



# FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



FRVTA



REGIONAL



RV

SHOWS



BRING



HUGE



CROWDS

*The Florida RV Trade Association just completed the fourth and final regional show held around the state and the attendance numbers have been very good. Unlike last year, this year's shows enjoyed perfect weather for the most part, which contributed to the large attendance.*

Taking place the week after the record-breaking Florida RV SuperShow, the Fort Myers RV Show drew a huge crowd of close to 12,000 paid attendees. According to show manager Jack Carver, weather was perfect until the last day of the show when the weather changed from warm and sunny to cold and rainy. "We had strong attendance the first three days of the show, then Mother Nature changed things," he said. Nevertheless, he reports that sales were strong and dealers and vendors alike did well at this 32th annual event.

Following Fort Myers, the Jacksonville RV MegaShow had record crowds. Over 9,300 people poured into the Jacksonville Equestrian Center located just west of town. Always touted as a family-friendly event over the years, the show attracted even more families this year and the great weather was a reason for the record crowd. "It's been a few years since we had dry and even warm weather all four days of the show," said Regional President Ken Loyd. "We also had a record number of booth exhibitors that really added a lot to the event. The dealers were not only pleased with the crowds but also reported very strong sales."

The next weekend the West Palm Show also opened the gates to big crowds. "Even though we didn't set a new attendance record, we did have the best show we've had in 12 years!" exclaimed Regional President Brent Howard of North Trail RV. "We had fantastic weather and all dealers I talked to were very pleased." Booth exhibitors were set up in and around the concession tent to make it easy for people to relax and shop. A kid's area was set up over the weekend so parents could drop off their children to play while they shopped the hundreds of RVs on display.



The last two shows to close out the winter schedule were the 10th Annual Spring Clean-Out RV Show in Estero (just south of Fort Myers) and the Ocala RV Show, both held the same weekend, March 2-5. The Ocala RV Show was moved back into March to try to take advantage of warmer and drier weather. The move paid off! Held at the beautiful Florida Horse Park, which is located just south of town, the show drew over 5,100 people. "Thursday is our BOGO day and I think the cloudy windy weather kept some people away," said Regional President Dell Sanders. "We did make up some of that the other days." The show brought in the local Shriner's Club to handle concessions, which helped keep prices low for the great food they prepared.

Meanwhile, in Estero, the 10th Annual Spring Clean-Out RV Show continued drawing in crowds over a very windy weekend as well. Attracting just over 2200 people over the three days of the event, dealer sales continued strong. "We certainly were battered by the very blustery conditions and I'm sure that kept some people away," Jack reports, "but the six dealers that participated continued to register sales both during the show and afterwards—and that's what's important."

The bottom line coming out of the Florida Winter/Spring RV show season is that the attitudes of consumers are vastly more positive and the fact that most shows had the best crowds they've seen in many years means the interest in RV products is still strong and getting stronger. For more information on these or any remaining events, please contact the FRVTA State Office.





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## IacoNOTES...

Dear Members,

With our extremely busy season, I thought it was a great opportunity to have everyone stop and do a quick check up on your health.

Years ago a dear friend always reminded me—"Children need a healthy mother." This applies as well to our families and our companies, both of which need us to be healthy.

So check this out:

**NELDA IACONO**  
FRVTA PRESIDENT

## HEART DISEASE RISK

### QUIZ

Do you know your heart disease risk level? Take the quiz below to find out.

#### 1. What's your blood pressure?

- a. Below 120/80 (0)
- b. Between 120/80 and 140/90 (+1)
- c. Above 140/90 (+3)
- d. Don't know (+1)

#### 2. What's your cholesterol?

- a. HDL ("good cholesterol) above 50, LDL ("bad" cholesterol) below 130, triglycerides (fat levels in the blood) less than 150 (0)
- b. Any of the following: HDL below 50, LDL above 130, triglycerides above 150 (+2)
- c. Don't know (+1)

#### 3. How often do you eat fried foods?

- a. Once a month (+1)
- b. Several times a month (+2)
- c. Never (0)

#### 4. Does anyone in your family have heart disease?

- a. Yes, my mother had problems before age 65, or my father before age 55 (+2)
- b. No (0)
- c. Don't know (+1)

#### 5. On a typical weekend night, you:

- a. Have one glass of wine or beer (+1)
- b. Have more than one glass of alcohol (+2)
- c. Skip the alcohol (0)

#### 6. How many cigarettes have you smoked this week?

- a. None (0)
- b. Just a few (+3)
- c. Half a pack or more each day (+8)

#### 7. How many colors were in your last meal?

- a. 1 – for example, chicken and rice (+2)
- b. 2 to 4 – some vegetables (+1)
- c. 4 or more – for example, a salad and some vegetables (0)

#### 8. How do you feel after climbing three flights of stairs?

- a. Fine or even energized (0)
- b. Winded (+1)
- c. Who knows? I never climb stairs (+2)

#### What's your body mass index (BMI)?

- a. 18.5 to 24.9 (0)
- b. 25 to 29.9 (+1)
- c. 30 or above (+2)

(to find out your BMI, visit [www.nhlbi.nih.gov/guidelines/obesity/BMI/bmicalc.htm](http://www.nhlbi.nih.gov/guidelines/obesity/BMI/bmicalc.htm))

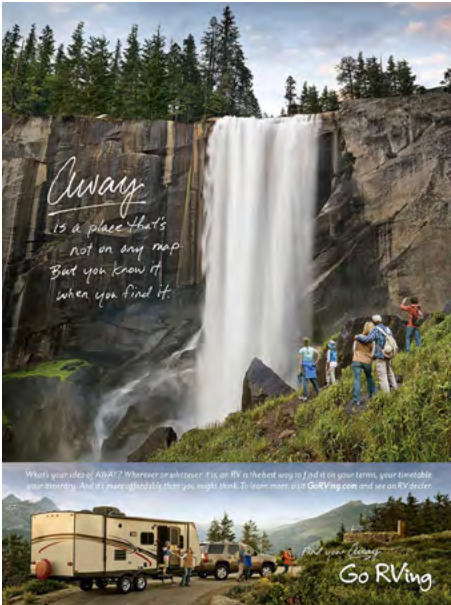
#### Results:

**0-2:** You are on the right track to preventing heart disease. Exercise, eating right and avoiding cigarettes can help prevent 80 percent of heart disease.

**3-7:** One or two harmful habits can increase your chances of developing heart disease. Simply knowing your risk factors is also important to reducing your risk, especially if you need to reduce your cholesterol or blood pressure.

**8 or higher:** Get to the doctor! Make the commitment to one healthy behavior change, such as exercising or quitting smoking.

# Go RVing. ROLLS OUT 2017 MEDIA MARKETING PLAN



Guided by the recent Go RVing Communications Planning Study conducted by Nielsen, the Go RVing 2017 national advertising and promotion plan emphasizes outreach to Active Family Adventurers, Nature Lovers and Kid-Free adult Adventurers. All three have one thing in common — a love of the active, outdoor lifestyle — which served as a compass in both selecting the mix of media and fine-tuning the messages to incorporate in this year's plan.

## Same 'AWAY' Theme: New Twists

AWAY will continue as the main message, but will venture into new directions. **As of January 30, the voice of Tom Selleck will no longer be used. Dealers are advised to pull all ads featuring his voice as royalty payments have stopped and if used on websites or any other venue, dealers will be liable for paying royalty fees.**

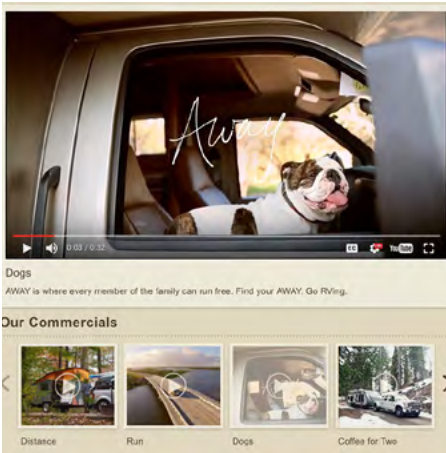
Over the past 18 months, as ads were up for renewal, Selleck was being replaced by a female voice that resonates well with targeted audiences. Dealers who purchased the Victory ad with Selleck's voice will be able to download the new version at no charge.

Come fall, Go RVing will debut a new tailgate ad. The 30-second spot will be dedicated to college football tailgating and will air on various national TV and online outlets.

## Go RVing Microsite Offers More

Designed to complement GoRVing.com, the AWAY microsite features testimonial-themed videos that share personal stories of adventure and discovery made possible by owning an RV.

Beginning in early March, a series of seven new AWAY stories will appear on the microsite. Centered around the popularity of women who RV on their own, Millennials who RV to music festivals in the city, urban professionals who RV to escape the stress of city living and recharge their batteries, and a devoted group of college football fans who regularly tailgate in their RVs, the videos feature authentic RVers sharing a glimpse into how having an RV enhances the experiences they are passionate about.



## Added Value Print Buys

From O, the Oprah Magazine to Outside, this year's print ad buy includes multiple national publications offering value-added components to complement the traditional Go RVing ad placement.

## Digital, Seasonal and Experiential

Rounding out the 2017 plan, digital/online elements include placing a variety of Go RVing ads and native video content across high impact, influencer, social media, mobile and search properties, as well as devoting dollars to promote Facebook, Instagram, Twitter, Pinterest and Snapchat posts.

Seasonal camping targeted marketing will primarily focus on teaching urban and suburban folks that leaving their RVs at one campsite can provide a convenient local retreat option.

On the experiential marketing front, Go RVing plans to cover familiar territory and explore new horizons to help inspire potential customers to learn more about the RV Lifestyle, as well as provide potential tie-in opportunities with RV Manufacturers and Dealers.

## Dealer Tie-in Offerings

RV Dealers are encouraged to sign up for the 2017 Go RVing dealer tie-in program to leverage Go RVing campaigns at the local level. For a nominal cost, participating dealers receive consumer leads as well as access to the industry-only section of GoRVing.com, which provides promotional resources such as images, logos and b-roll footage for use in direct mail, online marketing and custom commercials. To sign up, visit the industry-only page.

Added features this year for participating dealers include a new 20-minute looping digital file with age spots and fresh video footage from the AWAY microsite, for viewing in showrooms or at retail shows/events.— *Winter 2017 RVIA Today*





**TRAINING NEWS • by Jim Carr, Training Director**


## Mentor Update

### PILOT TEST RESULTS ARE OUT:

I received the same notice that all Pilot Test takers received from Sharonne Lee, RVIA Training Director. I knew there was contention

among the Certification Governing Board about the results, only 26% passed at the cut score of 80.2%, but I honestly didn't believe they'd scrap the entire test.

*So what was the issue? Poorly written test questions? Too many untrained technicians taking the test? Test too difficult? Anybody want to weigh in on this?* I would like whatever feedback you're getting from your folks who took it, please. I will take it up the chain and make sure everyone knows this comes from the "trenches" and should be about as valid as any input we could hope for.

*One clarification from this office:* we do the training, have absolutely nothing to do with the testing or



certification, that's at the national level – RVIA & RVDA. We have given our constant feedback as most of you have heard on all the changes

that have taken place over the past few years. Maybe this will wake everyone up to the fact that there are problems between training & testing, old texts, outdated materials, etc., etc.

### NEW TRAINING PROGRAM STILL ON TRACK:

As I've mentioned earlier, we at the Florida RV Trade Assoc. (FRVTA) are in the process of completely re-doing our on-line program. New delivery platform, high def programming, updated content and generally newer, bigger and better beginning August 1 for the 2017-18 school year.

I have been awaiting RVIA to complete their upgrades to their curriculum and unfortunately the Pilot Test snafu has caused quite a delay in their schedule, hence in our program upgrade schedule. Consequently, we are looking at the old curriculum and all training materials and have our own "committee of experts" (service managers and techs) looking at everything, making recommended upgrades and suggested changes to texts and related materials. We are moving forward with our training mission and hopefully can make it as compatible with the national Certification and Testing program as possible. But our goal is a quality-training program and so we shall proceed.

**JUDY SAYS:** Thanks for all the paperwork you're sending in. All is well and I appreciate the fine cooperation everyone is showing me. Don't forget I am only a phone call away: 386-754-4285 – if anything is on your minds. I will offer one big reminder: If you don't send in your roll pages I have no record of your training and that can become an issue when folks call for Re-Cert documentation, etc.

*Thanks everyone for all you do and hopefully we can get through this next Pilot Test with much better results. Remember, I can use your thoughts on this issue.*



## Curtin: Shipments Primed to Reach 445,700 in '17

The watershed gains achieved in 2016 by the RV Industry will serve as a launching point for another potential record run this year as overall shipments are in line for a 3.5% bump to 445,700 units, according to the latest forecast by industry analyst Richard Curtin.

"RV shipments ended 2016 at higher levels than any other time in the past four decades," stated Curtin, director of consumer surveys at the University of Michigan, in the Spring 2017 issue of RVIA's *Roadsigns*. "December set its highest delivery rate and during the fourth quarter, more RVs were shipped than in any other closing quarter. Such strong and consistent gains indicate an impressive momentum that will benefit shipments in 2017."

Conventional travel trailers again claimed the lion's share of the market as Curtin reported the segment captured an all-time peak share of 66% in 2016, up from 52% 10 years ago and 30% 20 years ago. Curtin sees that trend continuing this year with trailers projected to hit 292,500 units. The overall towable count is expected to rise 3% to 388,000 units while Curtin sees motorhome shipments seeing 5% growth to 57,700 units.

Curtin pointed to potential growth in the industry's two key demographic sectors — retiring Baby Boomers and the emerging Millennials – as strong drivers for sales in 2017.

"The positive impact of growing income and household wealth are likely to more than offset the negative impact of increases in interest rates and inflation," Curtin noted. "Prospective changes in economic policies and regulations under the Trump administration are likely to have both positive and negative influences on the RV Industry, although it is too early to make a definitive assessment. Future prospects remain as bright as ever, and will continue to reward innovative RVs that offer enhanced value to consumers." –RVIA Spring 2017 *Roadsigns*


**DEALER DETAILS • by S. ALLEN MONELLO, D.P.A. AICE**

## Protect Yourself Against Title Fraud

Occasionally, I hear about a dealer who has been defrauded on a title by either an employee or a customer. There are things you can do to prevent or reduce the chances of this happening.

Some dealers still follow the old practice of not reassigning the title on a trade until it is sold. For example, the customer trades in a unit and signs the paper title as seller. The dealer places the title into a file and keeps it there – as an open title – until the unit is sold, at which time all the reassignments are completed.

Dishonest employees can take that opportunity to steal the title and sign it as purchaser and then obtain a title in their name. The best practice is to have your business office staff immediately reassign the title to your dealership before filing it away. This is required by law and can prevent fraud from occurring.

In the case of customers, the customer will trade in the unit and sign the title (or a dealer reassignment – [HSMV 82994](#)) as the “seller.” A week or two later the customer is unhappy with the unit and decides to get a duplicate title for the unit he/she traded. At that point, the trade-in title you are holding is worthless to the dealership.

Dealers are required – within 30 days of taking in a trade – to report the receipt of the trade to the Division of Motorist Services (DMS). This is done when the dealer processes the paperwork for the unit that was sold to the customer and enters, at the bottom front of the title application ([HSMV 82040](#)), the description of the traded unit. The tag office then enters the trade as “Mark Title Sold,” which means even though the trade title is still in the name of the customer, the record shows the customer traded the vehicle to your dealership and the customer

is no longer authorized to obtain a duplicate title or do anything else with that title.

Another situation is when you purchase units from individuals without selling them one in return. You still have the same 30 days to notify the DMS of your purchase from the customer. But since you will not be submitting a title application for that transaction, you must submit form [HSMV 82050 \(Notice of Sale\)](#). The same protection will be in place, but the key is to file this form as soon as possible – before the customer can act to obtain a duplicate title.

If the worst happens and you no longer have the title or a duplicate title has been issued, you may place an administrative stop on the title, which keeps the dishonest customer or employee from being able to do anything with it. The procedure for placing an administrative stop is covered in DMS [Procedure TL-24](#). The period of time that the stop may be placed on the title was extended from 30 days to 45 business days. If necessary, you could request that a court issue an order extending the stop until you are able to rectify the situation.

The stop may be placed by fax, email or regular mail. You may make your request directly to the Division of Motorist Services at [AdminStop@](mailto:AdminStop@flhsmv.gov)

[flhsmv.gov](http://flhsmv.gov) or you may make the request through your tag office, which will assist you with this process.

I hope you don't ever have a reason to place an administrative stop on a title. The best way to prevent that is to get that title “Mark Title Sold” as soon as possible.

*Allen is certified as a “Consumer Credit Compliance Professional” by the National Automotive Finance Association. He provides compliance consulting and training services to dealerships. Allen can be reached by email at [Allen@TheAICE.com](mailto:Allen@TheAICE.com) or by phone at (727) 623-9075. You may visit his website at [www.TheAICE.com](http://www.TheAICE.com).*



## RVIA Seeks Feedback on Regulations Share to Google+

The RV Industry has been asked to examine those federal regulations and tax policies are preventing it from reaching its full potential.

RVIA staff and several RVIA members recently met with former House Speaker Newt Gingrich who suggested the industry, “...identify the most burdensome and stupid federal regulations that RV businesses have to deal with.”

These could be any federal regulation, from EPA to CFPB to OSHA. Some examples of an impact might be: motorhomes being regulated as commercial vehicles under greenhouse gas regulations, or asking that the RV Industry receive the same early warning reporting requirements that are geared for the automobile industry.

Once such regulations are identified, RVIA's federal affairs staff plans to work with its federal lobbying firm and the new administration to discuss how these regulations might be phased out.—RV Pro, RVIA



## MEMBER SPOTLIGHT

### *America Choice RV Recognized for Superior Sales and Service*

For the fourth consecutive year, America Choice RV in Ocala received the Thor Motor Coach Prestige Partner award. Thor Motor Coach presents this award to a select group of dealers nationwide in recognition of their superior sales achievements and customer service. America Choice RV is one of fewer than 10 RV dealers in the Southeast U.S. to earn this honor.

Receiving national recognition is nothing new to America Choice RV, located in Region 7. In 2014, the business was recognized by *Inc.* magazine as one of the fastest-growing companies in the U.S., which is the first time an RV Dealership has made the list. In 2015, *Inc.* again recognized America Choice RV in the magazine's prestigious Inc. 5000 listing.

America Choice RV was opened by Frank and Mandy Alonso in 2009, two brothers with over 40 years each in the RV business. They built the dealership to great success, and then sold it to Cody Loughlin and Scott Gencarelli in 2013.

"Frank and Mandy have remained involved to advise us in growing and maintaining a strong company," says Cody, America Choice RV's CFO and co-owner. "We were able to leverage their experience and contacts with our Internet skills and sales approach to create one of the fastest-growing RV Dealerships in the country."

Cody recalls how he got his start in the RV Industry: "I was a commercial banker with Wells Fargo. I was brought in to help with financing and to launch an aggressive Internet department. When I arrived, our website had around 4000 visitors per month and now it averages around 45,000 visitors per month. This has helped fuel our rapid growth, Cody explains. "Scott was in the car business for 17 years as a general manager. He joined America Choice RV and quickly became the sales manager and then general manager, while I took over the finance, Internet and accounting departments."

America Choice RV has been a member of FRVTA since 2009. "The training opportunities the Association provides are great, and the connections we've made are always willing to help us," says Cody. "The Florida RV SuperShow in Tampa is where we shine every year, setting show sales records for companies like DRV Mobile Suites. It sets our year off well every January, both at the show and with the residuals throughout the year."

Cody sees a lot of consolidation occurring in the RV Industry that is creating larger dealer groups, yet he believes America Choice RV is well positioned to compete.

"Many of the top dealers in the country have joined together to provide excellent service and top-notch products. We have maintained a 'mom and pop' store feel while also offering larger dealership advantages like great prices and top inventory. This is a fantastic time to be in the RV industry," he exclaims.

In 2015, America Choice RV opened its Bushnell location directly facing I-75. It features the same great prices, top inventory and outstanding customer service provided at the Ocala and Zephyrhills locations.

"We're very excited about it," relates Cody. "We are fielding phone calls constantly about additional opportunities and partnerships." With this expansion, he and Scott now own, oversee and operate three locations, positioning them to better serve their ever-growing number of customers.

"America Choice RV is very focused on the customer experience," continues Cody, describing what qualities set his business apart from other dealers. "We have 75 employees and they are trained every day, which keeps us prepared to serve today's well-informed buyers. We also give our customers many different ways to communicate with us – via text, email, live chats and cell phone videos. Scott and I are always present

at the dealership and we get to know our customers. America Choice RV is definitely large enough to compete with the biggest stores, but also attentive enough to have a family-owned atmosphere."

Besides selling and servicing RVs, America Choice RV has its own 106-site campground, Wild Frontier RV Park, on site at its Ocala location. "It permits us to interact with our customers," says Cody. "The RV Lifestyle allows you to relax and connect with people and nature like we used to, and there's something great about that."

The most important thing Cody wants other FRVTA members to know about America Choice RV is that he and Scott are very connected to their business and employees. "We take opportunities to meet all of our customers and listen to their needs. We believe this separates us from the largest dealers out there. We are also very proud of our staff and what the company can do to better their lives. We are one big family."



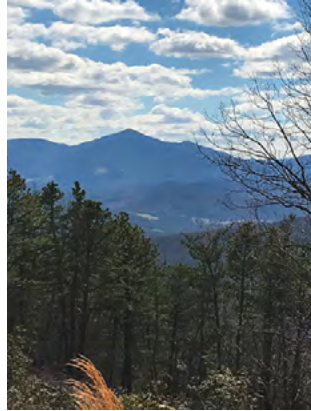
America Choice RV owners Scott Gencarelli (left) and Cody Loughlin (right).

## RVIA to Work with Congress and Administration on Outdoor Recreation Priorities in Budget

President Trump recently released the blueprint his FY2018 budget, entitled America First, A Budget Blueprint to Make America Great Again. The budget proposes a \$52 billion increase in defense spending that is offset by cuts to most other agencies—including a 21 percent decrease in funding to the Department of Agriculture, a 12 percent decrease in funding for the Department of the Interior and a 16 percent cut to the Army Corps of Engineers.

The budget proposal cuts \$1.5 billion from the Department of Interior, which includes the important outdoor recreation agencies of the National Parks Service, the Fish and Wildlife Service and the Bureau of Land Management. The funding cuts are aimed at reducing unnecessary and duplicative programs and reducing funds for acquiring new federal lands. The proposal states that funds will be provided to protect, conserve and provide access to public lands while increasing investment in deferred maintenance projects.

The RV Industry Association (RVIA) expresses some concern about the ability to address the \$12 billion maintenance backlog while absorbing a 12 percent decrease in DOI's budget.



“Investing in America’s great outdoors is imperative to safeguard the health of the \$50 billion RV economy,” said RVIA President Frank Hugelmeyer. “At a time with a record number of RVs headed into the outdoors, steps should be taken to ensure adequate and safe

infrastructure exists for this revenue driving segment of the federal government. RVIA applauds proposals in the budget blueprint to increase investment in deferred maintenance projects and to leverage taxpayer investments with public and private partnerships. RVIA looks forward to working with Congress and the Administration on the final budget to prioritize outdoor recreation, address the maintenance backlog and expand access to federal lands for RVers.”

The Department of Agriculture (USDA), including the U.S. Forest Service, is facing the largest proposed cut of \$4.7 billion. The bulk of the cuts are aimed at food education programs, water and wastewater loan programs, and unspecified staff reductions at USDA service centers. The budget does not fully fund wild land fire preparedness and suppression activities while reducing funding for major new federal land acquisitions.—*news release*

## FMCA to Consider Adding Towable RV Members

In an address to members during the Family Motor Coach Association’s (FMCA) 95th International Convention held this past March, President Charlie Adcock announced the organization is considering opening membership to towable RV owners. For all of its nearly 54 years in existence, FMCA membership has been limited to motorhome owners.

Adcock explained the proposal would stabilize its current membership base of 70,675, which is a little more than half of what it was at its peak in 2004 when FMCA boasted 130,000-some FMCA members. “The bigger we get, the more numbers we’ve got, and that will help us spread the cost of our benefits out,” Adcock said, adding that other member benefits in development would be disclosed at a later date.

In addition, Adcock said current industry trends suggest the Class A market is not as robust as it once was, while towables are going gangbusters. Citing statistics

from the Recreation Vehicle Industry Association (RVIA), he said that of the 8.9 million RVs on the road today, only about 12% are motorized, or a little more than 1 million. And of that figure, about 6.5% belong to the FMCA.



Despite a similar proposal proving unsuccessful a few years ago, Adcock said the timing is better now. “Five years ago if you brought this subject up to me I would have been ready to fight a tiger. But in five years I have watched the attitudes change so much,” he said. Individual FMCA chapters would retain the ability to exclude towable RVs if their members so desired, Adcock pointed out.

The next step is for the measure to go before the FMCA’s governing board on July 12, when it will consider whether to submit the proposal to the membership for a referendum. The ballot would be in the September, October and November issues of FMCA’s *Family Motor Coaching* magazine, and members would have until Nov. 30 to cast their ballot.—*news release*



## **RVDA Hires Marketing Communications Specialist**

The National RV Dealers Association has named Eric Sisk as its Marketing Communications Specialist. He will support the development and distribution of marketing messages for RVDA and the Mike Molino RV Learning Center.

Eric attended the University of Mary Washington and earned a bachelor's degree in Business Administration: Marketing and Management. He gained experience in marketing and communications by creating surveys and marketing research to help and improve multiple businesses, as well as creating various promotions and advertisements for companies. Through involvement in customer service and management roles, he was able to hone his communication skills and provide leadership and guidance to others. Eric is excited to join RVDA and prepared to contribute to the success of dealer members. Eric Sisk can be reached at [esisk@rvda.org](mailto:esisk@rvda.org).—news release

## **Alliance Coach Technician Training Program Certifies Nine in 2016**

Alliance Coach RV Sales and Service reports its new in-house service technician training program has proven to be one of the most effective in the industry.



Master Certified RV Industry Association/RV Dealers Association Service Technician and RVIA/RVDA Training Mentor Ed Cowan strives to ensure that Alliance Coach service technicians get the hands-on training and classroom instruction they need to qualify for nationally-recognized RVIA/RVDA certifications.

Certification is offered at three levels: Registered Technician, Certified Technician and Master Certified Technician. Alliance Coach said that out of a total of 16 RVIA/RVDA Registered Technicians certified nationwide in 2016 nine of them were certified in Alliance's Wildwood location. Plans for 2017 include further certification training for technicians at Wildwood and at Alliances' Lake Park, Georgia dealership.

Company owners Alan and Judy Shapiro fully support the training and certification program to ensure their service centers help set the industry standard for customer care. Alliance Coach is Florida's oldest Monaco and Holiday Rambler dealer offering the full line of diesel and gas motor coaches.—news release

## **Camping World Joins Front Row Motorsports for NASCAR Season**



Camping World has joined Front Row Motorsports for the 2017 Monster Energy NASCAR Cup Series season. The nationwide dealer will be the primary sponsor of David Ragan's No. 38 Ford for nine races, including at the recently held season-opening Daytona 500.

"We've had a lot of success with our NASCAR marketing program and we're excited about getting more involved with the Monster Energy NASCAR Cup Series," Camping World Chairman and CEO Marcus Lemonis says. "David Ragan is a great driver and a wonderful spokesman for his partners."—news release

## **'ROUTE 66' Adds 13 New Dealer Locations in '16**

The ROUTE 66 RV Network grew its team of dealerships in 2016, adding 13 new locations, including several in Florida. According the network, it now includes over 155 full-service independent RV Dealership locations in 43 states and provinces coast-to-coast.



**New Florida RV Dealerships to the ROUTE 66 Network are:**

- Ocean Grove RV Supercenter, Rob Rothenhausler, St. Augustine
- Palm RV, Motorhomes and Towables, Tom Wegge, Fort Myers

"These dealerships are all built on the same foundation that our existing dealerships are built on – excellent customer service, quality products and high integrity," said Dave Francis, network partner. "These are the qualities that not only set our dealers' apart from the pack, but also that define the ROUTE 66 RV Network."

As ROUTE 66 has continued to grow its dealer footprint and brand awareness since its formation in 2003, the network now has nearly 1,400 service bays and RV technicians to serve traveling customers while offering 45 custom programs in which the dealers can participate in the areas of customer satisfaction, F&I production, parts and accessory profitability and website rank/lead development. —RVBusiness



## MEMBERSHIP INFORMATION

### NEW MEMBERS

#### FIXTECH LLC

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954-900-2916  
[sales@fixtech.us](mailto:sales@fixtech.us)  
[www.fixtech.us](http://www.fixtech.us)  
Supplier, Region 2

#### QUEEN OF PAIN

Sharra Cook  
11045 Sandrift Ave  
Englewood, FL 34224-9289  
[sharrac@gmail.com](mailto:sharrac@gmail.com)  
[www.queenofpainrelief.com](http://www.queenofpainrelief.com)  
Supplier, Region 10

#### RV GLASS SOLUTIONS

Carol Taylor Clay  
91302 N Coburg Industrial Way  
Coburg, OR 97405-9330  
[info@rvglassexperts.com](mailto:info@rvglassexperts.com)  
[www.rvglassexperts.com](http://www.rvglassexperts.com)  
Supplier, Region 10

#### SUNCOAST RV RENTAL

Sharon Still  
8821 Valetta Dr  
Tampa, FL 33637-6724  
[sharon@suncoastrvrental.com](mailto:sharon@suncoastrvrental.com)  
[www.suncoastrvrental.com](http://www.suncoastrvrental.com)  
Service, Region 3

### REMAINING REGIONAL SHOW



#### RV SUPERSAVER SHOW

APRIL 21-23

CenturyLink-Lee County Sports Complex



### RV Learning Center Scholarship Application Online Now Program Aids Deserving RV Industry Employees, Dependents

Applications are now available for the Mike Molino RV Learning Center's Scholarship Program. Deserving college undergraduates majoring in business, finance, economics, accounting or other RV industry-related subjects are eligible to apply for the \$2,500 award for the 2017-2018 school year. The deadline to apply is **June 30, 2017**.

Dealers are able to offer this opportunity to their team specifically because of their employment in the RV industry. Therefore, a factor for awarding the scholarship is an applicant's background of RV industry employment or a desire to work in the RV business after completing post-secondary education.

Posters publicizing the scholarship are available through the RV Learning Center so dealers can display them in the workplace to alert employees to the opportunity. To obtain an application, poster, or more information, click [here](#). Dealer principals, their family and dependents, are not eligible.

#### Applicants must:

- Attend an accredited four-year college or university and be a rising sophomore, junior or senior undergraduate student as a condition of receiving the scholarship.
- Have a 2.8 or better cumulative grade point average, and a 1050 minimum SAT score (1575 minimum on the 2400 point scale). A minimum ACT composite score of 22 is also acceptable.
- Complete a 500-word essay on their goals and objectives for college and career.
- Submit a copy of their Free Application for Student Aid (FAFSA) form, which is available from guidance counselors or for download at no charge from the U.S. Department of Education at <http://fafsa.ed.gov>.
- Demonstrate the ability and willingness to fund a portion of their educational expenses on their own.

**All materials noted above must be received by the Learning Center no later than June 30, 2017.**

The scholarship program is possible through the generosity of the Newt and Joanne Kindlund Family. The Kindlunds are the founders of Holiday RV Superstores—the first publicly-traded RV dealership. The Kindlund Family has fully funded the \$270,000 Foundation scholarship endowment.

For more information on the RV Learning Center, go to [www.rvlearningcenter.com](http://www.rvlearningcenter.com), send an e-mail to [info@rvda.org](mailto:info@rvda.org), or fax to (703) 359-0152—news release

## MEETING DATES



Region 1 • April 10 • JD's Bistro • 1951 Tamiami Trail • Port Charlotte

Region 2 • April 4 • Red Lobster • 6638 Lake Worth Rd. • Lake Worth

Region 4 • To Be Announced

Region 3 • NO MEETING

Region 5 • NO MEETING

Region 6 • April 18 • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville

Region 7 • April 25 • Braised Onion • 754 NE 25th Ave • Ocala

**ALL MEETINGS: Cocktails 6:30 PM • Dinner 7:00 PM**