-1458 • Email: lflaviano@spotfreeh2o.com • Website: spotfreeh2o.com • Supplier, Region 10
- SUNSET ISLE RV AND YACHT CLUB** • PO Box 613 • Carrabelle, FL 32322 • Phone: 850-370-6224
Email: charlotte@forgottencoastrealestate.com • Website: sunsetislervandyachtclubresort.com • Campground, Region 5
- THOR ENTERPRIZES** • 7336 Butternut Cove • Royalton, MN 56373 • Phone: 507-279-1767 • Fax: 708-575-0508
Email: extwarranty@yahoo.com • Website: ecorvled.com • Supplier, Region 10

ANOTHER MEMBER BENEFIT!

FRVTA members receive preferred rates on appraisal guides published by NADA Appraisal Guides. Contact the FRVTA State Office to obtain your NADA form that allows you to receive your discount.

The NADA Recreation Vehicle Appraisal Guide cost \$92 for FRVTA members, a savings of \$45. The guides are published in January, May and September. The NADA Older Recreation Vehicle Appraisal Guide subscription is \$34, which is a savings of \$26. This book is published once a year. The NADA RV Commercial Data Link is \$90, which is a savings of \$85. This is an emailed link.

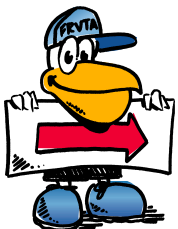
Mail or fax your completed form to: NADA Appraisal Guides, Attn: Amy Holler, PO Box 7800, Costa Mesa, CA 92628
Phone: 800-966-6232, ext 228, Fax: 714-556-8715

FRVTA Debuts New Website

The Florida RV Trade Association (FRVTA) announces the unveiling of it's newly redesigned website that incorporates a variety of improvements designed to make it easier to navigate and obtain immediate information important for both consumers and Association members. The site's address is www.FRVTA.org.

FRVTA Marketing Director Dave Kelly said the newly designed site, which has a more modern and updated appeal, now enables consumers to search for show and exhibitor information in a much easier and quicker fashion. "We wanted to simplify how consumers obtained show information and other news about Florida's RV Industry," he explained. "This includes dealers and exhibitors seeking information, too." The site provides all show information, including show contracts and manuals, that applies to dealer and vendor show participants. "The site has now now becomes a one-stop resource for show participants in all our events," he said.

MEETING DATES



REGION 1 • January 5 • Captain's Table • Punta Gorda • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 2 • January 19 • Holiday Inn • Lake Worth • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 3 • NO MEETING

REGION 4 • NO MEETING

REGION 5 • January 4 • Conference Call • 10:00 AM CST • 11:00 AM EST

REGION 6 • January 20 • Copeland's • 4310 Southside Blvd., Jacksonville • Cocktails: 6:30 PM • Dinner: 7:00 PM

REGION 7 • January 27 • Horse & Hounds • Ocala • Cocktails: 6:30 PM • Dinner: 7:00 PM