



# FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



## DON'T MISS THE 2016 CONVENTION... *There's Still Time to Register!*

*Your "Keys to Success" are jangling in front of you at the 36th Annual FRVTA State Convention, Thursday, September 8 through Saturday, September 10 at the beautiful Hawk's Cay Resort on Duck Key. For those of you with a long memory, this was the site of our 25th Annual State Convention and a great time was had by all!*

This year's convention theme of "Escape to Paradise, Discover the Keys to Success" is bound to open many doors on your journey to business prosperity. Featuring the best minds in the RV Industry, you'll learn how to position you and your business for a triumphal selling season, but you have to be there to benefit!

Thursday evening the confab opens with the "Island Time" Welcoming Reception. Enjoy a Gulf cruise as we head out to open water for a champagne Sunset Toast. Afterwards, you can enjoy the "Tank Tops and Flip Flops" Hospitality Room for some enjoyable relaxing and catching up with new and old friends.

Friday morning we'll cruise into the general session as the convention opens with an interesting and thought-provoking session on "Increasing Your Brain's Performance to Unlock Your Leadership Success." Lead by **DR. JERRY V. TEPLITZ**, this session will leave you energized and feeling so positive you'll think you're in paradise!

Next will be an interesting update on the national RV Industry from several national leaders:



**PHIL INGRASSIA, Recreation Vehicle Dealers Association President**—Phil joined the staff of RVDA in 1996 and became president in 2012, after serving as the association's vice president for communications and communications director. RVDA is the national association representing the interests of RV Dealers, rental companies and RV AfterMarket stores. Phil also serves as RVDA's representative on the Board of Directors for Go RVing, which developed the RV Industry's national marketing campaign.

Prior to joining RVDA, he served as director of communications for the Recreation Vehicle Industry Association (RVIA) from 1991-96. He earned the Certified Association Executive (CAE) designation from the American Society of Association Executives in 2005. Phil received the Joan Barone Shorenstein Congressional Fellowship awarded by the American Political Science Association in 1989. He holds a B.S. in Mass Communications and Political Science from St. Cloud State University in St. Cloud, MN. He and his wife Jill reside with their son Anthony in Vienna, VA.

Phil will provide an update on RV retail market trends, protecting dealer-assisted financing, dealership compliance issues, and outline RVDA programs to help dealers and their employees increase profitability and customer satisfaction.

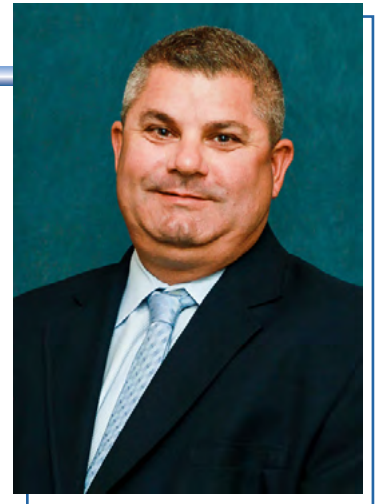


**FRANK HUGELMEYER, Recreation Vehicle Industry Association President**—Frank is a 28-year recreation industry veteran with extensive experience in retail, brand development, R&D, public policy and association management. With offices in the D.C area and Elkhart, Indiana, RVIA provides trade services for a who's who of the world's leading RV Manufacturers and

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## STATE OFFICERS

### PRESIDENT

Rob Rothenhausler

### VICE PRESIDENT

Ryan Hollan

### TREASURER

Nelda Iacono

### SECRETARY

Rob Cochran

### CHAIRMAN OF THE BOARD

Sam Abdo

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David Kelly

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SHOW DIRECTOR

Patty Flanagan

SHOW COORDINATOR

Damarys Cuebas

ADMINISTRATIVE COORDINATOR

Sharlene Nelson

MEMBERSHIP COORDINATOR

FLORIDA RV TRADE ASSOCIATION

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Riverview, Florida 33578

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e-mail address: [info@frvta.org](mailto:info@frvta.org)

website: [www.frvta.org](http://www.frvta.org)

## PRESIDENT'S MESSAGE

*I'm looking forward to seeing everyone at the FRVTA State Convention—September 8-11, 2016, held at the beautiful Hawks Cay Resort on Duck Key, Florida Keys. The schedule is packed with informative discussions and networking opportunities. So, get involved, be an active participant—there is much to learn and share!*

*RV Safety—As the certified professionals in our industry, it is our responsibility to keep our customers as safe and comfortable in their various RV experiences as we can. All RVs develop issues over time. Some are only an inconvenience, while others may lead to a major safety concern.*

*From the smallest fold down to the largest Class A pusher, there are numerous systems within the RV that need to be checked and monitored. Additionally, it is important we monitor RV recalls as well as the systems within the RV that are the most common, such as LP gas systems, braking and more.*

*It doesn't take much more time to do a quick check for your customer while you are servicing their RV. And if you do find something that needs fixing or repairing, the customer will be glad you brought it to their attention.*

*This month marks the end of my tenure as President of this fine organization. Having worked my way through the various offices of the FRVTA, I don't believe I would trade a minute of my time in any of the chairs I have held.*

*The participants of this Association are its heart—they keep it alive with their contributions and support. The lessons I've learned and wisdom I've gained will be with me for life.*

*I'm confident your influence will help guide me in making better future decisions. So, let me say "Thank You" to those who have provided so much assistance both in my monthly "normal" duties, as well as those assisting behind the scenes without whose help not much would have been accomplished.*

*It is my pleasure to know you and I look forward to many years of mutually beneficial relationships on the RV road ahead.*

**THANK YOU!**

*Till next time...*

**ROB ROTHENHAUSLER**

FRVTA PRESIDENT



## Sponsorship Opportunities Available

*The 36th Annual FRVTA State Convention is the perfect opportunity to increase your company's recognition through reaching a targeted audience of RV Dealers, Manufacturers and Suppliers. Sponsorship opportunities and prize donations for both the silent auction and the game show luncheon are now available. For more information or to make a donation, contact the Florida RV Trade Association at (813) 741-0488.*



## FRVTA CONVENTION

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suppliers including iconic brands such as Winnebago and Airstream.

Prior to joining RVIA, Frank was the longtime president and CEO of the Outdoor Industry Association and visionary leader behind the renowned influence campaign that defined the economic importance of the \$646B outdoor recreation industry.

In 2012, he was recognized by The White House as a Champion of Change. Frank has served on numerous advisory boards including the American Recreation Coalition, The Outdoor Foundation, The Sustainable Apparel Coalition, America's Highway Users Alliance, The National Forum on Children and Nature, the Western Governors' Association and President Obama's America's Great Outdoors.



**CARRIE KERSKIE, Identity Theft Mitigation**—Carrie will provide members with detailed information on how to avoid business and personal identity theft. Identity theft is often thought of as a financial crime or a threat to only credit cards and bank accounts. If only this were true! While threats to your financial accounts are significant, identity theft has the potential to cause much greater harm. In some

instances, it can even be life threatening. To make matters worse, identity theft cannot be prevented. Don't wait until you become the next victim. Learn about the different types of identity theft and the steps necessary to reduce your risk of becoming a victim. Your life may depend on it!



**MARC DUNBAR, FRVTA's Legislative Consultant**—Marc joins political insider Marian Johnson from the Florida Chamber of Commerce who is making a repeat FRVTA convention visit. This political duo will provide an inside look into one of the most intriguing political years in Florida's history. It will include polling, political mapping and projections for future leadership of the state's legislature,

congressional delegation, U.S. Senators, as well as a look to the next governor's race. Time will be allotted for questions so members can get firsthand answers to political questions about Florida's current leadership and Florida's political direction. This session is a must for those seeking a unique perspective on both state and national politics.

**Friday** afternoon allows members to choose a special activity, either a Dolphin Encounter, a snorkeling trip to a local reef or just relaxing at the resort.



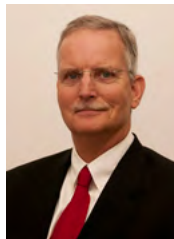
Of course, that evening you'll need to get ready to get down as we celebrate Cuban traditions and foods at the "Havana Nights" Costume/Dinner Party. Being so close to Cuba, it was only natural that the theme for this year's Friday night dinner is Havana Nights. Cuban music, food and dancers will give the feeling of being on the island.

**Saturday** morning is time for members to attend the many educational breakout sessions in smaller, more intimate classroom settings so you can grab your personal "Keys of Success."

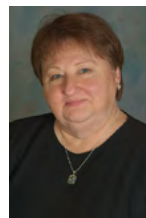


**S. ALLEN MONELLO, DPA, Managing Member of the Automotive Industry Center for Excellence, LLC (AICE)**—Allen will offer insights on why the "Keys to Success Are Not Solely Measured by Profits." Certainly one form of success is measured by net profit. However, another form of success is measured by what you get to keep from that net profit. This is a time when federal and

state regulators have become more aggressive, and plaintiffs' attorneys have become more hungry. That's why compliance must be on the radar of every dealer. Join this session to learn about regulatory hot topics and violations that are getting dealers into trouble. Learn how to succeed by preventing compliance nightmares. Tips and a demonstration on using KnowledgeBase will also be provided.



**TOM WALWORTH, Statistical Surveys, Inc.**—Tom returns to inform members on using "Retail Sales Data as the 'Keys' to Success in your Business." He will discuss the current retail market nationally, regionally and for the Sunshine State for both towable and motorized products. In addition, Tom will look at the deeper subsets of those markets, review what is driving today's markets and discuss how long the RV market will continue to grow. As a member of the RVIA Market Information Committee, he will review the forecast that Dr. Curtin shared at the Annual Committee meeting. If you attend, you will discover the "Gold" buried in the data.



**MARIAN JOHNSON, Florida Chamber of Commerce and Marc Dunbar of Jones Walker Law Firm and FRVTA Legislative Consultant**—This interesting and involved session will offer attendees a more in-depth discussion of their General Session presentation. They will cover not only the local political scene, but races affecting the entire state. There will also be a discussion of the national political races and plenty of time for Q & A.

**COURTNEY PARISH, Logitivity, LLC.**—Are your social media efforts reaching your customers? Courtney has six years of experience creating online marketing strategies, blogging and managing social media for brands. She is the CEO and founder of Logitivity LLC, a digital marketing agency. Courtney will speak on how to launch a successful online strategy for your brand. Her talk will cover why social media and blogging are important, the different types of media your brand should focus on, and how to create content that relates to your audience. Courtney is also the social media coordinator for the FRVTA.

**ERICK SWENSON, Smith Barney**—Erick will offer an interesting overview of what to expect with the Investment/Financial world, including trends and insights.

**CARRIE KERSKIE, Identity Theft Mitigation**—Unfortunately, every two seconds another American becomes a victim of identity theft. When it happens to you will you know what to do? Are there steps you can take to greatly reduce, if not eliminate, your risk of becoming the next victim? Is your business at risk? In this session, Carrie will answer all of these questions and more. The first line of defense is

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## FRVTA CONVENTION

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to know thy enemy. Learn about the common techniques used by identity thieves, the warning signs that you may be a victim, and the crucial steps to protect you, your family and your organization.

Saturday, following the many in-depth educational sessions, we'll adjourn to a nice, quiet lunch—NOT! Join "Super Dave" as he presents "Let's Go Bongos," a fun and prize-filled Game Show Luncheon. If you've been to previous conventions, you know that contestants will vie for cash and prizes just like the old "Let's Make a Deal" game. Cuba and



island trivia and tropical "Name That Tune" music will also be a part of a very lively lunch.

The convention wraps up that evening with the "Sunset Breeze" Awards Banquet and Silent Auction. The Silent Auction benefits the FRVPC Fund and will feature such items as weekend getaways, I-pads, E-readers, I-Watches and Disney Gift Certificates among lots of other great items. With heavy election season spending guaranteed in efforts to protect our business interests, please make sure you "key in" on the huge variety of outstanding items.



## FRVTA STATE ELECTIONS SET FOR SEPTEMBER

*It's Your Chance to Make a Difference!*

*The annual election of FRVTA State Officers will take place at the State Convention (September 8-11 at Hawks Cay Resort on Duck Key) in accordance with the FRVTA By-Laws. The Nominating Committee would like to hear from any qualified candidates (see below) who would like to submit their name for nomination to State Office.*

*Those candidates nominated thus far are:*

*President: NELDA IACONO, North Trail RV Center*

*Vice President: CHRIS MORSE, Skip Eppers RVs*

*Treasurer: ROB COCHRAN, Camping Connections*

*Secretary: BRIAN COPLEY, Copley's RV Center*

Other members interested in running for state office should contact the Nominating Committee Chairman, Sam Abdo, at (805) 215-1200.



*FRVTA State Officers: (front) Chairman of the Board Sam Addo, Treasurer Neldo Iacono, (back) Vice President Ryan Hollan, President Rob Rothenhausler and Secretary Rob Cochran*

### ARTICLE VI SECTION III

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

### SECTION IV

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

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

### ARTICLE VII SECTION II

**ELECTION AND TERM OF OFFICE:** All officers of the State shall be elected by a majority vote of the members present at the Annual Meeting except where previously noted. All officers will be elected to serve a one-year term of office. Any officer can be nominated for an additional term of office with no more than two (2) consecutive years being served in any one office. No member shall serve in the State Office of President, Vice President, Treasurer or Secretary unless they previously have served on the Board of Directors for a minimum of one year. Only an owner, corporate officer, sole proprietorship or its assigned designee is eligible to run for State Office.



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

**FRVTA Unveils Florida Supplier/Manufacturer Advanced Regional Training aka S M A R T Program**

At the annual RVIA Committee Week meetings this past June, the RV Service Training Council (RVST) determined that the new Technicians In Training (TNT) program sponsored by RVIA needed to be re-focused from providing Advanced or New Product training to providing basic level technician training.

It was noted by industry trainers that new technicians could not benefit from upper level training until they mastered basic technician skills. The TNT program will focus on delivering training at the Registered (or foundation) Certification level.

The FRVTA Board, at their July meeting, supports the conversion within the TNT program, but still felt it important that current certified and/or veteran technicians needed continuing education to insure high levels of productivity.

Therefore the FRVTA Supplier/Manufacturer Advance Regional Training or SMART program was created to coordinate the delivery of Advanced and New Product technician training to every RV Dealership and Service Center in Florida.

Our goal is to insure quality training delivered by industry experts to qualified RV Technicians on products, systems or technology most needed to enhance productivity and customer satisfaction. The FRVTA Training Department will coordinate this program.



*Please complete the attached survey indicating what Advanced or New Product Specific training is most needed at your Dealership or Service Center. We will do everything possible to make this training happen for you during our September-December 2016 training cycle.*

**SMART PROGRAM DEALER SURVEY FORM**

FROM:

DEALERSHIP NAME: \_\_\_\_\_

CONTACT PERSON NAME: \_\_\_\_\_

CONTACT PERSON E-MAIL ADDRESS: \_\_\_\_\_

*Please indicate your five most wanted or needed Advanced or New Product Training for your technicians.*

PRODUCT	SUPPLIER/MANUFACTURER
_____	_____
_____	_____
_____	_____
_____	_____

Fax completed form to: Judy Wilson (386) 754-4785 OR

Email: [judy.wilson@fgc.edu](mailto:judy.wilson@fgc.edu)


**LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant**

## Primary Season Closes... A Look Inside the Political Money Chase

As the 2016 Primary Elections come to a close, Florida will have seen the majority of the seats in its Legislative and Congressional delegations decided. Republicans will, due in large part to

the partisan gerrymandering of our legislative districts, retain a majority of the seats in Florida's Congressional delegation as well control of the Florida House and Senate.

This article will present a brief look behind Florida's elections and the financial investments made to secure these majorities and fund Florida's elections systems.

Data compiled from the service Contribution Link estimates that Florida's candidates and political committees raised nearly \$250 million just before the close of the primary election season. This staggering number came from over 770,000 contributors who gave around \$63 million directly to candidates for public office and nearly three times that amount, \$185 million, to political committees.

Much of the contributions to political committees were targeted to Political Action Committees (PACs). Nearly \$150 million found its way into the coffers of committees like the RV PAC that in turn use those funds to support candidates and political parties. The political parties brought in a little more than \$20 million during this period. Over the next couple of months, most of this money in PACs will be re-deployed to electioneering communication organizations and political campaigns. If you are a registered voter, these expenditures result in all of the direct mail, phone calls, TV and radio ads that have begun to inundate our households.

From a partisan standpoint, the candidate contributions in Florida, due in large part to the control they have over Florida's government, are seeing their way into the coffers of Republican candidates. The recent Contribution Link report indicates that 54% of the candidate contributions representing more than \$34 million was donated to Republican candidates. Democrats saw 28% of the contributions translating to \$17.5 million with No Party Affiliated candidates (mainly those seeking judgeships) collected 18% or \$11.7 million of the contributions to candidates.

At the convention, we will discuss the inner workings of the various campaign machines throughout Florida. In addition, we will give an overview of the successes and failures of the RV PAC and its investment in the Primary elections as well as look toward the November General election that is shaping up to be the most expensive in Florida's history.

As always, thanks to everyone around the state who have been rolling up their sleeves and assisting in this historical election year. From hosting candidates at region meetings to placing signs in front of businesses, members of the FRVTA have once again been going above and beyond to ensure Florida stays tops in the nation in terms of the size, scope and influence of the RV Industry.

The PAC is starting to feel the strain of the election cycle and while we are in the home stretch of the campaign season, please continue to spread the word on the importance

of supporting the PAC and its fundraising activities.

The RV PAC represents right around one tenth of one percent of the total contributions so far this election cycle. While that may not seem that great, if you look at it another way, it puts the Florida RV Industry in the top 1000 political givers in Florida. That is a big deal, and it is very important we stay there to maintain a strong voice in Tallahassee.

*Keep up the hard work and I look forward to seeing you in Hawks Cay!*






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

## Unpaid Tag and Title Fees Update

*In January I wrote an article regarding the procedure to place an administrative stop on a customer's tag if the customer failed to pay you for all the tag and title fees owed.*

The DMV revised the form that the customer must

sign to allow you to place the stop. The title of the form is: C.O.D. TAG/TITLE REGISTRATION NOTICE AND EVIDENCE OF AMOUNTS OWED. It was revised on 06/10/16 (be sure to check the lower left corner of the form to verify you have the latest version). The revised form may be accessed through [Knowledge Base](#).

### The following recap is provided:

If you have a customer who just doesn't want to pay the fees they owe for title and registration, you have the right to place an administrative stop on their tag. I am sure most of you already knew this. However, the DMV has gotten more stringent on what is required from dealers to allow the stop to be placed.

This may seem obvious, but the DMV wants you to know that if the tag and title fees were included in the financed amount, you will not be able to place an administrative stop on the customer's tag. The stop only applies to those tag and title fees that are attempted to be collected from the customer as C.O.D.

### Here is what you will need to place an administrative stop:

- Completed Dealer Request for Registration Stop (Form [HSMV-MS2001](#))
- Copy of the Certificate of Registration
- Copy of Form HSMV 82041. This is the receipt from the tag office showing the amount charged for tag and title fees.
- Cash on Delivery (C.O.D.) Notice containing notification to customer about what will happen if they don't pay the fees. The customer must sign this form.
- Copy of your buyer's order showing that the tag and title fees were to be paid C.O.D.

Using the revised C.O.D. form and complying with the other requirements listed above will make it more likely that your request for the administrative stop will be granted.

DMV has also made it more convenient to file the request for the stop. You may now email all documents to the following address: [UnPaidFeeStop@flhsmv.gov](mailto:UnPaidFeeStop@flhsmv.gov). You may also fax the request to (850) 617-3946.

*Allen can be reached at (727) 623-9075 or by email at [Allen@TheAICE.com](mailto:Allen@TheAICE.com). You may visit his website at [www.TheAICE.com](http://www.TheAICE.com).*



## Finding Answers Outside the Normal Business Model... Time to Consider Outsourcing?

By Denise Dull, CPCU, ASLI, AIS, Integrity Employee Leasing

It's often not an easy task for a business owner to stay abreast of the many changes that can affect the profitability of their company. Certainly, some are easier than others—the cost of supplies, rent of a building they occupy and the utility expenses to operate. There are others, however, that may not be so easy to stay on top of in an ever-changing environment.

Over the past two years, there have been numerous changes made in many operational areas directly affecting costs of labor, benefits and insurance. Larger companies over the past year have had the pleasure of dealing with an ever-changing challenge of affordable healthcare.

What qualifies as an acceptable plan, who qualifies as a full-time employee, who should be offered the plan, etc. In addition, new requirements have been instituted concerning the reporting of this information at yearend to the appropriate government authority.

Utilizing the services of a third party to stay apprised of

regulation changes regarding benefits, labor and employment laws gives business owners the benefit of experienced professionals they may not have the ability to access on their own.

Additionally, and more recently, a Florida State Supreme Court decision also has prompted changes that will increase workers' compensation rates approximately 19 percent with a targeted effective date of October 1, 2016.

While costs may rise in one area of operations for businesses, there may be other areas in which the increase can be offset. Unlike workers' compensation rates where an increase in rates affects all carriers, unemployment tax rates vary depending upon the claim history of the option you are considering.

For a business with a higher insurance or unemployment claim history, outsourcing options can prove to be very favorable. Hiring a professional service to oversee all or a portion of a business's administrative services affords business owners the luxury of focusing solely on the success of their business.

*For more information how your business can benefit from employee leasing, please contact Denise at 941-625-0623.*

## Region 6 Makes Donation to JAX Equestrian Center



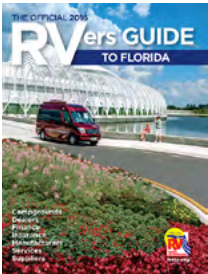
(L to R) Jacksonville Equestrian Center General Manager Harold (Bull) Bullington, Interim Region 6 Board Chair Ken Loyd, center board members Dr. Peggy Fuller, Patti Tebow, Region 6 Treasurer Jerry Tempio, and center board members Joanne Connell and Penny Gorton.

The Northeast Florida Chapter of the Florida RV Trade Association recently donated \$15,000 to the Jacksonville Equestrian Center for capital improvements at the facility.

“This is huge for us and the board is so grateful,” said center board member Joanne Connell. “We’ll also apply for a matching grant, so their donation may be doubled to \$30,000, which we can use for capital improvements at the center.”

Specifically, the donation will be used to add more dual-amps for RV use at the center’s south parking lot, which offers 78 RV parking pads, but with only 16 of the pads offering 50 amps. This will allow greater use of the lot by RVs of all sizes. Connell says the center is also trying to obtain a grant from the City of Jacksonville to add some handicapped-accessible RV pads at the center.

“We felt it was a good way to help one of our long-time partners that help our region grow and help the community, along with helping more RV owners stay at the center, all at the same time,” said Region 6 Treasurer Jerry Tempio. “We’re happy the public has supported our regional shows every year, which has put us in a good financial position to make the donation.”



## RVer’s Guide to Florida and SuperShow Program & Directory

The RVer’s Guide to Florida, our annual membership directory showcasing seven Florida regions and out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps and area photos plus advertising from region members.

All advertising members that purchase a full-page ad receive a FREE logo added to their member listing. A member purchasing smaller ads can have their logo added for a nominal fee, increasing visibility, while providing consumers with recognition. This publication is available at regional RV shows, member businesses, mail, email or website request plus Interstate Rest Area rack\* locations statewide.

*\*FRVTA began Interstate Rest Area distribution of the RVer’s Guide to Florida in 2014 and is currently at 28 Rest Areas including three Visit Florida Welcome Centers plus five Turnpike Service Plaza locations. In April, FRVTA finalized a partnership with Pilot Flying Travel Centers to have a rack located at the RV Island or diesel entrance of 27 Florida and four South Georgia locations. Due to the overwhelming response to rack distribution, FRVTA’s Board of Directors approved printing an additional 15,000 copies of the current publication, thereby bringing total distribution for 2016 to 110,000. In the past eight months, over 36,000 copies have been distributed.*



The SuperShow Program and Directory is filled with everything consumers attending the show need as they navigate throughout the show. The pullout show map identifies each participating manufacturer on the map. Also included are listings by manufacturer and product brands as well as supplier participants with product type and booth location information.

Celebrating our 32nd year! The 2017 Florida RV SuperShow is considered the greatest RV Show in the country. On-site camping, seminars, over 450 vendor booths and more than 1,400 RVs covering 26 acres, it is a site to see!

This publication offers editorials on new products to the industry, many on display at the show. Articles and points of interest on the Tampa area and throughout the state make this publication “A Year-Round Keeper” magazine! Get your message in the hands of thousands of qualified RV buyers!

The more you buy the more you save! Purchase ads in both publications and save up to 25%. The best advertising buy to reach a year-long audience of RV owners and first time buyers! All ads printed in full color.



## FRVTA.org

FRVTA has launched their new consumer-friendly website. The new site is designed for consumers who represent the majority of the site traffic. It features our members by region, upcoming shows, points of interest and stories related to Florida for the RV consumer.

Members who advertise in the publications also have the opportunity to advertise on the website for a discounted rate. The website offers banner ads on the home page and banner and tile ads on the SuperShow, RV Shows and Regional Member pages.

Costs range from \$250 to \$700 depending on the ad size, location and contract term. Members not advertising in either of the publications can advertise on the website at a higher rate. The website also has all of the information available for FRVTA members condensed into one easy-to-find area by clicking on the FRVTA MEMBER icon in the lower right corner of the Home page.

**For more information or to reserve your space, contact Deanna Pearce at [dlpearce7@aol.com](mailto:dlpearce7@aol.com) or (863)-318-0193**



## MEMBERSHIP INFORMATION

### NEW MEMBERS

#### 2B LIMITLESS RV INSPECTIONS, LLC

5821 Windhover Dr  
Orlando, FL 32819  
321-696-4814  
800-924-1269  
[www.2b-limitless.com](http://www.2b-limitless.com)  
Service – Region 4

#### AUTUMN LAKE RV PARK

1049 Fairford Rd  
Calvert, AL 36513  
251-288-0232  
[www.autumnlakervpark.com](http://www.autumnlakervpark.com)  
Campground – Region 10

#### BOZEMAN INSURANCE, INC

6400 Central Ave  
St Petersburg, FL 33707  
727-347-3158  
[www.bozemaninsurance.com](http://www.bozemaninsurance.com)  
Insurance – Region 3

#### CENTRAL FLORIDA BUS & AUTO SALES, INC

2101 E Main St  
Lakeland, FL 33801  
863-665-8155  
863-666-3381  
[www.flbusman.com](http://www.flbusman.com)  
Dealer – Region 3

#### CENTRAL FLORIDA RV REPAIRS, INC

2101 E Main St  
Lakeland, FL 33801  
863-665-8155  
Service – Region 3

#### COMFORT RIDE HITCH LLC

PO Box 524  
Stoughton, WI 53589  
608-873-5010  
844-873-5010  
[www.comfortridehitch.com](http://www.comfortridehitch.com)  
Supplier – Region 10

#### CRUISE INN

3300 N University Dr, 5th Floor  
Coral Springs, FL 33065  
888-222-4191  
[www.cruiseinnrvparks.com](http://www.cruiseinnrvparks.com)  
Campground – Region 2

#### DIAMOND SHIELD/AMERICAN AUTOMOTIVE

1278 Lyell Ave  
Rochester, NY 14606  
585-506-2851  
888-806-5862  
[www.diamond-shield.com](http://www.diamond-shield.com)  
Supplier – Region 10

#### ENHANCE MOBILITY

15410 County Rd 565A, Ste C  
Groveland, FL 34736  
800-296-4151  
[www.enhancemobility.com](http://www.enhancemobility.com)  
Supplier – Region 7

#### FACTORY DIRECT MARINE & RV

8308 Panama City Beach Pkwy  
Panama City, FL 32407  
850-588-5803  
[www.factorydirectmarine.com](http://www.factorydirectmarine.com)  
Dealer – Region 5

#### FUN FASHIONS BY KDL

7237 Wildflower Walk  
Winston, GA 30187  
770-757-5005  
[funfashionsbykl@gmail.com](mailto:funfashionsbykl@gmail.com)  
Supplier – Region 10

#### HAPPY TRAILS RV, LLC

66200 State Road 19  
Wakarusa, IN 46573  
574-862-1311  
Manufacturer – Region 10

#### HOUNDS OF AMERICA, INC

151 - 107th Ave, Suite 10  
Treasure Island, FL 33706  
727-432-2302  
855-289-2695  
[www.thesippypup.com](http://www.thesippypup.com)  
Supplier – Region 3

#### KS CANUCK LLC

PO Box 1628  
Emporia, KS 66801  
620-342-7178  
[www.kscanuck.com](http://www.kscanuck.com)  
Supplier – Region 10

#### LA MESA RV CENTER

872 N Tomoka Farms Rd  
Daytona Beach, FL 32124  
386-682-6148  
800-496-8778  
[www.lamesarv.com](http://www.lamesarv.com)  
Dealer – Region 4

#### LUXURIOUS RENTALS LLC

10390 Riverside Dr  
Palm Beach Gardens, FL 33410  
561-398-2752  
800-561-8538  
[www.dieselryrentals.com](http://www.dieselryrentals.com)  
Service- Region 2

#### MAIL ROUTE 40

23942 Thompson Dr  
Hill City, SD 57745  
605-574-2388  
877-779-3713  
[www.mailroute40.com](http://www.mailroute40.com)  
Service – Region 10

#### SOUTH FLORIDA WATER

23720 Hastings Way  
Land O Lakes, FL 34639  
727-501-6478  
[www.sflwater.com](http://www.sflwater.com)  
Supplier – Region 3

## MEETING DATES



*See you at the 36th Annual FRVTA State Convention at the tropical Hawks Cay Resort on Duck Key, September 8-11. This outstanding annual event is filled with fun-filled activities and educational opportunities!*

*Region 1 - Region 5 • NO MEETINGS*

*Region 6 • September 20 • Copeland's of New Orleans • 4310 Southside Blvd. • Jacksonville*

*Region 7 • September 27 • Braised Onion • 754 NE 25th Ave • Ocala*

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