



# FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



## 2012 FLORIDA RV SUPERSHOW

**"Take Another Look"**

As we enter another year, Florida's RV Industry again takes center stage as the 27th Annual 2012 Florida RV SuperShow, the nation's largest RV Show, opens at the Tampa Fairgrounds on Wednesday, January 11 running through Sunday, January 15. Industry Day, which again is free to all FRVTA members, takes place on Tuesday, January 10.

According to FRVTA Executive Director Lance Wilson, this year's mega-RV event has again attracted every major RV Manufacturer as well as hundreds of accessory booth exhibitors. "I believe this year's event has surpassed other SuperShows in terms of numbers of displays," he explained. "I'm also very impressed with the quality of the products that will be available. It's always amazing what our industry can come up with for RVers!"

FRVTA Show Director Lesa Colvin echoed this sentiment as she pointed out that this year's RV SuperShow has added an additional 10 percent of show display space while increasing overall revenues 10 percent as well. "From what I've seen and heard, I expect this year's event to be the best ever!"

This year's theme of "Take Another Look" was created to attract families, retiring baby boomers and others to give RVing and the RV Lifestyle another look as an exciting travel option, explained FRVTA Marketing Director Dave Kelly. "RVing is a wonderful travel experience and we want to prompt the marketplace to realize how exciting this adventure can really be," he said.

To help in this endeavor, Dave said the RV SuperShow will continue its tradition of offering the best in informational seminars as well as exciting show entertainment. "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," he said.

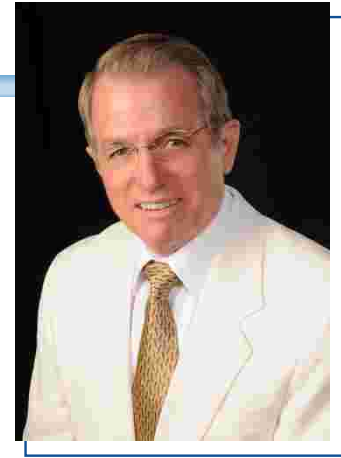
Seminars are presented throughout each day, and feature national RV Writer Bob Marx presenting "Tip for Buying an RV" to help customers decide which RV is right for their particular lifestyle and "Full Time & Extended RV Travel," which explains how RV travelers deal with banking, bill paying, telephone communications, e-mail, mail forwarding, medical care and other concerns while on the road for extended periods of time. Other daily seminars include RV Weight and Tire Safety, Basic RV Maintenance and RVing to Alaska.

The Super Rally celebrates its 25th 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 including free admission to the SuperShow all five public days, meeting facilities for your club, free coffee and donuts every morning and seminars. Three nights of entertainment and refreshments are also included and features this year "The Rivoli Revue" music by Kay and Ron Rivoli, a fun evening with The Rick Arnold Show and the Malt Shoppe Memories playing all the hits from the '50s and '60s.

For more information on the 2012 Florida RV SuperShow contact the FRVTA State Office at (813) 741-0488, or visit our website at [www.frvta.org](http://www.frvta.org).

*It's not too late to attend this year's INDUSTRY DAY ON TUESDAY, JANUARY 10. 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](http://www.FRVTA.org). Call the State Office for more information.*





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## PRESIDENT'S MESSAGE

*The RV vacation advantage:*

*"Are you on vacation yet?" My wife and I coined this expression many years ago. (It's a close relative of "Are we there yet?") We were discussing my recent trip to the Florida Keys that my two buddies and I have been taking annually for many years. Carolyn asked me a simple question. When does a vacation begin? When we compared an RV vacation to other types of vacations, we had to conclude that an RV vacation was longer and easier (more relaxing) regardless of its length.*

*What if, for example, you travel to your destination by plane? Does the vacation start when you head to the airport? In my case, I begin thinking about the dreaded security process, who my seat partner might be, whether my luggage will arrive and the potential for missing my connection. It does not start anytime during the plane ride either. In fact, it doesn't start until I am safely in my room, bags intact. It ends earlier, as well, when I begin my preparations for the journey back to the airport.*

*Similarly, driving a car to a destination is riddled with difficulty as well, particularly if it encompasses an overnight stop. Loading and unloading the car, which never has enough trunk space, coupled with hours of sitting behind the wheel, fast food stops and the like doesn't start my vacation either.*

*Thinking back to my RV vacation, I believe it really did begin when we settled into our RV and cranked the ignition. We immediately begin playing some old hit songs from CDs we always take along. We start planning our visit to Publix to load up on supplies, vacation shopping, so different from any other shopping trip. We generally leave late in the day, stop at a rest stop for a few hours, and continue when someone wakes up and starts driving. The journey is as enjoyable as any part of our time away.*

*The answer to her question is so obvious: **The RV vacation begins when you start the engine.** From that moment until you park it back in your driveway, you are on vacation. These days, Carolyn and I routinely ask each other when we travel: "Are you on vacation yet?" Some of our destinations have required air travel and its associated problems, and we are acutely aware of the cost in time and unpleasant experiences.*

*If you are not a full timer and only have long weekends and two week vacations from work, this can become quite interesting. You can definitely maximize your time away. If you associate vacation time to money, there is an RV advantage that can be measured.*

*Traveling lore tells us that **the journey is many times the best part.** In an RV, this is ever more possible. Your adventure starts with the key, just turn it and go. You are on vacation!!*

**LARRY SCHAFFER**

FRVTA President

## RVIA's Coon Optimistic About RV Industry

In a presentation titled "What's Up!" at Outlook 2012: Up & Away, held at the recent National RV Trade Show in Louisville, Ky., RVIA President Richard Coon said that new findings from the just-released RV Consumer Demographic Profile provide encouraging news about the health and long-term viability of the RV industry.

"RV ownership is at its highest peak ever with 8.9 million U.S. households now owning an RV," said Coon. "This number has been on the rise since 1993, and the growth reflects the enduring appeal of RV ownership despite economic challenges."

Coon reported that ownership has surged among adults age 35 to 54-years-old with 4.3 million households owning an RV in this key age group, up from 3.5 million in 2001 and 3.9 million in 2005. "This is a very strong finding and is an indication of the success of the Go RVing effort to attract younger buyers to the market."

RV ownership in the 55-plus age group has also grown, rising from 2.5 million in 2001 to 3.6 million in the most recent study.

In addition to showing steady growth in RV ownership, Coon said the RV Consumer Demographic Profile also offers promising data regarding future RV purchase intentions. When purchase intentions are combined across

current owners, former owners and new market entrants, a total of 21% of U.S. households stated intentions to purchase an RV at some point in the future.

This represents only a slight decline from the 23% rate in 2005, and is ahead of the 16% rate in 2001.

"These intentions won't be realized overnight, but they clearly show continued strong demand for RVs in the years ahead," Coon explained. "The 2011 data was collected in a challenging economic environment but track closely with the findings from 2005 when the economy was performing better."

Coon also shared RVIA's forecast for RV wholesale shipments through 2012. Based on current market conditions, RVIA expects shipments to end 2011 at 247,100 units, a two percent rise over the 242,300 units shipped in 2010. In 2012, shipments are predicted to drop slightly to 240,600 units.

"The shipment number forecast for 2012 would essentially keep totals at the same level for the past three years," said Coon. "In this uncertain, volatile

economy, having steady, stable shipments isn't all bad. In fact, it's a good place to be when you also consider the long-term prospects for the RV market found in the new demographic research."—RVIA



## RV Economist Curtin Comments on Economy

A resilient and adaptive consumer base will help RV Industry shipments continue on a flat, but stable, track in the coming year, according to University of Michigan economist Richard Curtin in the Winter edition of RVIA's Road Signs.

"RV sales face stiff headwinds in the year ahead. Uncertainty about job and income prospects, stagnating wages, depressed home values and the likelihood of rising taxes will affect RV sales," Curtin noted. "While these factors will prevent an increase in RV sales, neither will they prompt significant declines. Although consumers will be apprehensive, they will continue to buy RVs."

As reported during the recently completed National RV Trade Show in Louisville, Ky., shipments are expected to total 247,100 in 2011, representing a 2% gain from 242,300 in the previous year, while third-quarter shipments fell 4% to 55,900 units. Curtin said that flat trend would continue

in 2012, forecasting a 2.6% dip in shipments to 240,600.

"Notably, shipments increase on a seasonally adjusted basis in the second half of 2012, with most of the renewed strength in conventional and fifth-wheel travel trailers," Curtin said.

Towables have understandably been propping up the industry for the past few years as discretionary dollars have tightened in line with a weakened economy, impacting sales of higher-priced motorhomes.

"The 2008-2009 downturn had the largest impact on motorhomes, which represent approximately 10% of the total RV market," Curtin noted. "Motorhomes are more dependent on accumulated home equity, which continues to decline. Motorhomes are likely to improve at a relatively greater pace in the decade ahead as stricter fuel economy standards reduce the towing capacity of the household vehicle fleet."

Curtin added that in order to cater to a more economy-conscious consumer and cope with continued volatility, manufacturers would, in turn, need to adopt a more conservative approach to business.—RV Business, RVIA



## LEGISLATIVE UP-DATE... by Marc Dunbar, FRVTA General Counsel

### *A New Year, A New Election Season*

*Happy New Year 2012!* The holiday season has just ended, but here in Tallahassee the festivities are just beginning as the 2012 Florida Legislative Session kicks off this month on January 10.

Although this session will be overshadowed by reapportionment and budget issues, plenty of other transportation items will be moving that the FRVTA legislative team will be keeping a close eye on through the next 60 days.

On top of the forthcoming session and the very real likelihood of special sessions, 2012 is extremely important as an election year, one in which not only will the election for the U.S. President be up for grabs, but so, too, will be all 160 seats in the Florida Legislature.

#### U.S. Presidential Election

Florida once again was at the middle of national news when it decided to set the U.S. presidential primary for January 31, 2012, which placed Florida chronologically fourth behind only Iowa, New Hampshire and South Carolina. Considered one of, if not the most, important of the political swing states, Floridians will be under a barrage of political advertising and candidate appearances throughout the month as every candidate vying for the Republican nomination courts the Florida vote.

#### Florida Legislative Seats

Under the Florida law, the legislature, following each 10-year census, must reapportion the state into legislative and congressional districts for the upcoming election. In short, they must redraw the maps to ensure an equal vote, a process that will undoubtedly be disputed and may involve subsequent litigation.

What this will mean for those of us in Tallahassee will be that a large portion of time will be devoted to careful analysis and scrutiny of the maps as the legislature nears finality. Legislators may be placed into a similar district as before or may even end up in the same district as another member and be forced to run against a friend or colleague.

Regardless of incumbent placement, fundraising for campaigns will be crucial since each one of the 160 seats is up for grabs. It is often said that money is the “mother’s milk” of politics, and nowhere will it be more important than in participating in the upcoming elections to ensure FRVTA’s influence is continued in the legislative arena.

With the 2012 Session underway, 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.

## FRVPC UPDATE



It’s a new year, but here in Florida, the same old problems continue to dog the Sunshine State. Coupled with a looming election year, and Tallahassee is abuzz with the potential of solving continuing economic problems facing our state.

Not all is lost, however, Last year’s Legislature, coupled with new Gov. Scott’s oversight, gave Florida a balanced budget. And, although a deficit is again predicted for this year’s budget, many legislators remain optimistic that they can once again maneuver Florida’s budget into balance once again.

Of course, when you toss in politics, things can change, and not always for the better. As mentioned, this year will feature elections in Florida not only on the national level for the U.S. President and U.S. Senate, but the entire Florida Legislature, all 160 seats, will be up for grabs as well.

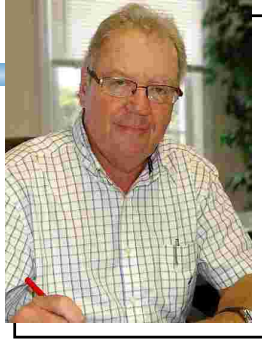
Such a complete shuffling of legislators can, and probably will, create havoc in Tallahassee as political alliances are changed, new faces appear and new ideas come to the fore.

All this is one reason we have such excellent representation in Marc Dunbar and his team. They constantly monitor for changes to, or new rules and regulations that may affect our businesses. For many years now, they have been successful in creating a regulatory environment that’s been beneficial to Florida’s RV Industry.

Their success with and access to legislators, however, was not always so positive. It’s only been through the establishment and funding of our FRVPC PAC Fund that has largely been responsible for creating the proper lobbying environment on which so much gets done in Tallahassee.

As this year’s Session approaches, we need to make sure our fund remains on a firm foundation so when the need arises funds are available to help those who, in turn, will help us.

Please keep Florida’s RV Industry strong and healthy with a contribution to our 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

### *The Value of Professional Certification*

We (FRVTA Training) continually receive calls questioning the value of certification, such as “Why do I need it?”, “Is it worth the expense?”, “Will it guarantee me a job?” and so on. We have developed a rather standard simple reply: yes, certification is valuable, yes it can mean the difference between a job and no job, yes it is worth the expense when valued against losing out on an employment opportunity. Having a professional certification shows your commitment to your profession and your willingness to improve.

Employers who do not value your professional certifications are not necessarily the employers you want to stake your career with. They show a weak commitment to professionalism or improved competence, and most likely won't value your skill and expertise as much as an employer who openly values certification.

With the growing need for jobs and the blazing competitive market, the need and value of professional certification has risen. And, the added privilege of having professional certification not only makes your resume and work profile stand out, it also allows you an edge among

the job seeking competition.

More and more professions are not only offering certifications, but requiring them. Recently, I've come across a growing number of RV Dealers who require certification or gaining certification as a condition of employment or continued employment. With that requirement comes additional rewards in increased pay and benefits.

I share this information because it is timely on many levels. Your professional associations within the RV Industry (RVIA/RVDA) have made a huge commitment in developing a multitude of certifications and the related training materials associated with those certifications. Your Florida RV Trade Association has made an equally large commitment to insure training is available to achieve those certifications through the Distance Learning Network (DLN), a free benefit to all FRVTA members.

Today's challenging economic times mandate that employees maintain a high and valued level of professional expertise. Certification not only gives that expertise, but displays it for all to see. If you are certified, keep it. If you're not certified, get it. We can help; call 386-754-4285 and ask for Jim or Judy.



### **Research Shows Growing RV Ownership, Strong Purchase Intentions**

RVIA's latest RV Consumer Demographic Profile shows RV ownership has reached a new peak while also offering promising news on future RV purchase intentions.

The research, conducted by Dr. Richard Curtin, RV Industry analyst and director of consumer surveys at the University of Michigan, reveals the number of RV-owning households has grown to a new peak of 8.9 million households, up from 7.9 million in 2005. Nearly one-in-nine (8.5%) U.S. households now own RVs, up from 8.0% in 2005.

Besides showing that RV ownership rates have climbed steadily, the new RV Consumer Demographic Profile also offers good news on future RV purchase intentions.

When RV purchase intentions are combined across current owners, former owners and new market entrants, a total of 21% of all U.S. households stated intentions to purchase an RV in the 2011 survey. This is on par with the 23% rate in 2005 and ahead of the 16% rate in 2001.

“These purchase intentions expressed in the new RV Consumer Demographic Profile are very encouraging for the industry,” said RVIA President Richard Coon. “The

survey results gathered this year in a challenging financial environment track closely with the 2005 data when the economy and consumer outlook was much brighter. Overall, the results clearly indicate continued strong demand for RVs in the years ahead.”

Seventy percent of current RV owners plan to purchase another RV to replace their current unit. When compared to the purchase intentions of current owners in prior surveys, the 2011 data indicates a strong increase in new vehicle purchase intentions.

Among new market entrants, defined as households that have never owned an RV in the past, 14% planned on purchasing an RV in the future with more than a third of them

intending to purchase a new RV.

Of all former owners, 27% plan to purchase another RV in the future. Here age was a determining factor with younger former owners (age 18-34) more likely than older former owners to purchase another RV. This underscores the need for the RV Industry to stay in touch with recent former owners and to continue to present them with ownership options.—RVIA



## MEMBERSHIP SPOTLIGHT

### *Zachary Taylor RV Resort: Florida's Best Kept Secret*

Chris Freed, President and CEO of Zachary Taylor RV Resort in Region 2, has been in the RV Industry since he was a kid. His father, Charles Freed, founded the park in 1974 and steered the helm until retiring in 2008. In those early days, Chris was put to work mowing grass, cleaning restrooms and doing all manner of odd jobs around the park.

Their motto is "Old Florida charm in a friendly, affordable RV community." Located on Taylor Creek in south central Florida, the resort boasts of 208 sites, and 3000 feet of direct waterfront along historic Lake Okeechobee.

Chris brims with pride when asked about the family business. What sets it apart from other parks is its very nature, literally. Cypress trees flourish at the water's edge, Spanish moss drips from the live oak trees. Guests can glimpse Florida wildlife: deer, black bear, gators sunning on the banks and myriad native birds.

"It's very old Florida," Chris says. "Perfect for when people want to take a break from the strip malls and concrete, and go back to a time when Florida was a wilder place." The waterfront, he adds, has a nature trail that encircles the entire lake, perfect for sportsmen, joggers and cyclists.

His goal is to lease out 80% of the park and believes he's well on his way toward achieving that goal. When asked if he has any secrets to his success, he says, "Hard work, plain and simple." People notice details, they notice that extra mile you go when attempting to provide a superior experience.

Conversely, he adds, the best thing about being involved with RVers is the "satisfaction on people's faces when you know you've given them a superior vacation experience. Knowing they've enjoyed themselves because you've given them their money's worth, especially these days."

When asked if he has encountered anything weird or wild in his years with the park, he laughs and says, "I've seen a lot. Quirky people, unique individuals. But probably the weirdest thing? That would be our toilet paper thief."

"Every year," Chris says, "they come, kind of like Santa Claus. We're not sure who they are, but they're serious. They unbolt the casings in the bathroom and steal the rolls." He then goes on to explain that these are the large industrial-use rolls. "It's just one of those things that make us unique," he says with a sigh.

Chris has been involved with the FRVTA for three years and his father, he notes, was an early member of the Association. "Membership has been invaluable to us for the knowledge it imparts," he says. "Members are kept up-to-date with the changing business environment. It also provides invaluable guidance and support with the legislative side of the business. It's a powerful advocate for the small business owners as well as the large consortiums alike."

His business advice for others? Once again, it's the details. "Make sure you focus on them. Absolutely, focus on the little things because that's what people notice. And when they know you're willing to go that extra mile for them, that's when they

decide to keep coming back."

When asked how the FRVTA has helped the resort, he says, "They give us visibility and helps with political advocacy. The government is always trying to find ways to tax us more, and the FRVTA is definitely committed to providing us a voice."

Reflecting on the current state of the RV Industry, Chris says, "Currently, I believe it's in a decline. Younger people, Generation Xers in particular, are not buying RVs or camping as much." It is imperative, he stresses, that an effort be made to market to this particular demographic. Baby boomers are the current RV market, but as they age, the Xers and younger generations have to be reached out to.

His own business, he says, won't see much change. Snow birds and retirees are steady and reliable, but he believes the campgrounds and parks that focus on younger campers could be in trouble. Still, he's hopeful RVing will catch on with the younger crowd. Especially in light of current economic realities, RVing still provides the best family vacation for the money.



# Go RVing<sup>SM</sup> New "AWAY" Campaign Unveiled

New Go RVing television and print ads were unveiled at RVIA's National RV Trade Show this past November 29, setting the stage for a reenergized industry effort to grow and expand the RV market. Built around one simple word, "AWAY," Go RVing's new campaign returns to the proven, research-based message that RV vacations allow travelers to do what they love to do with the people who matter most.

"In this campaign, 'AWAY' becomes much more than just a word. It's also a place and a moment in time," said Stan Richards, founder and creative principal of The Richards Group, in debuting the ads to industry members during RVIA's "Outlook 2012: Up & Away" opening breakfast. "It's intended to be different for everyone viewing the ads, depending on who they are and what they like to do. An RV can take them there."

Launching in February 2012, each ad captures special family moments made possible by traveling in an RV; secondarily, the ads promote the affordability of RVing. The call-to-action tagline, "Find Your AWAY. Go RVing," invites consumers to envision themselves in their dream setting and to visit GoRVing.com to find an RV Dealer and the RV that's right for them.

The emotion-evoking campaign includes three :30 television spots featuring the return of Tom Selleck as the voiceover talent who made previous Go RVing television spots so memorable. Four new one-and-one-third page

print ads and coordinating web banner ads were also produced.

The GoRVing.com website is being completely rebuilt utilizing new technology to be much more interactive in nature and echoes the ads' themes. For the first time, Go RVing will have a mobile-optimized website for Smartphone users.

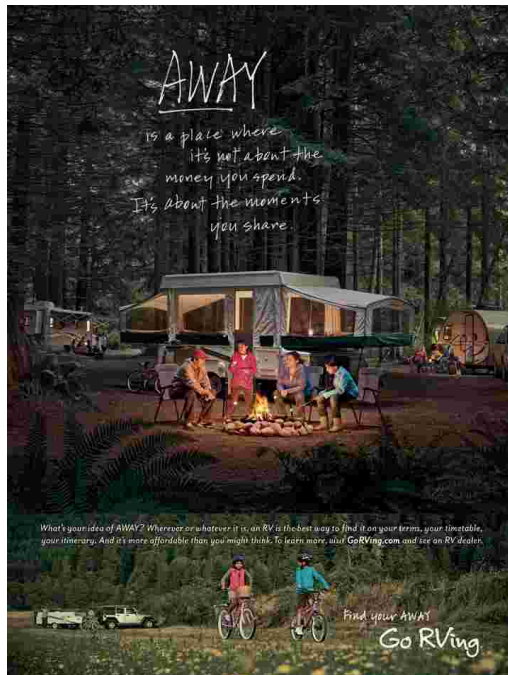
Each TV spot tells the story of an RV getaway, featuring ethnically diverse families, and a variety of RV types and locations.

The four print ads feature a large main photo that pulls the reader into the experience and a smaller panoramic visual focusing on product. Each ad includes the message: What's your idea of AWAY? Wherever or whatever it is, an RV is the best way to find it on your terms, your timetable, your itinerary. And it's more affordable than you might think. To learn more, visit [GoRVing.com](http://GoRVing.com) and see an RV dealer. Find Your AWAY. Go RVing.

The accompanying one-third column page ad showing all RV types that has always been the workhorse of the print campaign will now include a QR code, so consumers can

link directly to GoRVing.com with their Smartphones.

The all-industry Go RVing Creative Work Group, that participated in campaign development since last February, approved the final ads in November. "Go RVing nailed it again with the new AWAY campaign," said FRVTA Executive Director Lance Wilson who served as a workgroup member.—RVIA



## Consumer Sentiment Hits 6-Month High

Consumer sentiment hit 6-month high in early December. Source: University of Michigan and Federal Reserve Bank of St. Louis recently reported that consumer sentiment rose to its highest level in six months in early December as Americans adopted an improved economic outlook. Meanwhile, the nation's trade deficit narrowed in October, all of which is pointing to gathering momentum in the economy, according to Reuters.

The Thomson Reuters/University of Michigan's preliminary reading on their index of consumer confidence climbed for a fourth straight month to 67.7, beating expectations as it rose from 64.1 in November. The sentiment reading exceeded the 65.5 forecast by analysts who were polled by Reuters.

"U.S. consumers appear to be ending the year in a better mood," said Paul Dales, an economist at Capital Economics in London.

Improved confidence could lead Americans to spend more readily, which would add to the recent momentum from retail sales and factory output. At the same time, the narrowing in the trade deficit showed more of the purchases U.S. businesses and consumers are making were produced within the country.

Employment has also made gains in recent months, although some economists expect the pace of improvement will be too slow for consumers to ramp up spending for long.—Woodall's Campground Management



## CAMPING WORLD TO EXPAND

The Camper's Choice Since 1966

Camping World recently announced a series of store openings in new markets over the next 12 months. "Camping World is poised for growth in every segment of our business with a goal of 100 stores by 2014," said Marcus Lemonis, Camping World's chairman and CEO.

Retail accessories store expansions are currently planned in Fort Myers, Fla., Detroit, Nashville, Tenn., Las Vegas, Tucson, Ariz., and Knoxville, Tenn., including RV sales offerings in select locations. Additionally, new store openings are on tap in Florida including Orlando, Ocala, Cocoa Beach and South Florida, along with locations in Oklahoma, the New England states, Virginia, Texas and Washington State. Openings are also slated for Raleigh, N.C. and Harrisburg, Pa.

Camping World currently operates 81 Super Centers nationwide.—RV Business



### HONORED

Liberty Coach of Florida, Inc., has been selected for the 2011 Best of Stuart Award in the Motorhome Dealers category by the U.S. Commerce Association (USCA), a group that advocates for small and medium sized businesses and business entrepreneurs across America.

The USCA "Best of Local Business" Award Program recognizes outstanding local businesses. Each year, the USCA identifies companies they believe have achieved exceptional marketing success in their local community and business category. These are local companies that enhance the positive image of small business through service to their customers and community.

Various sources of information were gathered and analyzed to choose the winners in each category, which focuses on quality, not quantity. Winners are determined based on the information gathered both internally by the USCA and data provided by third parties.—RV Daily Report

## 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.



## 2012 FRVTA SHOW SCHEDULE

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

### 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

## MEMBERSHIP INFORMATION

### NEW MEMBERS

- BANSHI PRODUCTS** • 3315 Meadowbrook Way • Davie, FL 33328 • Phone: 954-629-6619  
Email: banshiproducts@comcast.net • Website: www.banshiproducts.com • Supplier, Region 2
- BEACH NUT BILLIES** • 1944 67th Ave. N. • St. Petersburg, FL 33702 • Phone: 727-742-4286 • Email: blparr5151@yahoo.com  
Supplier, Region 3
- BEST OFFENSE PRODUCTS** • 115 Concord Dr., Ste. A • Casselberry, FL 32707 • Phone: 407-260-9535  
Toll Free: 888-737-8234 • Fax: 407-260-1389 • Email: bill@bestoffense.com • Website: www.pestoffense.com  
Supplier, Region 4
- CHAMPION HOME BUILDERS** • PO Box 2097 • Lake City, FL 32056 • Phone: 386-755-3073 • Toll Free: 800-223-5471  
Fax: 386-752-9560 • Website: www.championhomes.com • Manufacturer, Region 7
- CUZIN'S VEHICLE STORAGE** • 24300 S. Tamiami Trail • Bonita Springs, FL 34134 • Phone: 239-390-5997  
Fax: 239-498-6573 • Email: rnychyk@comcast.net • Website: www.cuzinsvehiclestorage.com • Service, Region 1
- DESTIN WEST RV RESORT** • 1500 Miracle Strip Pkwy., SE • Fort Walton Beach, FL 32548 • Phone: 850-502-1234  
Toll Free: 800-947-0701 • Fax: 850-245-5166 • Email: info@destinwestrvresort.com  
Website: www.destinwestrvresort.com • Campground, Region 5
- INDIAN SHORES RESORT** • PO Box 12 • Woodruff, WI 54568 • Phone: 715-356-5552 • Fax: 715-356-1146  
Email: info@indian-shores.com • Website: www.indian-shores.com • Campground, Region 10
- MIKE'S CUSTOM PAINTING** • 5662 3rd Road • Bremen, IN 46506 • Phone: 574-546-2161 • Fax: 574-546-3504  
Email: mikescustompainting@hotmail.com • Website: www.mikescustompaintinginc.com • Service, Region 10
- RCB SALES, LLC** • 1837 NE 22nd St. • Cape Coral, FL 33909 • Phone: 239-849-9266 • Email: blackwellrcb@aol.com  
Service, Region 1
- RIVERLANDINGS MOTOR COACH DEVELOPMENT** • 5942 State Road 80 West • LaBelle, FL 33935  
Phone: 863-612-0104 • Toll Free: 866-926-0104 • Fax: 863-612-0106 • Email: amy@myriverlandings.com  
Website: www.myriverlandings.com • Campground, Region 1
- RUA HAPPY CAMPER** • 830 Old Norse Drive • Eaton, OH 45320 • Phone: 937-456-2229 • Fax: 937-456-2229  
Email: orderhappycamper@gmail.com • Website: www.ruahappycamper.com • Supplier, Region 10
- RV|ID** • 261 N. Highway 101, Ste 1154 • Solana Beach, CA 92075 • Phone: 858-771-0676 • Website: www.rv-id.com  
Service, Region 10
- RVDAILYDEALS.COM** • 1725 Capital Circle NE, Ste. 205 • Tallahassee, FL 32308 • Toll Free: 888-912-1110  
Fax: 888-907-7771 • Email: tom@bowstem.com • Website: www.rvdailydeals.com • Service, Region 5
- SEMINOLE CAMPGROUND & RV PARK** • 8991 Triplett Road • N. Fort Myers, FL 33917 • Phone: 239-543-2919  
Fax: 239-543-2919 • Email: paul.damico@att.net • Website: www.seminolecampground.com • Campground, Region 1
- SUNCOAST WINDOWS LLC** • PO Box 22214 • St. Petersburg, FL 33742 • Phone: 727-579-1999 • Fax: 727-579-3999  
Email: richbacker@me.com • Service, Region 3
- SUNMARK DBA CELLKICKER** • 2423 SE Dixie Hwy. • Stuart, FL 34996 • Phone: 772-485-2731 • Fax: 772-872-5281  
Email: sales@cellkicker.com • Website: www.cellkicker.com • Supplier, Region 2

### FRVTA.org Web Ads Going Fast

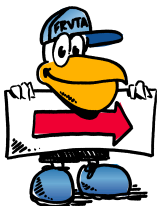
Deanna Pearce of Elite Marketing reports that only three banner ads remain for purchase at the Association's website, www.FRVTA.org. Advertising at the site was recently approved and it's going fast!

If you are seeking additional methods to promote your business to members and visitors alike, you need to take advantage of this marketing opportunity. For as little as \$50 a month, you can reach thousands of site visitors.

In fact, between June 2010 and June 2011, we had over 220,000 "unique" visitors to the site. With show season coming up, we anticipate even more. That's amazing!

If you have any questions, please contact Dave Kelly in the FRVTA State Office at 800-330-7882 or contact Deanna Pearce directly at 863-318-0193 or by email, [dlpearce7@aol.com](mailto:dlpearce7@aol.com).

## MEETING DATES



**REGION 1** • January 4 • Torch Bistro • Punta Gorda • Cocktails: 6:30 PM • Dinner: 7:00 PM

**REGION 2** • To Be Announced

**REGION 3** • NO MEETING

**REGION 4** • NO MEETING

**REGION 5** • To Be Announced

**REGION 6** • January 17 • Copeland's of New Orleans • Jacksonville • Cocktails: 6:30 PM • Dinner: 7:00 PM

**REGION 7** • To Be Announced