

FRVTA REGIONAL SHOWS DRAW HUGE CROWDS WITH RECORDS SET



The Florida RV Trade Association just completed the third and final regional show held around the state and the attendance numbers have been record setting! Even with many winter residents and Canadians not making the trek to Florida this winter, the regional RV shows were packed from the opening bell.

The Jacksonville RV MegaShow had a record-breaking opening day with rains falling the rest of the weekend. Totally, over 7,700 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 weather didn't keep people away. "Seemed to me we saw a lot of first-time buyers," said Regional President Vince Ponciano. "Dealers were not only pleased with the crowds, but also reported very strong sales."

The following weekend was the West Palm RV Show, which also opened the gates to record crowds. "We really had no idea what to expect with the SuperShow numbers being down, but this was beyond our wildest dreams!" exclaimed Regional President Craig Waits of Waits RV. "We had fantastic weather and all dealers I talked to were very pleased." The Feb. 18-21 show looked like it would break a record at its start, as attendees continued pouring in over the weekend. Patty Flanagan, FRVTA's regional show coordinator, was at the show's final two days, Feb. 20 and 21. She largely credits the good weather for the 3,600 attendees who showed up Saturday and the 3,100 on Sunday. The sunshine brought first-time buyers and families looking for something to take the kids and get away, Patty said. Over 9,200 people passed through the gates over the four days beating the old record by 1,200 people.

The Ocala RV Show was the final winter regional show held again at the Florida Horse Park located just south of Ocala. Beautiful weather both Thursday and Friday brought out record crowds and in spite of rain on Saturday, a record of close to 9,200 attended. "We did need to call in more help with the parking lot as people kept pouring in," Patty said. "Fortunately, we were able to make up a lot of attendance on Sunday and again the weather was near perfect." Regional President George Grimm said, "We again had BOGO day on opening day and that really brought out the crowds." The show utilized the local Shriner's Club to handle concessions, which helped keep prices low for the great food they prepared.

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 strong and getting stronger. For more information on these or any remaining events, please contact the FRVTA State Office.

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PRESIDENT'S MESSAGE...

Springtime in Florida and Life is (Hopefully!) Grand

April showers bring May Flowers was always a term I remembered from my childhood. I always enjoyed this time of year. The fishing is spectacular in my area and the warming trend has made my pool less like a polar plunge.

If you've looked at the temperature gradient maps of the continental U.S. over the past few weeks, it's not hard to see one main reason why Florida's real estate markets are on fire. On top of that, an open economy, fewer masking requirements, relatively low COVID-19 cases, stable politics and no state income tax, it's easy to see why our state is so popular!

We all know the RV Industry has benefitted from the Covid pandemic in ways we could never have imagined. Also true is how fragile our supply chains are for the materials and protocols to keep units flowing to dealer's lots. Demand continues to be high and unfortunately the supply has not yet recovered.

Region 2 recently had record attendance at the West Palm Beach Show at the South Florida Fairgrounds. All the regional shows showed high demand for the RV Lifestyle and sales by all accounts were beyond expectations. So, things are great and its smooth sailing for the foreseeable future, right?

I feel like I have seen this movie before, and depending on the underlining factors, it could be a fairy tale ending or a horror movie. Fuel prices have begun to climb and that is never exciting to watch. In fact, the U.S. Energy Information Administration (EIA) expects fuel costs to rise for the next two years. And, according to the Department of Agriculture, one in 10 homeowners is behind on their mortgage. As soon as pandemic-inspired mortgage protections expire, we could see a flood of foreclosures in the real estate market.

Some see the potential for a flood of RVer's into the market, but possibly not if their credit is shot. In fact, our dealership has seen banks inching up rates and passing on stuff they were approving not long ago. Is this conservative tightening of loans just a bump in the road or an anomaly?

I always thought that people would purchase an RV when they have equity in their home. And right now that equity should be close to an all-time high, especially for anyone who owns property in Florida. The Sunshine State is experiencing an explosion in the housing market and prices are soaring.

There are many factors to ponder, but what does my crystal ball say? Well, it's in the shop needing a part that's on Covid backorder, so it's anybody's guess!



*Until then I wish you a Happy Easter season
and may all your eggs be filled with gold!*

BRIAN COPLEY
FRVTA State President

FRVTA 2021 SHOW SEASON



WEST PALM BEACH SPRING RV SPRING • APRIL 15 – 18
South Florida Fairgrounds • 9067 Southern Blvd. • West Palm Beach
TAMPA BAY SUMMER RV SHOW • JUNE 10 – 13
Florida State Fairgrounds • 4800 US Highway 301 North • Tampa



Go RVing Study: RV Ownership Soars to Record 11.2 Million

Last year, Americans took to RVing in near record numbers. However, 2021 will exceed that enthusiasm with more RVs set to be manufactured this year than at any time in the RV industry's history, according to a release from the RV Industry Association (RVIA).



Karen Redfern

Now, thanks to the newly released [Go RVing RV Owner Demographic Profile Study](#), the industry can understand not only who is buying RVs but why.

According to the study, RV ownership is at a record high with 11.2 million households owning an RV in 2021 – up 62% over 6.9 million households in 2001 and 26% higher than 8.9 million RV-owning households in 2011.

The results also prove that RVing continues to attract a younger audience with 51% of RV owners now under the age of 55. In fact, 22% of RV owners are now between 18-34 years old. The study showed Millennials and Gen Zers are becoming RVers for life with an impressive 84% of 18-to-34-year-olds planning to buy another RV in the next five years.

“This is the most comprehensive study we have ever done on the RV consumer,” said Go RVing Vice President of Brand Marketing Karen Redfern. “The insight into the motivations and habits of RV consumers will allow us to more effectively target like-minded owner prospects with customized messaging designed to draw them into the purchase decision by mirroring their lifestyle needs and creating a desire for the benefits of RVing. Armed with this data and the advances of digital marketing, Go RVing can effectively reach individuals that have never been on our radar in the past, allowing us to continue expanding the marketplace for our members and the overall industry.”

“This study provides tremendous insight into the purchasing patterns and intentions of prospective and current owners,” said RV Dealers Association (RVDA) President Phil Ingrassia. “This new Go RVing data can help dealers more effectively target promotional and advertising efforts in their market areas.”

In an industry with such a wide variety of products catering to a diverse range of consumer tastes and needs, the RV Industry needs to be able to dissect the market into distinct, meaningful subgroups to take appropriate, targeted action. After an extensive analysis, seven distinct clusters of RV Owners have been identified.

Ranging across demographics, attitudes, RV usage habits and motivations, these seven clusters help to understand variances in RV owners across more than the type purchased, instead shedding light on the unique motivations, needs, and habits of each buyer group. Using this data, the industry can better understand the target market for each RV model, hopefully increasing the likelihood that a person purchases the best RV for their usage, travel, and family needs.

“The data revealed by this study provides fascinating insight, not only into the RV Industry, but into the ways in which Americans have changed how they work, play, and enjoy the great outdoors,” said RVIA President & CEO Craig Kirby. “For the first time, we have detailed data on the distinct subgroups that make up the current RVers and RV intender groups, allowing RV manufacturers and dealers to maximize the effectiveness of their communications with their customers and prospective customers.”



Phil Ingrassia



Craig Kirby

The nearly 200-page report is available to members of the RV Industry Association and the [RV Dealers Association](#), as well as in the [Industry Portal](#) on www.GoRVing.com.—RVIA



LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

2021 Florida Legislature Session Gets Things Going

Legislative priorities including COVID liability reform, addressing budget concerns and combating public disorder, have already made significant headway in the first few weeks of Florida's 2021 legislative session.

Notably, measures to give businesses and health

care providers, including nursing homes, some immunity from COVID-related lawsuits have moved along easily, with the House already having passed a bill for business immunity and the Senate closing in on doing the same. The measures however are different and will need to be reconciled prior to becoming law.

In an effort to address the budget shortfalls, Senate President Wilton Simpson wants to use the newly passed federal COVID relief package to supplement the state's unemployment trust fund and to stimulate the economy with local road construction, water and other projects. Of the more than \$17 billion in federal relief coming to Florida from the American Rescue Plan Act, upward of \$10 billion will go directly to the state's coffers. Unlike the CARES Act, which came when the Legislature was not in session, Gov. DeSantis has said he will defer to lawmakers to allocate spending.

Another way the legislature is looking to fill the state's coffers is through the collection of sales taxes from out-of-state retailers. In a joint release, Senate President

Wilton Simpson and House Speaker Chris Sprowls announced proposals, starting this year, which would collect approximately \$1 billion of currently uncollected sales taxes from out-of-state retailers. Funds will be deposited into Florida's Unemployment Compensation Trust Fund annually until the Trust Fund is replenished to pre-pandemic levels.

Replenishing the Trust Fund will prevent an automatic increase in unemployment (reemployment assistance) taxes facing businesses, while ensuring the fund remains solvent for employees when they need to claim benefits.

The plan uses uncollected taxes that are already due to the state to help relieve an unforeseen tax burden for businesses with a physical presence in Florida.

Similarly, the Florida Transportation Trust Fund took a hit in the first months of the pandemic because of sales tax collections, so putting funding back into transportation could stimulate job creation. "It's Florida. There's 1,000, maybe 2,000 people a day moving here, so we need to get ahead of the curve on our road construction and water projects," Simpson said.

As the state continues to return to normalcy post-COVID, advocacy is critical to ensure our voices are heard. Through PAC contributions, FRVTA is able to foster and strengthen relationships with lawmakers, which allows us to articulate the Association's priorities to elected officials to move forward with our legislative agenda. Without member contributions, these efforts would not be possible. Thank you for your continued support in our Tallahassee advocacy efforts.



RV Technical Institute Level 2 Textbooks Ready for Purchase



The RV Technical Institute (RVTI) has released the all-new Level 2 self-study textbooks for RV technicians to receive certification training and are available for purchase on the RVTI website, www.RVTI.org.

The seven textbooks cover the entire Level 2 curriculum: Propane Systems; Electrical Systems; Plumbing Systems; Appliances; Generators; Chassis, Hydraulics, & Towing; and RV Body Components. Textbooks include labs, activities and quizzes for self-study to prepare for certification testing and can be purchased individually or as a set.

RV technicians can receive training and certification in four other ways:

Self-Paced Online Courses: Available for the Level 1 curriculum, technicians can complete training at their own pace during a 90 to 120-day window depending on when the class is purchased. Tuition includes the electronic version of textbooks and a chance to take the two Level 1 Certification Exams. The Level 2 self-paced, online course will be available later this Spring.

In-Person Classes: Live, in-person instruction for the Level 1 and Level 2 courses takes place at the RVTI campus in Elkhart, IN. The Level 1 course is a weeklong class and the Level 2 course is four-weeks. Both include classroom instruction, hands-on labs and certification testing. Due to the pandemic, in-person classes have been postponed for now.

Test Only: Currently available for Level 1, the written and written performance exams are for RV technicians who have either done the self-study or are an experienced RV technician who wishes to "test out" of the Level 1 course. Cost includes one attempt at both Level 1 Certification Exams.

Authorized Learning Partners: This RVTI program offers a network of regional training partners approved to deliver the Institute's standardized training on a local or regional basis. Many learning partners are holding class on the Level 1 and Level 2 curriculum and have access to the program's full training materials, as well as training from the Institute's staff. – RVIA



TRAINING NEWS • by Veronica Rivera, Training Director

First RV Qualifier Test Prep Course Takes Place

During March the Florida RV Trade Association hosted their first free course for Region 3. The LP Gas topic is extremely important for 2021. By August 1, all dealerships and/or mobile businesses that repair and/or dispense LP Gas at each dealership location must

have both a Master Qualifier and a Qualifier.

On March 10, instructor Steve Roddy walked a few of our members' staffers through the state's Category 1 RV Qualifier exam expectations. The classroom was filled with people from many different RV roles, including sales, parts, service techs, mobile techs, service managers and owners. All were engaged and asked questions regarding the changes at the state level. Passing the exam is critical for the August 1 deadline.



We encourage you to dedicate one entire day for this training with five hours focused on inside classroom learning. Lunch is included. We promise you will not regret the time out of the office!

Additional training classes will be scheduled in April, May, June and July of 2021. I will send information regarding the upcoming training locations to all members.

Important Information to Understand

First, the dealership and/or mobile business must have a current LP Gas dealership license. This license is required for every location and mobile business. Applicants must complete an application, pay the fee (1yr-\$400, 2yr-\$800, 3yr-\$1200) and show proof of insurance for \$1 million coverage. The license must

be located in the Service Department and visible to all customers. If you are not sure where the dealership's license is located or when it is up for renewal, we ask that you please double check with the Service Team.

Secondly, we highly recommend confirming who the designated Master Qualifier and Qualifier is for each location. Each one must have a current certification to avoid any audits that could potentially shut the dealership down.

What is the benefit of a Master Qualifier and a Qualifier?

Master Qualifiers can oversee up to nine unqualified techs (they would be considered the 10th). However, the Master Qualifier must be present with the unqualified tech when the job is being done.

Qualifiers do not have the ability to oversee any unqualified technicians. The certification gives the technician the ability to work independently on jobs that require LP Gas repair or dispensing without the Master Qualifier present.

Did you know there are specific training requirements for each dealership location and mobile business?

- Training is required for ALL employees whether or not they are qualifiers, and refresher training must be conducted at three-year intervals. Documentation must be retained on file at the dealership.
- All Qualifiers (Q1, Q2 and Q5) must renew their qualifications every three years, pay \$20 and submit 16 continuing education credits.
- All Master Qualifiers (M1 and M5) must renew their qualifications every three years, pay \$30 and submit 16 continuing education credits.

If you have any questions about the status of a Master Qualifier or Qualifier, please call me directly at (813) 702-1113 or send me an email at VeronicaR@FRVTA.org. I am here to assist you!

Millennials And Younger Are New US Majority

A new analysis by the Brookings Institution shows that 50.7% of U.S. residents were under age 40, as of July 2019, thus making Millennials and their younger siblings and children a majority of the U.S. population. Millennials typically are defined as being born between 1981 and 1996.

The Brookings' analysis of population estimates released earlier by the U.S. Census Bureau shows that the combined millennial, Generation Z and younger generations numbered 166 million people. The combined Generation X, baby boomer and older cohorts represented 162 million U.S. residents.



Those under age 40 are more diverse than the older cohorts, with almost half identifying as being part of a racial or ethnic minority. Past surveys show that the younger generations split from the older generations on issues such as immigration reform, criminal justice reform, environmental protection, the pandemic and recent racial justice protests are likely to galvanize the younger groups to promote an array of progressive causes.

Baby boomers were born between the end of World War II and the arrival of the Beatles in the U.S. in 1964. Squeezed between the boomers and millennials, Generation Xers were born in the late 1960s and 1970s. Members of Generation Z were born after 1996.—news reports



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

Does Your Ad Tell the Whole Story?

When you advertise RVs in newspapers, on the Internet or even on signs at your dealership, there are certain things you need to be aware of. First, here's some general background information.

According to the Federal Trade Commission (FTC):

- Advertising must be truthful and non-deceptive;
- Advertisers must have evidence to back up their claims; and
- Advertisements cannot be unfair.

The FTC says that an ad is deceptive if it contains a statement, or omits information, that:

- Is likely to mislead consumers acting reasonably under the circumstances; and
- Is “material” - that is, important to a consumer’s decision to buy or use the product.

Now let’s get specific about your advertisements – those that provide some information about the cost of the unit, but not all the information. For example, your ad for a travel trailer shows a monthly payment of \$169.00. And that is all it says about the price or terms for this unit. Or your ad states that a down payment of only \$1,999 is required. Once again, no other information is provided.

These, along with other bits of information, are referred to as “triggering terms” under the federal Truth in Lending Act, Regulation Z. More specifically, the law states:

(1) **Triggering terms.** If any of the following terms is set forth in an advertisement, the advertisement shall meet the requirements of paragraph (d)(2) of this section:

- (i) The amount or percentage of any down payment.
- (ii) The number of payments or period of repayment.
- (iii) The amount of any payment.
- (iv) The amount of any finance charge.

(2) **Additional terms.** An advertisement stating any of the terms in paragraph (d)(1) of this section shall state the following terms, as applicable (an example of one or more typical extensions of credit with a statement of all the terms applicable to each may be used):

- (i) The amount or percentage of the down payment.
- (ii) The terms of repayment, which reflect the repayment obligations over the full term of the loan, including any balloon payment.
- (iii) The “annual percentage rate,” using that term, and, if the rate may be increased after consummation, that fact.

In other words, if you advertise one piece of the financing terms, you must tell it all. However, if you are

not giving information involving financing, then no disclosure is required. For example, you simply quote the price of the unit: “Sale price of only \$19,999.00!” Since this is the price of the unit and does not refer to financing, it is not considered a triggering term.

The FTC pays attention to ads. And so do state regulators. You will want to be sure your ads provide all the necessary disclosures that are required by law.

What penalties can be imposed against a company that runs a false or deceptive ad?

The penalties depend on the nature of the violation. The remedies the FTC or the courts have imposed include:

- Cease and desist orders. These legally-binding orders require companies to stop running the deceptive ad or engaging in the deceptive practice, to have substantiation for claims in future ads, to report periodically to FTC staff about the substantiation they have for claims in new ads and to pay a fine of \$43,792 per day per ad if the company violates the law in the future.
- Civil penalties, consumer redress and other monetary remedies. Civil penalties range from thousands of dollars to millions of dollars, depending on the nature of the violation. Sometimes advertisers have been ordered to give full or partial refunds to all consumers who bought the product.
- Corrective advertising, disclosures and other informational remedies. Advertisers have been required to take out new ads to correct the misinformation conveyed in the original ad, notify purchasers about deceptive claims in ads, include specific disclosures in future ads or provide other information to consumers.

I hope this helps!

Source: <https://www.federalregister.gov/documents/2019/10/30/2019-21557/truth-in-lending-regulation-z>.

NOTE: This article is not intended to provide legal or financial advice. It is for informational purposes only.

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MEMBER SPOTLIGHT

Tri-Am RV Center's Success Spans 52 Years and Three Generations

Russ and Ryan Perkins' family has been in the RV Business since 1967, when their maternal grandfather, Russ Poehlman, started building doors for mobile homes. By the early 1970s, his business had expanded into repairing RVs. A decade later, he was selling them as well as servicing them. In the mid to late 1980s, Russ' grandparents retired and turned Tri-Am RV Center over to their daughter Sherri and her husband, H.L.

"My parents more or less bought them out in 1986 or 1988 so they could retire," Russ recalls, "and then the same transition took place back in the mid 2000s when my parents wanted to retire, so the business moved from them to Ryan and me."

Even before that, though, the brothers had a tremendous amount of experience in the business. "We pretty much grew up in it. We'd get home from school and go to the dealership and work. That's one thing our kids didn't do. We made them go out and work for other people and do things just a little bit different." He says there are no plans to pass the business to the fourth generation, at least not as of right now. "They have gone out and found their own ways," Russ explains.

Ryan, Tri-Am RV Center's treasurer, oversees the original Ocala location (once a farm that had been in the family since the 1940s), while Russ, the business' president, runs the second dealership, located in Bulls Gap, Tennessee.

Russ says the biggest change he's seen in the RV Industry since he and his brother took over is the loss of independent dealers. "Now, it's more conglomerates. Dealerships are just being run like big businesses; the family atmosphere is gone. The other big change is trying to keep up with the different ways customers are doing stuff. Fifteen years ago, nobody had ever heard of the Internet. Now, that's the only way you can drum up business."

Just as his family's history in the RV Industry reaches back many years, so does his family's involvement with the FRVTA. Sherri was the first woman state president of the FRVTA. Russ says the FRVTA was always something she firmly believed in. "She saw the importance of it and it was a passion for her.

"We've been involved with the trade association forever and ever. Until I moved up here, we were always heavily involved with it as far as either my mother or me being on the board. It's always been an asset for us."

Russ expresses concern that many of the larger dealerships don't see the important role the FRVTA plays. "As recently as 10 years ago, you had this great base of dealers who could work together and that was just a big, big benefit for a dealer. Nowadays, there are getting to be so many that are all wrapped up into one that it's hard to say exactly how beneficial it is for some of them, but it was more beneficial for the smaller dealers back in the day because you could talk amongst each other. Today, I don't see being able to talk with them like you used to," he says.

Russ also is concerned about the speed at which new technology is being incorporated into RVs. "I think manufacturers are moving forward too fast," he says, adding that some customers, particularly older ones, find all the electronics and wireless controls overwhelming.

"The people who buy a high end fifth wheel costing \$100,000 – the majority of them are in their mid sixties and up. They have a smartphone so they can communicate with their grandkids, but when it comes time to operate their fifth wheel, I've heard a lot of them say, 'I wish this just had a switch for this light and I didn't have to get my phone to turn it on.'

"I think you've got many manufacturers who have their eye on young kids right out of college, but that young family, for the most part, is not going to buy that fifth wheel or a big motorhome. Most of them are going to start small and work their way up, so I think a lot of manufacturers are doing some things a bit 'bass-ackwards.' Manufacturers are still missing the meat and potatoes of the RV people," he details.

When asked if the brothers have any plans for expanding the business, Russ responds, "All done!" and laughs. "I have no plans on expanding. Honestly, I'm getting to the age that I'm starting to look towards retirement, but I have another several good years I've got to put in here."



Ryan Perkins and Russ Poehlman



H.L., Sherry and Russ Perkins



FRVTA Scholarship Applications Now Available!

Another great membership benefit from the Florida RV Trade Association is the annual FRVTA Scholarship. A mailing with scholarship requirements and applications was recently sent to all members. The FRVTA Scholarship Committee encourages you to alert all your employees so their dependents can apply for this outstanding program, which has been designed to allow students to achieve their dream of an undergraduate degree.

All you need to do is display the posters and applications that were mailed to you in an area where your employees will see it (time clock, break room, etc.)

The scholarship is open to any of your employees or their dependents who are working toward an undergraduate degree at one of Florida's state colleges/universities. Part-time students can apply as well.

This is a wonderful opportunity for you to offer a scholarship to your employees without any cost or obligation to your company!

So, please display the materials as soon as possible, and mention the scholarship to those employees you know who have children in college or are getting ready to graduate from high school.

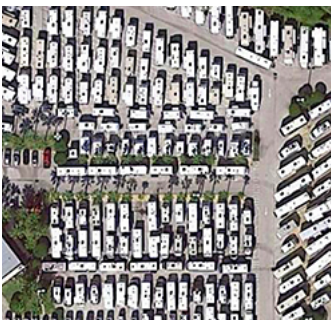
Here are the requirements for a student to be considered:

1. Applicant must be an employee or dependent of an employee.
2. Employer must be an FRVTA member in good standing on the date an application is submitted.
3. Applicant must have and maintain a 3.0 or better GPA and/or hold a 1000 SAT score if a high school senior.
4. All accredited two- and four-year Florida universities are acceptable.
5. \$2000 awarded per applicant per year for a maximum of four years.
6. For undergraduate study towards a bachelor's degree only.
7. Applicant can be a full-time student (nine or more hours/semester) or part-time student (eight or fewer hours/semester).
8. Applicant must submit a copy of their most recent high school or college transcript.
9. Applicant must submit an essay of not more than 500 words entitled "My Goals and Objectives for Attending College."
10. Scholarship effective Fall 2021 semester.
11. Must show proof at the end of each semester to verify GPA to retain the Scholarship Award.
12. **Applications must be received by JUNE 4, 2021.** Awards presented by July 31, 2021.

Thank you for your help in making our scholarship program successful!

SSI: Retail Market Stays Hot as January Sales Jump 26.1%

After finishing with seven straight months of record retail sales in 2020 – good for a record 515,819 retail registrations – the RV Industry stayed hot through the first month of 2021 with January's 29,958 registrations of towable and motorized RVs in the U.S. and Canada being the best ever for the month.



The 29,958 units in January 2021 represents a 26.1% year-over-year increase compared to the 22,148 figure for the same period last year, according to Statistical Surveys Inc., the Grand Rapids, Mich.-based purveyor of industry data.

In **travel trailers**, there was 19,178 units registered in January 2021 compared to 13,598 in the same month last year, good for a 29.1% year-over-year increase. Forest River Inc. led the segment with a 41.6% market share, followed by THOR Industries Inc. (38.8%) and Grand Design RV Co. (8.1%).

It was much the same case with **fifth-wheels**, as there were 6,008 units in 2021 versus 4,555 in 2020, representing a 24.2% jump. THOR was the market share leader at 45.2%, trailed by Forest River (30.5%) and Grand Design (18.0%).

Camping trailers saw a 19.6% spike, going from 271 units in 2020 to 337 in 2021. Forest River (57.6%) led the segment, with Aliner (21.1%) and Purple Line LLC (8.3%) rounding out the top three.

Park model RVs also jumped, with 156 this year, an 11% increase over last year's 139 units. Skyline Champion topped the segment with a 37.2% share, followed by Cavco Industries (19.9%) and Kropf Manufacturing Co. Inc. (14.1%).

The **Class A** segment was mostly flat, with 1060 units registered in 2021 compared to 1086 in the same period last year. THOR led the market with a 45.8% share, followed by Forest River (17.8%) and REV Recreation Group (17.2%).

The story was different in **Class C's**, as there were 1,682 units this year, 219 more than the 1,463 in January 2020, a 13% increase. THOR again led the category with a 58.7% market share, trailed by Forest River (20.7%) and Winnebago Motorized (10.3%).

Class B's saw a 34.1% increase, going from 409 units last year to 621 this year. Winnebago topped the segment at 47.3% market share, with THOR (20.0%) and Forest River (8.9%) rounding out the category. –RVBusiness

NEW MEMBERS

ARC REPRESENTATION

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Allentown, NJ 08501-2015
PH: 609-259-2636
Website: www.microair.net
Email: sales@microair.net
Supplier, Region 10

OCALA NORTH RV RESORT

Shawn Simms
16905 NW Hwy 225
Reddick, FL 32686-2667
PH: 352-591-1723
Website: www.ocalanorthrv.com
Email: info@ocalanorthrv.com
Campground, Region 7

TALIN RV

Amy Stockbridge
1011 Main St
Brooksville, FL 34601-5661
PH: 352-942-2653
Website: www.talinrv.com
Email: amy@talinrv.com
Service, Region 3

WEST VOLUSIA TOURISM

David Swanberg
116 W New York Ave
DeLand, FL 32720-5416
PH: 386-734-0162
Website: www.visitwestvolusia.com
Email: info@visitwestvolusia.com
Service, Region 4

If you have a story or item of interest concerning your business that you would like to share with the FRVTA membership, please contact Dave Kelly at davekelly@frvta.org in the State Office.

RV Learning Center College Scholarship Seeking Applicants for 2021-2022

The Mike Molino RV Learning Center College Scholarship Program is now accepting applications for the scholarship through July 5. Applications may be submitted [online](#). The scholarship is available for current undergraduate students who are employed in the RV Industry, are a dependent of an RV Industry employee, and to those seeking a career in the RV industry after graduating. The \$2,500 award will be applied to the cost of tuition for the 2021-2022 school year.

Applicants must:

- 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).
- Be a rising sophomore, junior, or senior in an accredited four-year college or university.
- Provide 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 completed online at <http://fafsa.ed.gov>.
- Demonstrate the ability and willingness to fund a portion of their educational expenses on their own.
- Submit a fully completed application with supporting documentation.

All materials noted above must be received by the center no later than JULY 5, 2021. Dealer principals, and their families and dependents, are not eligible for the award.

For more information, go to www.rvlearningcenter.com, send an email to info@rvda.org, or fax to (703) 591-0734.—RVDA

MEETING DATES



Region 1 • April 8 • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda

Region 2 • April 21 • PGA National Resort • Members Club,
400 Avenue of the Champions • Palm Beach Gardens

Region 3 • April 13 • Florida State Fairgrounds • 5025 Orient Road • Tampa

Region 4 • NO MEETING • American Social Orlando • 7335 W Sand Lake Rd, #101 • Orlando

Region 5 • NO MEETING • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

Region 6 • NO MEETING • Bonefish Grill • 10950 San Jose Blvd • Jacksonville

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

ALL MEETINGS: Face Masks Required • Social Distancing Observed
Cocktails 6:30 PM • Dinner 7:00 PM