



ANNUAL STATE CONVENTION

The Convention is designed to give you a chance to share your thoughts with fellow industry friends and members while providing a fun and relaxed atmosphere. We assemble a variety of speakers that will supply all attendees with ideas and information to make your business more successful. It's a wonderful 3-day conference full of seminars, networking and not to forget...lots of fun!

Everyone who has an interest in the RV/camping industry, such as RV dealers, manufacturers, campground & resort owners/operators, supplier companies, financial institutions, insurance firms and other special services, should attend. We welcome your company, spouses and management employees. FRVTA members are encouraged to attend the annual meeting and witness the installation of the incoming Board of Directors that take place during the Convention.

Plenty of leisure activities and special functions have also been planned throughout these 3 days. This is your best chance to meet other FRVTA members from around the state and get to know your Association better. This industry will continue to move forward because of your attendance and input!

DISCOUNTS

Amusement Park and Attractions Discounts

gives everyone great discounts through Tickets@Work monthly newsletter.

Aflac Voluntary Benefits The Florida RV Trade Association has partnered with Aflac (the Duck) to offer voluntary supplemental benefits for your company to offer your employees through payroll deduction. The premiums are 100% employee paid. Contact HE Hunt & Associates at 941-756-6192.

Prescription Drug Card As a member of Florida RV Trade Association you and your family have access to a FREE Prescription Drug Card program. Simply download your Prescription Drug Card and receive savings of up to 75% at more than 50,000 national and regional pharmacies. You may create as many cards as you need on the FRVTA website. Participating pharmacies include the following:

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|------------------|--------------|---------------------------------------|
| • Kmart Pharmacy | • Walgreens | • Albertsons |
| • Rite Aid | • Winn-Dixie | • Thousands of independent pharmacies |
| • CVS/pharmacy | • Publix | |



SHOWS

One reason the Association was created many years ago was to help our members produce RV Shows that promote their products and services. Our main goal is to not only give our members a voice in planning the event but also to make sure the shows are financially feasible for all involved.

The FRVTA Regional Shows are planned in a central location for the Regional Members. All Regional members have the first opportunity to participate in the geographic region in which their business is located. This allows them access to the Region shows prior to being offered to members out of the area and non-members.

The Florida RV SuperShow is a show designed for our members who manufacture RV's. They decide which of our state member dealers will display at this super event.

Members of FRVTA are eligible to participate in all FRVTA sponsored shows as long as you qualify according to the Show Rules. Non-members are able to participate but at a significant increase in price.

ANNUAL DUES:

What a Deal!

RV Dealership/Campground/Service/Supplier	\$200
Finance/Insurance Companies	\$250
RV Manufacturer	\$300



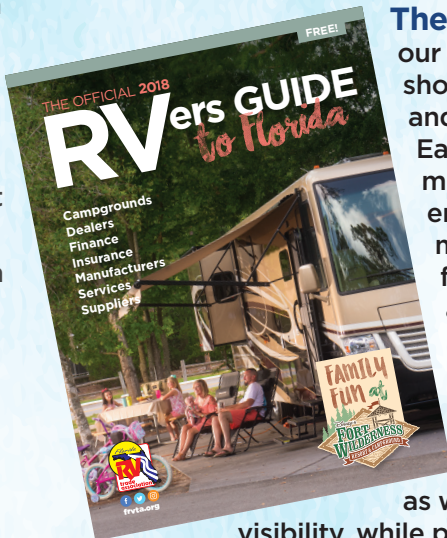
(813) 741-0488 • www.FRVTA.ORG

10510 Gibsonton Drive, Riverview, FL 33578



FRVTA Newsletter A monthly newsletter to our members, providing information and advice on the RV industry, keeping you up to date on current legislative issues, shows, a member spotlight, new members section, regional meeting locations and dates and promoting events such as the SuperShow and State Convention.

ADVERTISING OPPORTUNITIES



The RVers Guide to Florida

our annual membership directory showcasing seven Florida regions and one out-of-state region.

Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members. All advertising members can have a FREE logo added to their member listing when a full-page ad is purchased. Advertisers purchasing smaller ads can have their logo listed

as well for a nominal fee, increasing visibility, while providing consumers with your logo recognition.

The publication is available to consumers at regional RV shows, member businesses, mail, email or website request plus "rack" locations statewide.

(FRVTA began Interstate Rest Area distribution of the RVer's Guide to Florida in 2014 and currently has twenty-eight (28) racks located at Rest Area locations on I-10, I-75, I-95 and I-4, including three (3) Official Visit Florida Welcome Centers and five (5) Turnpike Service Plaza locations. In April 2016 FRVTA finalized a partnership with Pilot and Flying J, with a rack located at the RV Island or Diesel entrance of (28) Florida and (5) South Georgia locations.)

The Florida RV SuperShow Program the official publication for the greatest RV show in the country. The publication is filled with everything the consumer attending the show would need. A pullout show map identifies each of the participating manufacturers and includes a listing by manufacturer and product brand making it easier for the consumer to navigate their way throughout the show. The Supplier participants are also listed with product type and booth location information. The publication features editorial on new products to the industry that will be on display representing both the RV Manufacturers and RV Suppliers, some being seen by the consumer for the first time. The SuperShow Program includes editorial on Tampa plus points of interest throughout the state making it "A Year-Round Keeper" magazine! Get your message in the hands of thousands of qualified RV buyers!



FRVTA Website FRVTA.org - FRVTA's new Consumer friendly website launched in July of 2016. The site has been designed for the consumer representing most of the site's traffic looking for information on upcoming RV shows held throughout the year. The site also features our members by region, points of interest and stories related to Florida RV for the consumer. Members who advertise in the publications can advertise on the website for a discounted rate. The website offers advertising on the Home, SuperShow, RV Shows and Blog pages.



as a member

of the Florida RV Trade Association, you are entitled to some perks. Member benefits are one of the ways that we give you the most bang for your buck. These benefits and discounts may be used by you or your employees. We are always looking for new perks to provide our members, if you have any suggestions please let us know.



The Florida RV Trade Association's official mascot is a pelican named "Roadie." He was selected to be the FRVTA mascot because of his knowledge of the state of Florida and many years of RV experience. He travels all over Florida to talk about the fun you can enjoy in an RV. Roadie can be found at some of the FRVTA Regional RV shows and the Florida RV SuperShow.

MEMBERSHIP INCLUDES:

Discounts on...

- Supplier Booth Space
- Dealer Space at Regional Shows
- Supplier Booths at Regional Shows
- Advertising in the RVers Guide to Florida & Florida RV SuperShow Program

RVers Guide to Florida

- Free Member Listing and Advertising offered to Members Only
- Distribution at FRVTA Regional Shows
- Distribution at 66 - Interstate, Turnpike & Pilot/Flying J Locations Statewide

FRVTA Website

- Free Member listing on www.FRVTA.org



Regional Meetings
including Dinner*

Annual State
Convention Expense
Reimbursement*



*May vary by region



INDUSTRY TRAINING

Training new employees for positions in an RV Dealership can't get any easier than taking part in the FRVTA RV Distance Learning Network (DLN). This is a free membership benefit available to all FRVTA Members. RV consumers demand quality service and the industry knows how vital customer satisfaction is to sustaining industry quality and growth. The overall goal of the DLN is to maintain its' basic core philosophy of delivering a quality web-based, instructor-led and mentor-managed comprehensive training program presented as a group learning experience in the dealership. Through high speed internet connections, the DLN broadcasts training programs from Florida Gateway College (FGC) in Lake City to dealerships all over the country and Canada. Training videos are updated and current as the entire program was re-taped in the fall 2017. Industry Training via the DLN opens the door to several different areas of training available on our network. We offer Service Technician Training, a Service Writer course and training for your receptionist.

Technician Training Now your technicians can get training without having to leave your dealership. This program is a self-paced, on-line delivered program designed to be flexible for the technicians that are already employed. This course uses the RVIA/RVDA Tests and Tests as the basis for all instruction. Advanced Training is also available on the DLN for your more experienced technicians.

Service Writer A detailed presentation of material designed to prepare working RV professionals for the RV Service Writer/Advisor Certification Test through RVDA. Presented in a factual and demonstration filled manner. An excellent program for both new and veteran Service Advisors, leading to professional Certification. This program is also an excellent review of industry recommended "best practices". Consists of one 60 minute session and follows a detailed "skill" outline intended for note taking during the session.

Receptionist A great program for the newly hired and veteran Greeter/Receptionist. This training reviews all aspects dealing with initial customer contact in the RV Dealership, both in person and by phone. Covers recommended dress code and other pertinent personal traits that successful professional customer service personnel demonstrate. A one hour class with learning guide and materials.

General Manager This program is a "best practices" review designed for General Managers. Topics such as Lemon Laws, Identify Theft and LP Gas Licensing will be covered in this very informative section of the DLN.

OTHER BENEFITS

FRVTA Dealer Knowledgebase We've compiled, in one location, literally all the information you will need as an RV Dealer in the State of Florida. Allen Monello, widely accepted as an expert in dealer compliance was tasked with creating a knowledge base for our members. Our goal is to provide you, our member, with a single resource full of helpful information about running an RV Dealership in Florida. The easy to use Search Bar makes it simple to find just what you're looking for. If you can't find it, you can send Allen a message and he will get the information for you and add it to the Knowledgebase.



FRVTA Scholarship Program...\$2,000 per year

Requirements/Eligibility:

- Sponsor company must be a member in good standing
- All accredited two and four year Florida Universities
- Full or part-time student
- Undergraduate study for an Associate or Bachelor Degree

Applicant Must:

- Have and maintain a 3.0 GPA (or higher)
- Be an employee or dependent/grandchild of employee of sponsor company
- Provide proof of enrollment with GPA each semester



Certified 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.



The criteria to qualify are fairly basic and most dealers and service centers should meet these minimum standards:

- Be an FRVTA member in good standing and adhere to the FRVTA Code of Ethics.
- Have at least one RVIA Master Certified Technician employed.
- Have at least 80% of Service Technicians currently RVIA certified or in training for certification.
- Maintain a current Florida Propane Repair License and employ at least one qualifier.
- Have a permanent service facility.
- Provide outside service to general drive-in public and non-warranty customers.
- Maintain a parts inventory to support warranty and non-warranty service.
- Have a Customer Satisfaction Index (CSI) in place.

Qualified Centers will receive two "display" decals and a plaque to show your designation as a Certified Service Center. You will also receive special recognition in the RVers Guide to Florida and on the frvta.org website.

Florida RV Political Committee The Florida RV CCE (Committee of Continuing Existence), more commonly referred to as our PAC (Political Action Committee) is supported by monies paid from FRVTA members. These donations are used to support state legislators that back favorable legislation to our members and also protect our members by voting down legislation that may be harmful to them and their businesses. These funds are directed by the Board of Directors with guidance from FRVTA General Counsel Marc Dunbar. Marc represents the Association before both houses of the legislature and the Executive Branch in all legislative matters. Marc and his firm are one of the most highly respected law firms in the state and have worked vigorously to insure the continued prosperity and growth of the RV Industry in Florida. Your contributions to the Florida RV CCE makes all this possible. To contribute, contact the State Office or make payment payable to FRVPC. We thank you for your support.

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