



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



FRVTA



Regional



Shows



Create



Sales



Impact



The Florida RV Trade Association just completed the fifth regional show held in the Sunshine State and the attendance numbers have been very good. Unfortunately, the first three shows of the season suffered from foul weather on a couple of days, which dampened attendance figures.

The **FORT MYERS RV SHOW** celebrated its 31st year January 21-24. This year's event featured 13 dealers from along the Gulf Coast displaying over 600 of the latest and greatest RVs ranging from luxury Class A motorhomes to affordable folding camping trailers. The show also offered attendees nearly 100 vendors with items guaranteed to make their outdoor adventure the best. Region 1 President Chris Morse reports that participants registered many sales from the close to 12,500 that attended despite an all-day Friday rain. Of course, most importantly, dealers were busy on their lots weeks afterwards, he said.

Next up was the **ORLANDO CITY RV SHOW** February 4-7 held at its new location in the Citrus Bowl's parking lot. Due to record-setting rain on Wednesday and again on opening day, the show didn't quite measure up to expectations. Close to 3,600 people came to the event, however, in spite of the poor weather. "We were hoping the new location would get our numbers back up, but you can't fight Mother Nature," lamented Regional President Ken Gifford. "We will keep trying to find the best location for our exhibitors and the general public."

Following Orlando, the **OCALA RV SHOW** was held February 11-14 at the beautiful Ocala Horse Park located just south of town. Again, rain affected attendance on both Thursday and Saturday. Even with the rain, the show drew over 4,300 people. "Thursday is our BOGO day and so the rain really took its toll that day," said Regional President Dell Sanders. "We did make up some of that the other days, but it's hard when you start so far behind." The show brought in the local Shriner's Club to handle concessions, which helped keep prices low for the great food they prepared.

The next weekend, February 18-21, found two shows on opposite ends of the state. The **WEST PALM BEACH RV SHOW** and the Jacksonville RV Megashow were held over President's Day weekend. The West Palm Show tried to take advantage of the holiday by opening the show Friday-Monday. "We had huge crowds on Friday, Saturday and Sunday, but Monday really didn't bring them in like we thought," said Regional President Sean Thompson. "We had fantastic weather and all dealers I talked to were pleased." The show had more booth vendors than ever, which added to the show experience. There were a variety of products from outdoor kitchens to roof coatings.

Meanwhile, the **JACKSONVILLE RV MEGASHOW** reported record crowds. Close to 8,000 people poured into the Jacksonville Equestrian Center located just west of town. Always touted as a family-friendly event, the show attracted even more families this year with the addition of a kids play area on Saturday and Sunday. "The kids zone was a hit with children, of course, and probably their parents and grandparents, too," said Regional President John Schuster. "It's something we're sure to consider for next year, especially given the amount of young families getting into the RV Lifestyle these days."

The last show on this year's selling season is the 21st Annual **RV SUPERSAVER SHOW** in Fort Myers, scheduled to be held April 15-17. Show Manager Jack Carver expects to have about 10 dealers and a like number of exhibitors in this annual event aimed at local residents. "Depending on the weather, this show usually delivers about 3,500 people over three days," he explained. "It's the perfect time for our dealers to reach out to local residents as they prepare for the summer travel season."

The bottom line for the Florida Winter/Spring RV show season is that consumer attitudes are vastly more positive and the fact that most shows were either at or close to last year's attendance means the interest in RV products is strong and getting stronger. For information on these or any remaining events, contact the FRVTA State Office.

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PRESIDENT'S MESSAGE

As we enter March, I always find it a positive, invigorating experience as we leave winter's cold and head into the warmer, yet still cool, days of spring. Of course, here in Florida, both winter and spring are short seasons, so it's best to enjoy the beautiful weather before summer's heat kicks in.

As you probably know, the Florida RV SuperShow in Tampa saw great traffic despite two El Niño-enhanced rain days, with 62,000+ attendees over the five days or just shy of last year's record attendance. Additionally, all FRVTA-sponsored regional shows have reported strong traffic and positive sales numbers. Make sure you take advantage of all regional show opportunities.



For me and my dealership, multi-dealer shows are always educational and a positive learning experience. I believe it's beneficial to look at the various plans of attack dealers use to "romance the customer" since we only really get one chance to seal the deal at these events. I especially like those dealers that use something other than price discounts to entice the customer to their sales areas, but that is a topic for another time...

Following the regional show season, there are a variety of alternatives to multi-dealer events you should consider. This includes contacting a local campground or shopping center to establish a long, weekend event. Maybe even start a class for general maintenance on Class As, large fifth wheels and big travel trailers. Who knows? These items may just be the ticket to produce a sale or two while our snowbird friends are still here.

In the summer, you can gear these sessions to locals and feature Class Cs, smaller travel trailers and fold-down campers. You can also modify these classes and attract first timers by educating them about hookup techniques, appliance operations, proper brake controls use and a variety of other beginner topics.

Our industry is an ever changing educational business since the equipment is constantly being modified, refined and improved. This includes not just the RV itself, but all the ancillary equipment that goes with including hitches, brake controls, safety equipment and the list goes on.

By providing this type of consumer education, you can become the primary educational tool for that prospective customer. The more a customer learns from us, the more they respect and trust us. When the time comes for a customer to invest in their next RV or repair or accessory, where do you think they will go?

Here's to good selling!

ROB ROTHENHAUSLER
FRVTA PRESIDENT





TRAINING NEWS • by Jim Carr, Training Director



Time for the RV-Certified Service Center Renewal Process

The current two-year cycle for qualified status as a Certified RV Service Center is over at the end of this year. We are about to

take the first step in offering RV Dealers in Florida the opportunity to qualify as a Certified Service Center for our next two year cycle, 2017-18.

I know, we have just begun the New Year, but to insure adequate time for the entire qualifying process to take place it is important that we start now.

For 16 years, the Florida RV Trade Association has been the driving force behind the Distance Learning Network. The DLN has been extremely successful in getting technicians certified and also in fostering a learning culture within RV Dealerships. On-going training is now an accepted way of doing business within the RV Industry.

Eight years ago the FRVTA Education Committee and Board of Directors launched the Certified RV Service Center Program designed to increase the professional status of the RV Industry in Florida. Your Association continues to strive to bring new and varied programs to our membership and we personally invite you to participate in this valued and unique program:



THE FRVTA CERTIFIED RV SERVICE CENTER PROGRAM

This is a voluntary initiative designed to “raise the bar” of professionalism in our Florida RV Service Centers, to increase customer satisfaction and to instill continued confidence in the ability of our RV Service Centers to meet customer demands at the highest level.

The new wave of RV customers coming into the industry expect and even demand the highest standards of quality and professionalism from their RV Dealers and Service Centers. This is your opportunity to join your fellow Florida RV Dealers and participate.

By the end of March, all Florida RV Dealers and Service Centers will receive the Information and Registration mailer. Please look it over, review the criteria and, if interested, return as directed and I (Jim Carr) will schedule a visit to your location to verify all criteria are met while assisting with any corrections required.

After the criteria inspection and validation, you will be awarded two “display” decals and a plaque to show your designation as a Certified RV Service Center (note logo at the top of this article). Your business classification as a Certified RV Service Center will also appear in our Association print materials.

Thank you for your participation and we look forward to assisting in increasing the professionalism of all FRVTA members.

CONTINUED EDUCATION CREDIT UNITS (CEUS): WHAT TRAINING QUALIFIES AND HOW DO I FIND IT?

By Tony Yerman

If you’re certified as a technician, service manager, service writer/adviser, parts manager, parts specialist, or warranty administrator, you must recertify every five years. That requires accumulating Continuing Education Units (CEUs).

The number of CEUs required and the time frame for accumulating them varies between the certifications. You can find that information on the “recertification requirements” pages of rvtechnician.com and on the “why certify?” page of the Mike Molino RV Learning Center website (www.rvlearningcenter.com).



How does training qualify for CEUs?

Training providers must submit their materials to RVIA or the RV Learning Center so they can be reviewed for relevance. Reviewers use lists of competencies, duties and tasks to determine whether the training supports professional development for the position. Some training may be applicable to more than one of the certified positions. Approved sessions are then assigned CEUs.

Training providers must supply trainees with a Certificate of Completion or other record that shows

the number of hours or CEUs that have been earned. The completion certificates are submitted with the recertification application to prove that the CEU requirement has been met.

How do I find training for CEUs?

Finding CEU training is getting easier because more suppliers, distributors and manufacturers realize their training can qualify for CEU credit and help individuals maintain certification. They are more interested in supporting the certification programs and are providing materials for review.

And RVDA and the RV Learning Center are also making it easier to find these CEU training opportunities.

RvTrainingCalendar.com provides a calendar listing of all types of training—keep it on your favorites and in your browser settings for easy, daily reference.

Anyone who becomes certified as a technician, service manager, service writer/adviser, parts manager, parts specialist or warranty administrator automatically becomes a member of the Society of Certified RV Professionals. One of the membership benefits is that you'll receive a list of CEU training opportunities every month in the society's newsletter email. The info can also be found on the society's page on www.rvlearningcenter.com.

– RV Executive Today, February 2016



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

Motorist Services Targets Dealer License Plates

It's not news that some auto dealers have been abusing the use of dealer plates for many years. The typical scenario is they give a car to their spouse, kids, in-laws, etc. to use and they put a dealer plate on it. On

the surface it may sound harmless (or does it?), but the problem is that sales tax isn't getting paid and the use of the dealer plate under those circumstances is unlawful.

The plate may only be displayed and used on vehicles that are in the dealer's inventory, are for sale and are operated in connection with the dealer's business. Additionally, the use of the unit under those circumstances would probably not be covered under the dealer's garage liability insurance should it be involved in a traffic crash.

So what's the latest issue that has the attention of the Division of Motorist Services? Unlawful agents who use those dealer plates. This, too, is not uncommon and has been going on for years. However, the situation now appears to be getting worse.

A dealer wants to make some extra money so he/she recruits "agents" who work under the dealer's license. These agents register at auctions and buy and sell units at wholesale and retail. The agent pays the dealer for every unit bought/sold and the dealer allows the agent to use

a dealer plate to move inventory. This, too, is unlawful. (Imagine a dealership with 25 units in inventory and over 100 dealer license plates!)

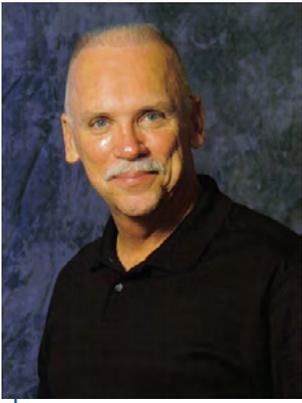
Awhile back, this issue was addressed by the Automobile Dealers Industry Advisory Board, which consists of various industry representatives and regulatory/consumer protection agencies, and includes a representative of the insurance industry. The Board has continued to study the problem regarding the unlawful use of dealer plates and has come up with a way to enforce the dealer license plate requirements through the garage liability insurance policy.

Now, when dealers purchase dealer plates through tag offices, they will have to prove how many plates are authorized under their garage liability policy. If the number of plates requested exceeds the number that appears on the policy, the dealer will be denied the additional plates until their garage liability insurance policy is amended to cover the number of dealer plates requested.

Are you able to account for all of your dealer plates? Does your garage liability insurance cover that number of dealer plates you own? If not, it's time to take stock and revisit your use of dealer plates.

Allen can be reached at (727) 623-9075 or by email at Allen@TheAICE.com. You may visit his website at www.TheAICE.com





FINANCIAL CHECK-UP • by JERRY MANN, FRVTA Benefit Consultant

Tax Time—Again!

April 15th! About this time of the year a log of taxpayers are concerned about the size of the check they will have to write to the IRS come April 15th. And, sadly, in many cases the amount of tax due could have been

mitigated with only a modicum of advance planning. A few examples include:

- Maximizing your contribution to a 401(k) Plan, 403b Plan (T.S.A.), 457 Plan or other type of employer-sponsored retirement plan. Contact me or your tax advisor for maximum limits.
- When eligible or appropriate, utilizing a Health Savings Account (HSA) to pay for eligible medical expenses on a pre-tax basis. HSA maximum limits for 2016 are \$3,350 for single coverage, \$6,750 for family coverage. If 55+, an additional \$1,000 may be used.
- If available, using an employer-sponsored Section 125 Cafeteria Plan to pay for needed or wanted eligible insurance coverage such as group health, dental, vision and other insurance coverages using pre-tax dollars.
- If available, using an employer-sponsored Section 125 Cafeteria Plan to pay for Dependent Care and Health Care Expenses through a Dependent Care Reimbursement Account (DCRA) or a Health Care Reimbursement Account (HCRA). The maximum IRS limit allowed for DCRA is \$5,000 and HCRA is \$2,500. Federal Income Tax and FICA taxes do not have to be paid on deferrals for these expenses.
- C Corporation owners may pay Long Term Care (LTC) premiums for themselves and/or their employees on a selective basis. Those premiums are fully deductible to the corporation and non-taxable to the employee.

- S Corporation owners enjoy the same tax treatment on a modified scale.

To appreciate the power and value of being able to avoid Federal Income taxes and FICA taxes, let's assume you are in a 25% Federal Income Tax (FIT) bracket, which when added to the mandatory FICA tax of 7.65%, totals 32.65%. If your healthcare expenses, dependent care expenses eligible insurance premiums or some combination thereof totals just \$5,000 per year, the annual tax savings is over \$1,632 annually. ANNUALLY!

Now, since these types of arrangements have to be made before the end of a calendar year, it is too late for 2015. However, there is time to reap a huge advantage for 2016.

If you have not yet filed your 2015 tax return, it is not too late to make a fully tax-deductible contribution to an IRA for 2015, or to a non-deductible ROTH IRA account, which can be used at retirement to provide a stream of tax-free income. You must be eligible to make these contributions, so see your tax professional or contact me for more details.

The IRS limit for 2015 is \$5,500 for those who did not attain age 50 by 12/31/2015, \$6,500 for anyone age 50 or over on 12/31/2015.

Unnecessary taxes paid by an individual can rarely be recovered. They present a tremendous waste of one's time, efforts and talent. The best advice I can give is to seek out a competent, qualified individual to help you use the tax code to your advantage.

Gerald R. "Jerry" Mann is the President of Vantage Benefit Solutions, Inc. and has been a member of the FRVTA for 20 years. He has twice served as Treasurer for Region 3 and is the employee benefit counsel for FRVTA. He can be reached at 813-769-1829 (direct line) or 813-541-6071 cell, or at jerry@vantage-benefits.com.



Celebrate RV Professional Certification Week, March 13-19

Dealerships can celebrate RV Professional Certification Week, March 13-19, by finding ways to recognize and honor all employees in the certification process, whether they are just beginning or are already certified. The week is designated annually by the Society of Certified RV Professionals and the Mike Molino RV Learning Center.

"This week is about making an example of your certified professionals—celebrating their achievements and encouraging others to continue or even begin the process," said RVDA President Phil Ingrassia. "Our industry places a high value on professionalism, and this is an opportunity to share that message with everyone in the dealership."

To encourage those already in the process, certification candidates who take and pass a certification test during RV Professional Certification Week will receive a free, one-year subscription to RV Technician Today, an online resource for RV technicians, service writers/advisors and service managers.—RVDA





FTC Misguided on Vehicle Retailing

EDITOR'S NOTE: This column by Recreation Vehicle Dealers Association President Phil Ingrassia, appeared in the February issue of RV Executive Today. It offers perspective on the Federal Trade Commission's (FTC) heightened focus on vehicle retailing.

Washington, D.C. is the site of many public forums and hearings, both in Congress and through various federal agencies. In the vast majority of cases, the purpose is to give lawmakers and regulators a chance to address a particular problem that faces the nation.

A few weeks ago, RVDA attended a Federal Trade Commission public forum to examine whether the independent motor vehicle dealer franchise model – regulated in most cases by state dealer franchise laws – reduces or increases competition.

The context for these discussions is somewhat remarkable in light of the 17.5 million cars and light trucks sold in the United States in 2015. That's a 5.7% increase over 2014 and the highest sales recorded in 15 years. RV shipments were also strong, reaching pre-recession levels of about 370,000 last year.

So where's the problem? One industry observer said of the FTC event that “there's no need to spend precious time and resources to fix a competitiveness problem where there is no evidence that a problem even exists.”

The counter argument boils down to something like this – the current manufacturer/dealer structure stifles innovation. Let's take a look at that statement. *Can consumers use the Internet to access vast dealer inventories of cars, trucks, RVs and boats? Check. Can they compare prices? Check. Are manufacturers continuing to innovate*

with new electronics, materials, powertrains and even self-driving vehicles? Check.

So what's really going on here? Some companies, such as new auto market entrants like Tesla, are pushing federal regulators to modify a retail distribution model that they don't like and don't have the political clout to change at the state level. They want to dismantle a system that provides consumers with multiple retail outlets in a market area and ensures competition.

By focusing on the direct-sale model of niche producers like Tesla, which makes luxury electric cars, and Elio Motors, which builds three-wheeled vehicles, the FTC ignores the much bigger picture. These two are small-volume producers whose products aren't in step with the vast majority of American consumers who need cargo room for their families and towing capacity for their RVs, boats and work trailers. Most consumers need to trade in vehicles as well as get them serviced and maintained at a reasonable price. They are not Tesla buyers.

What's more, the chief economist of the Phoenix Center for Advanced Legal & Economic Public Policy Studies, George S. Ford, says the FTC has shown an “overt and ideological hostility” to sales through franchised dealers. He says the biggest question for consumers is how changes in the current system would affect vehicle pricing. He also says the agency has ignored studies by the Phoenix Center and others that show the current system promotes price competition among dealers and vehicle brands.

Through the years, dealers have demonstrated time and again that they provide an efficient way to sell and service new vehicles. Be assured that RVDA will continue to let regulators and Congress know about the value the nation's RV Dealerships provide to all customers.

–RVDA's RV Executive Today

RV/MH Hall Seeks Nominations for Class of '17

Now that the RV/MH Hall of Fame Class of 2016 has been announced, the Hall's Selection Committee has turned its attention to soliciting nominations for the Class of 2017.

“The Hall welcomes nominations from all RV and manufactured housing sectors — manufacturers, dealers, campgrounds, housing communities, suppliers, user groups, trade media, associations, etc. — for the class of 2017 and beyond,” said Hall President Darryl Searer.

Searer also announced that the board of directors at its Feb. 9 board meeting voted to make a significant change to the Hall's bylaws regarding Hall of Fame nominations. Previously, if a nominee wasn't selected in their first year of eligibility, they would remain a candidate for up to three years. After this time, the nomination would have to be resubmitted. Bylaws now reflect that a nominee will stay eligible for five years.

“The nominating committee is especially interested in receiving nominations for deserving early pioneers who may have been forgotten, passed over or overlooked in the past,” Searer added.

The nomination guidelines and forms are available online at www.rvmhhalloffame.org/pages/nominations.cfm.

According to the guidelines, anyone can nominate a person to the Hall of Fame that meets the eligibility requirements. The only people who may not be considered are those who currently serve on the Hall's Selection Committee.

To be eligible the nominee must be, or have been, an active participant in any segment of the recreation vehicle, campground or manufactured housing industries for a minimum of 25 years. Also, the nomination form must be filled out in its entirety and be accompanied by three supporting letters (no more, no less). Incomplete nominations cannot be considered. –RVBusiness



Go RVing. UPS ITS MEDIA GAME PLAN

Today's media environment offers more options than ever to inspire consumers to learn about the RV experience and Go RVing is upping its game again this year to ensure that all bases are covered. The 2016 plan calls for a full court press with traditional, digital and experiential marketing elements all part of the strategy, coupled with an increased media budget of \$16.5 million. The goal is to present RV products in compelling ways across all media platforms.

NEW AWAY CREATIVE UNVEILED

Three new ads, including two thirty-second television spots and one sixty-second online spot, will help grow the presence and position of RVs in the marketplace. Complementing current spots with narration by Tom Selleck, the new ads will feature a female voice with research showing that women influence 80% of RV purchase decisions.

The broadcast ads, titled, "Coffee for Two" and "Dogs," are both available for purchase on the Industry Only page of the GoRVing.com website in a taggable format for dealers' use in local markets. "Coffee for Two" began airing in December 2015 and "Dogs" will start in March 2016. The sixty-second ad titled, "Compilation of Adventures," will only be seen online.

To refresh the content and look of the existing print campaign, a new series of full-page ads will start appearing in a popular consumer magazines beginning in late spring. The ads will feature RVs in a range of beautiful settings that tap into the innate desire of people to get out and have authentic outdoor experiences. They will be available in posters for industry members and dealers.

GOING DIGITAL

Since consumers now consume nearly 40% of media on their computers and mobile devices, digital platforms have become a critical part of the Go RVing marketing mix (jumping to 30% of the Go RVing annual media budget spend).

For 2016, digital/online elements include Go RVing banner ads on top websites and search engines, native

advertising with custom messaging, and video players and pre-roll (video messages that play before the content selected by a user) placed across high impact, influencer, social media, mobile, and search properties – all estimated to make over 650 million impressions.

"While families continue to be the main target audience, attracting the next generation of consumers is a top priority for the Go RVing team and our industry's bottom line," said James Ashurst, RVIA vice president of communications and marketing. "The Go RVing microsite launched last spring especially appeals to mobile-driven Millennials who gather information about travel and

camping options via tablets and smartphones, and it will continue to play a key role in our efforts to reach this new audience of potential RV buyers."

Designed to complement GoRVing.com, the microsite features videos that share personal stories of adventure and discovery made possible by owning an RV. It's making an impact: web analytics show 92% of the user sessions on the microsite are first time visitors.

SEASONAL CAMPING AND EXPERIENTIAL MARKETING

A separate online campaign will heavily promote seasonal camping. Banner ads and video content will feature personal stories of families who own a park model RV and

traditional towables who spend their summers seasonal camping. This is the advertising component behind the push to introduce more consumers to the benefits of seasonal camping. In addition, there will be a new section on GoRVing.com that will tell the story through the experiences of real RVers who seasonally camp.

Experiential marketing places an exclamation mark on the list of marketing tactics for 2016. Go RVing teams with media partners to produce RV experiences at highly attended consumer events such as fairs, festivals and football games. The one-on-one exchanges and immersive experiences inspire potential customers to learn more about the RV Lifestyle and provide potential tie-in opportunities with RV Manufacturers and Dealers.

–RVIA Today Winter 2016





Ford Debuts Trailer, Toy Hauler & Camper Lines

Ford Truck customers looking to explore America's open roads, national parks and attractions can now take the comforts of home with them with an all-new lineup of Ford licensed and approved toy haulers, travel trailers and slide-in campers.

"Exploring America is in our customers' DNA and recreational vehicles are part of Ford's history, so these new camping options are great for our adventurous customers," said Mark Bentley, Ford licensing manager, in a press release. "Ford is an industry leader in towing technology, so it was only natural for Ford to license its name and designs in this industry."

The new Ford-branded truck campers and travel trailers are licensed and built by Indiana-based Livin' Lite Recreational Vehicles, a subsidiary of Thor Industries Inc. Known for using strong, lightweight aluminum alloy in its products, Livin Lite's Ford offerings will also be made out of the advanced material to save weight and offer resistance to rust and rot.

Ford slide-in truck campers will be offered for 6- and 8-foot truck beds, while the first travel trailers and toy haulers will be offered in 22- and 24-foot lengths. Additional products, including longer fifth-wheel trailers and shorter popup campers, are also planned. All products feature Livin Lite's advanced materials and a two-year limited warranty.

Ford Truck campers will be available through certified Livin' Lite dealers starting in early 2016, while the travel trailers and toy haulers will be available by the second quarter of 2016.—RVBusiness



(l to r) Martin Brandt and Jim Hammill

Erwin Hymer Group (EHG) acquires Roadtrek

Erwin Hymer Group, Europe's largest motorhome and caravan manufacturer and Industrial Opportunity Partners, LLC (IOP), a capital investment fund based in Illinois, have agreed to acquire all shares of Roadtrek Motorhomes, Inc., including its U.S. subsidiary Roadtrek Motorhomes USA, Inc. by Erwin Hymer Group.

The company name will change to Erwin Hymer Group North America, Inc. Jim Hammill, formerly the CEO of Roadtrek Motorhomes, Inc., will become the president and CEO of this newly formed company.

Roadtrek Motorhomes, Inc. is a Canadian manufacturer of Class B motorhomes (compact leisure vehicles) with headquarters in Kitchener, Ontario. Founded in the 1970s, the company employs a staff of 300 and operates mainly in the U.S. and Canada.

Lazydays Promotes Two to Bolster Sales Team

Lazydays RV recently announced two key promotions among its sales leadership team. The company said that Jeff Dillard has been named general manager of Crown Club, the membership club for customers who purchase a qualifying luxury coach, and Scott Caylor has been appointed as director of sales. Both are based at the company's headquarters in Seffner.



Dillard will now oversee all daily operations of sales, service, finance, inventory management and merchandising for Class A diesel luxury RVs. He is a 20-year veteran of the RV Industry with extensive experience.

Caylor began his 11-year Lazydays career as a member of the sales team and was subsequently promoted to Internet manager before moving into sales management. His most recent role was sales manager and towable division manager. He will now oversee the day-to-day operations of Lazydays' sales department.

"Jeff and Scott are exceptional sales leaders with an unwavering dedication to Lazydays' success," said Vice President and General Manager Ron Fleming. "They've both played a pivotal role in our growth and success."—RVBusiness

La Mesa RV to Open Daytona Beach Location

La Mesa RV plans to open its first location in Daytona Beach, just south of the Daytona International Auto Mall, according to a recent report by the Daytona Beach News-Journal.

La Mesa RV has agreed to buy the former Marine Max site where it plans to open its dealership soon. A sale price was not disclosed. Both the buyer and seller said they expect the deal to close by the end of February, with the dealership opening shortly thereafter.

The Daytona Beach dealership will be La Mesa's fourth in Florida. It has locations in California, Arizona and New Mexico – 12 in total. The local dealership will start with about 15 employees, said Tim O'Connor, the company's chief financial officer. If the dealership grows, additional employees and a service department could be added.—RVBusiness

MEMBERSHIP INFORMATION

NEW MEMBERS

ALLSTAR COACHES

2421 SW 41st Ave.
Fort Lauderdale, FL 33317
954-530-0884
Toll Free: 866-838-4465
Fax: 954-337-8344
www.allstarcoaches.com
Supplier – Region 2

BALANCED

HEALTH CONCIERGE LLC

19 Bald Eagle Dr., Ste. B
Marco Island, FL 34145
239-248-0455
www.balancedhealthconcierge.com
Service – Region 1

BOX TOP INC.

13648 Plainview Rd.
Odessa, FL 33556
813-770-1496
kodifullyloaded.webs.com
Supplier – Region 3

CARIBE SUP

4905 34th St. S, Ste. 188
St. Petersburg, FL 33711
786-671-2699
www.caribesup.com
Supplier – Region 3

CELLULAR SALES OF SG

9040 Executive Park Dr.
Knoxville, TN 37923
912-944-6010
Toll Free: 888-654-3643
paschal.miller@cellularsales.com
Supplier – Region 10

COPELAND

WELDING & MUFFLER SHOP

484 Lime St.
Jacksonville, FL 32204
904-355-6383
Fax: 904-356-4307
www.copelandwelding.com
Supplier – Region 6

CORNETT'S SPIRIT OF THE SUWANEE

3076 95th Dr.
Live Oak, FL 32060
Phone: 386-364-1683
Toll Free: 800-224-5656
Fax: 386-224-5656
www.musicliveshere.com
Campground – Region 7

CREATIVE RV

8600 Atlantic Blvd.
Jacksonville, FL 32211
866-948-0787
www.creativerv.com
Dealer – Region 6

DARFON AMERICA CORP/BESV

103A Pioneer Way
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Toll Free: 855-980-2378
Fax: 650-316-6301
www.besv.com
Supplier - Region10

DAVIS TIRE CENTER, INC.

5971 W Beaver St.
Jacksonville, FL 32254
904-329-4933
Fax: 904-379-3274
www.davistirecenter.com
Service – Region 6

MAJESTIC OAKS RV RESORT

1750 Pass Rd.
Biloxi, MS 39531
228-436-4200
Toll Free: 888-760-9025
www.majesticoaksrv.com
Campground – Region 10

OVERKILL MOTORSPORTS

925 8th Ave. S
Jacksonville Beach, FL 32250
904-247-4325
Fax: 904-247-4326
www.okmotorsports.com
Dealer – Region 6

PRESTIGE PRODUCTS DIRECT

12440 SW 117th Ct.
Miami, FL 33186
786-412-1796
directprestige@gmail.com
Supplier - Region 2

RS INVESTMENTS

3257 S Parker Rd, Apt 4601
Denver, CO 80014
720-692-6007
rs.invest2015@gmail.com
Supplier – Region10

SUNSHINE TRIKES & BIKES LLC

4030 Kidron Rd., Ste. 5
Lakeland, FL 33811
863-370-3660
www.sunshinetrikes.com
Supplier – Region 3

VERIZON CELLULAR SALES

6914 West Waters Ave.
Tampa, FL 33634
727-798-7358
www.cellularsales.com
Supplier – Region 3



FRVTA END OF SEASON SHOWS

RV SUPERSAVER SHOW

APRIL 15-17 • CenturyLink Sports Complex

TAMPA BAY SUMMER RV SHOW

JUNE 23-26 • Florida State Fairgrounds

MEETING DATES



REGION 1 • March 7 (Show Draw) • JD's Bistro & Grill • 1951 Tamiami Trl. • Port Charlotte

REGION 2 • March 16 • Gander Mountain • 100 Gander Way • Palm Beach Gardens

REGION 3 • March 8 • Rusty Pelican • 2425 North Rocky Pointe Dr. • Tampa

REGION 4 • March 9 • Bone Fish Grill • 7830 West Sandlake Rd. • Orlando

REGION 5 • March 22 • Tuscany Italian Bistro • 36178 Emerald Pkwy. • Destin

REGION 6 • March 15 • Copeland's of New Orleans • 4310 Southside Blvd. • Jacksonville

REGION 7 • March 24 • Braised Onion • 754 NE 25th Ave. • Ocala

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



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