



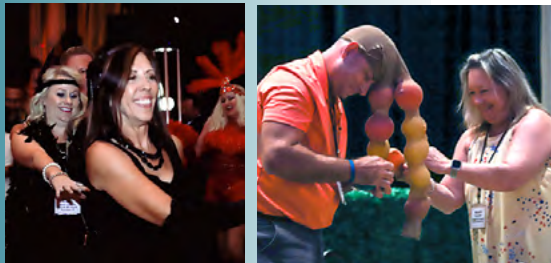
Head South of the Border to the RV Fiesta - Live, Laugh, Learn!

Make sure you book your excursion to south of the border at this year's 41st Annual FRVTA State Convention! We're living, laughing and learning about the booming RV Industry at the beautiful Sawgrass Marriott Golf Resort in Ponte Vedra, September 8-11.



With the huge jump in RV unit sales, RV campground/resort development and RV manufacturing needs, the popular and educational FRVTA Annual State Convention will focus on making sure you and your business are properly prepared to enjoy the fiesta of opportunity so we can all Live, Laugh, Learn! In fact, we have assembled a variety of speakers to supply you with ideas and information to make your business more effective and profitable!

Besides education, the convention is the best way to meet FRVTA members from around the state and country in a casual and comfortable atmosphere, something we all need following the lingering effects of the pandemic.



All industry members are welcome! This includes RV Dealers and Manufacturers, Campground owners/operators, Supplier companies, Financial institutions, Insurance firms and Service providers, as well as their spouses and management employees.

Complete the Registration Form ([click here](#)) in full by indicating the names of all attendees and their participation in the functions as this allows us to plan accordingly for meals and activities. (Changes may be made at a later date, if needed). Children 12 and under will receive alternate kids meals. Full registration fees are required in advance with your registration form. If you wish to pay by credit card, contact our state



office to obtain a payment form. Don't forget to make reservations directly with the hotel! ([click here](#))

NOTE: Many regions provide reimbursement, so check with your region treasurer for their specific policy.

Special functions are planned throughout these three days along with plenty of leisure time for you to enjoy fun activities or simply relax by the pool. ¡Muy bien! (Very good!)

During this convention we also hold the annual meeting and witness the installation of the incoming FRVTA Board of Directors. Come live, laugh and



learn more about your Association, and how the RV Industry is growing and changing during this "RV Fiesta!"

The convention opens with the "Off We Go to Mexico" Reception Thursday evening from 5pm to 7pm. Swill your favorite tequila or other special libation while enjoying hors d'oeuvres in a relaxed and social atmosphere as you catch up with old compadres. Make sure a bandito doesn't take your pesos!

Of course, the "Wicked Cantina" Hospitality Room is the best place at the convention to make new friends and catch up with old ones. Take pleasure in a complimentary beer, cocktail or soft drink, enjoy snacks and get to know fellow industry members in a laid back atmosphere. It's open every night until midnight, so there will be plenty of time for tall tales of ol' Mexico!

Friday morning (and every morning!) you can savor a full breakfast buffet with all amenities starting at 7am before the convention officially starts. Love those breakfast tacos!

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Brian Copley
VICE PRESIDENT
Joey Schneider
TREASURER
Ken Loyd
SECRETARY
Sean Thompson
CHAIRMAN OF THE BOARD
Rob Cochran

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Everett Henkel III - PRESIDENT
Nelda Iacono- DIRECTOR
REGION 2
Craig Waits - PRESIDENT
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Deanna Pearce - PRESIDENT
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Patty Flanagan
SHOW COORDINATOR
Ana Correia
ADMINISTRATIVE COORDINATOR
Sharlene Nelson
MEMBERSHIP COORDINATOR

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PRESIDENT'S MESSAGE...

It's hot, but it's not!

August is here with an intensity I always seem to forget. Hot and humid are the words of the day and if you think its hot outside try feature benefiting a coach at 130 degrees plus! Let's just say you better know your product because it's hard to think when faced with that kind of heat.

One thing that is not hot is the RV market. I have seen a drastic slowdown of lot traffic and Internet leads. While at the recent board meeting, I heard the same from many other members about the slowdown in their respective areas.

We are also seeing for the first time manufacturer units not selling by month's end. I have even heard the idea of discounts being offered to clear over-stocked units. These problems are just in the towable category for now since the motorhome market is still short on chassis across all segments.

How did we go from not enough units to being overstocked? I will give you my opinion from my little pond here in Hobe Sound.

First would be manufacturers putting big dealers first. Their lots were full much quicker than the small to mid-size dealers. While we wanted product, they gave the bulk to the big guys—remember they called it “allocation of product.” Now the big dealers are pulling back on orders they made and units are pilling up. My manufacturer reps have all of a sudden found a lot of RVs for me that I needed for months and just could not get.

Well guess what? Someone shut off the faucet and now I just don't want them. Manufacturers should have spread the wealth around a little better and much earlier. We all would have sold more and you would have fewer products to get rid of.

I've watched the NADA book values go up for two years and as they always say, “What goes up must come down.” The book has been coming down and it still has a ways to go. At our dealership, we have been knocking 10% off the top on the book for months. The economy is not “officially” in a recession, but probably has been in one for about a month or so.

In fact, I'm seeing many people getting rid of their RVs due to the high fuel prices and surging cost of living. I wonder what's going to happen when these used units flood the market and new units cost 30% higher than what the used RV was purchased for just a few years ago?

My guess is we will see low profit margins on the new RVs sold going forward until manufacturers can get costs down to a reasonable level or just reduce/eliminate some of the extra profit they built in when they could.

Now maybe I am just overreacting, but this feels a lot like 2008 to me. Hopefully I am wrong, but better safe than sorry!

I hope we can all talk more about this at the annual FRVTA State Convention at Ponte Vedra, September 8 to 11. I hope to see you there!

BRIAN COPLEY
FRVTA State President





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 the beautiful Marriott Sawgrass Resort and Spa in Pointe Vedra) 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: KEN LOYD, Keystone Heights RV Resort

VP: LYN HART? (Nominations sought)

Treasurer: SEAN THOMPSON, RV Master, LLC

Secretary: BRETT HOWARD, North Trail RV Center

Other members interested in running for state office should contact the Nominating Committee Chairman, Rob Cochran, at (407) 908-9283.

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.

FRVTA CONVENTION

CONTINUED FROM PAGE 1

Friday morning early 8:15am is when the fiesta really starts as we journey south of the border. Make sure to win mucho pesos, so **"Bee on Time!"** The main jeffe, FRVTA State President Brian Copley, will open the convention followed by presentations from both RVIA and RVDA that will update members on the overall state of the nation's RV Industry.

Friday afternoon will be time for leisure activities, so relax by one of the resort pool or take in the beach, enjoy a spa massage or get your groove on at the **"Shake Your Maracas"** dance lesson. If an outdoor activity is your pleasure, you can participate in the **"Speedy Gonzales"** 9-hole Golf Outing. It will be **¡Muy Bueno!** (Very good!)

Whatever you choose to do that afternoon, get ready to fiesta Friday night at the **"Livin' La Vida Loca"** Costume Dinner Party starting at 7pm! We're partying like we're in Tijuana with no borders to cross! Featuring bandoleros, beautiful señorita's and loads of Mexican hats, we'll indulge in great food, drinks, games and prizes to make this a fun and memorable evening. So dress in your most colorful fiesta dresses and garb!

After so much laughingly good fun, the convention continues Saturday morning at 8am with more dineros

for you if you can **"Bee on Time!"** Following a brief general session and overview, we'll adjourn to allow members to attend various breakout seminars and other informative bull sessions. Attendees can choose from a variety of interesting topics, including Dealer Compliance topics, Social Media, FRVTA Training, Legal Panel and more!

Following the educational breakout sessions, it's time for more excitement with the **"Rio Grande"** Game Show Luncheon! Cash and prizes could be yours during this delicious and fun lunch. Regional Awards will also be presented.

The final convention events start with the Silent Auction, with proceeds benefitting the Political Action Committee (FRVPC). Dress in your semi-formal attire, get your complementary photos taken and enjoy the beverage of your choice as you compare notes from a weekend of south-of-the-border adventure. The Silent Auction will end prior to the banquet, so make your selections and name

your price muy pronto!

Afterwards, we'll join together for a lovely dinner as we wrap up the weekend and announce our new State Officers at the **"Viva La Fiesta"** Awards Banquet. The winners of the Silent Auction items will be recognized and raffle winners drawn.



FRVTA BOARD MEETS IN ORLANDO

The FRVTA Board of Directors met on July 9 at the Renaissance Sea World in Orlando. The following were items discussed or actions taken. The Board also held a Strategic Planning Session on the Friday prior to the board meeting and the board will review that session's results in September.



- The PR Committee reported that distribution of the RVers Guide thru the interstate rest areas, the Florida Turnpike and Pilot Flying J stores remains strong. So much so that extra magazines will need to be printed this year to keep the racks full. They also reported good click-thru rates on the ads on the FRVTA.org website. Deanna Pearce will sell ads in the RVers Guide and the SuperShow Directory again this year. FRVTA's social media continues to grow with new content being added regularly. The FRVTA public service announcement campaign with the Florida Outdoor Advertising Association will start up again in the fall with the messages focusing on the FRVTA app and industry recruitment.
- The Education Committee continues to work on the new RV Industry website with a launch sometime this fall. Veronica will attend the After Market Convention to obtain industry feedback. She will also begin to visit dealership more to reestablish contacts.
- The Finance Committee reported the Association to be in very good financial condition with the SuperShow still being the number one revenue producer. There are numerous areas that are trending behind the prior year and almost all those areas can be attributed to COVID-related issues. Eric Swenson from Smith Barney reviewed the FRVTA investments and where he feels the economy is headed.
- The Political Committee continues to work closely with Marc Dunbar to make sure there is no legislation on the horizon that could negatively affect the RV Industry. This will be a big election year since every 10 years district lines are re-drawn to reflect the census results. This is also the year we elect the governor and cabinet. Very important that the PAC Fund remains strong.

- The Membership Committee has re-printed the brochure and poster that explains all the benefits of FRVTA membership. Anyone with any ideas on discount programs the Association can offer should contact the State Office.
- Ejola Cook is now running and updating the FRVTA Dealer Knowledgebase. Members can contact her with any issues they are having with the State of Florida and she will research it and get back with them.
- Executive Director Dave Kelly updated the board on the recent RVIA Committee week held in Washington last month. He stressed the importance of serving on the Go RVing Committee as it shows support for the entire industry. Dave also talked about visiting Capitol Hill and visiting Florida legislators about issues concerning the RV Industry.
- Lesa Colvin was recognized for celebrating her 35 years with FRVTA. She was given a beautiful orchid (she has one of the best orchid collections!) and gift cards as a thanks from the board.
- This year's convention theme will be "RV Fiesta – Live, Laugh, Learn." The convention will be held at the Marriott Sawgrass Resort & Spa in Ponte Vedra, September 8-11. More information will follow.



Convention Sponsorships Available!

Looking for increased visibility, recognition and sales for your product or service?

Reach an affluent and targeted audience of RV Dealers, Manufacturers, Suppliers and others at FRVTA's upcoming 41th Annual State Convention.

For only a few dollars (based on the total number of targeted attendees), your business will be able to deliver its sales message to potential customers over a three-day period.

A variety of sponsorship opportunities are available, including prize donations for the Silent Auction and the Game Show Luncheon. Anyone can send promotional items with a minimum quantity of 250. These are added to all attendee bags given at registration. Send to our office no later than August 25.

Need something more? Your business can benefit from the staging of an informational table display.

For more information on the sponsorship that best fits your business' needs, contact Dave Kelly at the State Office, (813) 741-0488.





TRAINING NEWS • by Veronica Helms, Training Director

Workshops Over, but DLN Still Available

July closed out our “Aftermarket Supplier” workshops. The workshop program ran from April through July and we offered hands-on training with the following supplier companies: Demco, Blue Ox, Lithium

Battery Power and Lippert training.

Due to the overall demands for service technicians, we had to reduce and/or cancel the number of classes. Lippert ended our season for classroom education by covering Schwintek In-Wall Slide Outs and Furrion A/C.

We encourage all Florida-based RV technician members and non-members to attend the classroom training. Many of our vendors offer a hands-on approach to ensure you walk away with the skills needed to properly repair and troubleshoot customer issues.

Benefits of training: learn product tips to improve your repair cycle time; understand which parts are obsolete; know how to find the replacement; learn how to professionally install the components. In addition, our technicians share common issues with installations and “best practices” to fix the problems based on their experience with the components.



Our RV Distance Learning Network (DLN) has also moved to a new website (www.RVDLN.org). Our “legacy” Service Program videos are available online as resources for technicians, including our 10 Manufacturer courses and our LP Gas – Florida courses. If you are interested in becoming a Level 1 and Level 2 RV technician, I can help you with the industry’s new certification program through www.RVTI.org.

We’ve improved our learning network by creating a resource tool to help all RV employees. RV consumers demand knowledgeable employees in all facets of the RV business. The industry knows how vital customer satisfaction is to sustaining industry quality and growth.

Thus, the overall goal of the DLN is to maintain its basic core philosophy of leading and educating the most important part of any business – PEOPLE. The website resource supports current learning initiatives and helps manage “speed to competency.” We aligned our education year with the FRVTA annual membership period, which means our members will have access to the new RV Distance Learning

Network from October 1 – September 30. If you have any questions regarding training, email me directly at Veronica@frvta.org.

RVDA Board Approves RECT Initiatives, \$4.1 FY23 Budget

The RVDA Board of Directors approved several programs to support the industry’s Repair Event Cycle Time (RECT) initiative during its Washington, DC meeting earlier this summer.

RVDA is forming dealer task forces to provide feedback on RECT reporting features that are provided by Dealer Management Software (DMS) providers. RECT reporting provides information that can help dealers identify and remove bottlenecks in their service and parts departments.



To improve service management efficiency and RECT performance, the Mike Molino RV Learning Center is also preparing to add an online parts training program to complement service writer/advisor training that is currently available. The program is entering a pilot phase and is scheduled for launch in the 3rd quarter of 2022.

Support for RECT programs as well as new advocacy initiatives designed to implement the RV Industry’s model franchise law and protect dealers’ ability to offer F&I products are part of the board-approved \$4.1 million fiscal year 2023 consolidated budget for RVDA, the RV Learning Center, and the association’s for-profit subsidiary, the RV Assistance Corp.

The board also clarified that employees of regular members who work at branch dealership locations may serve on the RVDA Board of Delegates. State delegate elections will be held prior to the RVDA Annual Meeting in November. The Board of Delegates and Board will meet on November 7 at Caesars Palace in Las Vegas in conjunction with the RV Dealers Convention/Expo.–RVDA



DEALER DETAILS • by EJOLA COOK, J.D.

Five Months Until the Safe Guard Rules Change—Are You Ready?

This December, the FTC Safe Guards Rule will go through one its largest shifts in recent history. Now, if you store 5,000 or more customers' private information, you will be required to make some substantial changes to your processes.

Those dealerships that now house more than 5,000 records will be required to designate a "Qualified Individual." The rule applies to all dealerships that engage in the lending and insuring process.

Previously, dealerships were required to have a Chief Security Officer to oversee the compliance program. Now the FTC will require dealerships to have a trained and certified Qualified Individual accountable for the implementation and reporting of the company's compliance program.

The Qualified Individual may be an employee, an affiliate or a service provider. However, if the person is not an employee, the dealership must still have a senior member be responsible for the oversight of that third party.

This is a major change since simply having a written procedure before was sufficient. Now, dealerships will be required to actually have reporting systems in place to test and monitor the controls. There must be a log of activity for the authorized user and a system in place to detect unauthorized access.

The dealership must describe the identified risks for maintaining the confidential information, and how those risks shall be mitigated or addressed. The Qualified Individual must also issue annual status reports to be provided to the dealership's leadership. This could either be reported to the Board of Directors, Chief Executive Officer or owners.

Additionally, dealerships will need heightened security protocols to secure customers' confidential information. This includes access controls to such information, encryption of

the information when sent and multifactor authentication.

Starting to get a little overwhelmed? For smaller dealerships that may not have focused on security in the past, but still house 5,000 customers information (think if you have been in business for a number of years how quickly that adds up!), now is the time to begin asking questions as to what written systems you currently have in place.

Are your security protocols in writing? Who is responsible to implement them and do you have a reporting system in place when there is an issue? Depending on the size of your dealership, you may designate a current employee to be trained and certified, or you may choose to hire someone specifically for this new role.

Good resources to work with are those who handle your cyber security. If you do not already have one, there are a number of outside providers that can assist in developing the necessary programs, reporting and systems for your company. Now is the time to begin preparing for these changes that take place this coming December 9. This date will quickly come upon us and you do not want to be left without your plan in place.

Each month going forward I will break down one of the required reporting requirements, or review the requirements for each process with suggestions for implementation. However, your best bet is to invest in a company or contractor to help you set up the process correctly so you simply need to maintain the program as designed.

Ejola Cook, J.D. is the Managing Member of ECook Consulting LLC. Her boutique firm offers full service legal representation in the matters of business, automotive and equine, as well as compliance consulting and training. Ejola is credentialed by the Association of Finance and Insurance Professionals (AFIP) and has lectured nationally on legal and compliance matters affecting the automotive market. She can be reached at Ejola@ecookconsulting.com or by phone, (954) 990-3622.

2022 Dealer Satisfaction (DSI) Survey Underway

RVDA launched the 2022 Dealer Satisfaction Index (DSI) survey this week. This DSI is a confidential survey measuring the level of satisfaction with the RV manufacturers whose brands your dealership carries.

To access the survey, please go to <https://www.surveymonkey.com/r/DSI-2022>.

When rating their brands/manufacturers, RVDA asks dealers to express their level of satisfaction on four core issues:

- RELIABILITY/QUALITY • PARTS • WARRANTY • SALES

Your individual responses are strictly confidential. All responses are tabulated by an independent research company and only aggregate numbers are released.

This is the 28th year RVDA has conducted the DSI survey and is one of the tools the association uses to improve dealer-manufacturer relations. U.S. and Canadian dealers will have until Sept. 9 to rate the manufacturers/ brands whose products they sell.

If you have any questions, please contact RVDA Jeff Kurowski at jkurowski@rvda.org or by direct line phone at 1-703-364-5529.—RVDA



MEMBER SPOTLIGHT

Gerzeny Sons Continue the Tradition of Personalized Customer Care

Gerzeny's RV World traces its roots back to 1977 when Ruben Gerzeny, a Volkswagen dealer, moved from Cleveland, Ohio, to Nokomis. He started a used car lot, Venice-Nokomis Auto World.

"In 1985, my father took on our first RV line, which was Coachman," recalls Matt Gerzeny, who is an owner along with his brothers, Steve and David. "They had three or four RVs and a total of probably 10 employees. In 1988, we were up to 13 or 14 employees. That year, I started in sales at the business and a few years later started in management."

Today, the business has about 200 employees distributed among retail lots in Nokomis, Bradenton, Lakeland and Fort Myers, as well as at Coach House, an RV manufacturing company in Venice that was started by Ruben, Steve and David. "I run the retail dealerships," says Matt, "and my brothers are on the manufacturing side of it. Ruben retired about four years ago but is still active in the business, but he always says, 'I left it to you boys to run.' He did his part – that's for sure."

Although Gerzeny's RV World continues to be successful, Matt acknowledges that family-owned RV businesses struggle to compete against corporate RV giants. Though he used to worry about that competition, his thinking changed. "I've realized that people want that family touch. They want to feel like the person they're dealing with cares about their needs and wants, and cares about their issues when they have them. I think that's what really sets us apart in 2022."

"Ruben always told us, 'Treat people how you would like to be treated.' That's one of the reasons we have employees who've been with us for 25-plus years, and that same philosophy goes for our customers. If they're right, you give it to them. If they're wrong, you give it to them anyway. If they're completely unreasonable, you sit down and discuss it. We're definitely a Christian family and we believe that people should be treated right."

While thriving in a highly competitive industry is among Matt's biggest challenges, he says another challenge is one Ruben didn't have to face. "It's extremely tough to find dedicated employees among the younger

generation. We're a drug-free workplace and that's not compatible with some applicants. We run background checks, which eliminate a lot of applicants. But when we do get new employees and they become part of our family, this is a place where they can hang their hat and retire from if they so choose it."

Matt says the FRVTA has been "helpful in every aspect of our business. Lance Wilson, Dave Kelly, Jack Carver, Lesa Colvin and Patty Flanagan – I've known them since I first got into the RV business, and I've had a really great rapport and friendship with them. If we need help, they respond efficiently and quickly. When we're at shows,

they help us. They've really been instrumental in promoting the RV lifestyle and promoting the whole impact of a dealer's participation. When Lance said he's retiring, I told him we're all going to hogtie him," Matt says with a chuckle.

Gerzeny's RV World is active in the communities it serves, assisting the American Cancer Society and other charities with events by displaying RVs, which draws curious people to see what the RV Lifestyle is all about. The business also loans RVs to a lot of these events – without any signage – and the event organizers use them for offices.

Matt is optimistic about the continuing demand for RVs, but acknowledges that he sometimes has to overcome consumers' misconceptions about the lifestyle.

"Couples say, 'Well, we have to wait until we retire.' Well, I'm not retired and my wife and I still take time to spend in an RV. We'll go out to the causeway down at Sanibel and just park an RV there, enjoy the water, let the dogs play and come home for the day. That's the beauty of an RV."

As the next generation of consumers enters the RV Lifestyle, there will be another generation of the Gerzeny family to sell them units and service them, too. "We have several nephews that are active in the business, so the third generation is well represented. One nephew is the plant manager at Coach House and a couple others are in sales here at RV World," Matt reports, "and then I have a cousin who is a service manager. The idea certainly is to bring in the next generation and keep the Gerzeny name ongoing."



L to R: Steve, Matt, Ruben and Dave Gerzeny

RV Shipment Forecast Expects 2022 to be Second Best Year on Record... May Shipments Best Ever

RV wholesale shipments are projected to top 549,000 units by year-end 2022, according to the Summer 2022 issue of RV RoadSigns, the quarterly forecast prepared by ITR Economics for the RV Industry Association.

“Our latest RV shipment forecast shows that dealer inventories have normalized at a slightly faster rate than expected due to RV manufacturers and suppliers working to get units built and to dealer lots ahead of the summer travel season,” said RV Industry Association President & CEO Craig Kirby. “This means we are on track to reach the second-best year for RV shipments, maintaining our industry’s 40-plus years of long-term growth.”



The new forecast projects 2022 RV shipments to range between 537,800 and 561,900 units with a most likely year-end total of 549,900 units. This is an -8.4% decline from the 600,240 shipped in 2021. Despite the headwinds of high inflation, rising interest rates, high prices at the pump and waning macroeconomic momentum, the forecast shows income is trending well above the long-term trend as workers enjoy an advantage in the exceptionally tight labor market, all of which bodes well for shipments. Income trends, prior savings and low debt-to-income ratios for consumers are all positives for the RV Industry.

The latest manufacturer unit shipping data shows that May was the best on record with 50,529 units shipped for an increase of 2.6% when compared to the 49,241 units shipped during May 2021. Through May, RV shipments are up 11.8% compared to the same point last year with 279,038 wholesale shipments.

Towable RVs, led by conventional travel trailers, ended the month up 2.6% against last May with 45,608 shipments. Motorhomes finished the month up 3.2% compared to the same month last year with 4,921 units.

Park Model RVs ended May up 35.2% compared to May 2021 with 411 wholesale shipments. To date, park model RVs are down (-0.8%) with 1,864 shipments. —RVIA

RVDA | RV DEALERS CONVENTION/EXPO

Exhibitor Information Now Available

The National RV Dealers Association (RVDA) has released exhibitor information for companies interested in participating in the 2022 RV Dealers Convention/Expo live event at Caesars Palace in Las Vegas, Nov. 7-11, 2022.

Prospective vendors can reserve exhibit space for the live event, which also includes virtual booth space that will remain online through January 31, 2023. The RV Dealers Convention/Expo is an opportunity for companies to connect with the top RV Dealers in the U.S. and Canada.

Vendors can also host popular live and virtual Vendor Training +Plus (VTP) sessions. VTP sessions offer companies the opportunity to present their own content and provide attendees with in-depth product or service information, educational demos, or case studies, for an additional charge.

Besides promotional and networking opportunities available throughout the week at Caesars Palace, a virtual booth component offers an affordable way for exhibitors to digitally connect with RV Dealers. The flexible design includes video, email, appointment scheduling and live chat, and offers brochures and other promotional materials for direct download. Exhibiting companies will be searchable by company name, product/service category and keywords.

For more information on exhibiting, visit the Convention/Expo website, [click here](#). View the event’s exhibitor prospectus, [here](#). Additional sponsorships and partnerships for the event are available for companies looking to connect with dealers and showcase their brand. For more information contact Julie Newhouse at jnewhouse@rvda.org. —RVDA

Northeast Florida Gets Additional Area Code

The Florida Public Service Commission recently approved creation of an additional area code for Northeast Florida due to the increased use of cell phones and other devices that continue to use numbers. The “904” area code is projected to run out of numbers in 2024. Changes will be carried out over a 13-month period

“Northeast Florida continues to grow at a resounding pace,” Public Service Commission Chairman Andrew Fay said. “With popularity comes the need to meet the demand for new and additional phone lines, so a new area code will replenish the supply of numbers to this area.”

The plan involves what is known in the telecommunications industry as an “overlay.” This involves adding an area code to the same territory currently covered by the 904 area code. New customers will receive the new code, while existing customers will keep their numbers, though 10-digit local dialing will be required. The three digits of the new area code have not been announced. — news reports

NEW MEMBERS

A.A.N.R. – American Association of Nude Recreation

BG Parkes
1703 N Main St, Ste E
Kissimmee, FL 34744-3313
PH: 800-879-6833
Website: www.aanr.com
Email: acctrec1@aanr.com
Campground, Region 4

BLACKWELL'S SPEED & SPORT CONSULTING

Michael "Lee" Blackwell
Brooksville, FL 34601-6623
PH: 727-423-0455
Website: www.thehubsaver.com
Email: lblackwellpm2013@gmail.com
Supplier, Region 3

BRINKLEY RV, LLC

Megan Bailey
67923 Industrial Dr, Bldg 6
New Paris, IN 46553-9634
PH: none at this time
Website: www.brinkleyrv.com
Email: info@brinkleyrv.com
Manufacturer, Region 10

NSA RV PRODUCTS

Tod Westervelt
445 W Lincoln Rd
Iola, KS 66749-2263
PH: 620-365-7714
Website: www.readybrake.com
Email: tod@nsarvproducts.com
Supplier, Region 10

PALM BAY PARK, LLC

Mike or Jennifer DeFazio
Palm Bay, FL 32905-2729
PH: 904-347-1095
Email: PalmBayPark@gmail.com
Campground, 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.



FRVTA Adds 10 New Students to Scholarship

At its July meeting, the Florida RV Trade Association (FRVTA) Board of Directors added 10 new students to the FRVTA Scholarship. This brings the total number of students on the scholarship program to 25 full-time and three part-time students.

The FRVTA Scholarship began in the fall of 1990 and since that time more than 200 students have received an undergraduate degree with the aid of the scholarship. The scholarship pays students \$1,000 per semester or up to \$2,000 per year for a total of \$8,000 per student. Students must attend an in-state college and must maintain a 3.0 grade point average.

"Every year we get a lot of qualified applicants," said Traeanne Reynolds, chairman of the FRVTA Scholarship Committee. "I wish we could give them all scholarships, but I'm very pleased with the applicants we've chosen. We base the scholarship not only on academic achievement, but upon financial need and extracurricular activities. I feel this is one of the most important membership benefits our Association offers."

Students currently on the FRVTA Scholarship are: Emily Lawrence, Rachel Hoff, Ethan Vest, Ethan Leon, Morgan Jones, Austin Leon, Blake Baldwin, Ashely Wagner, Taylor Wright, Dylan Seissiger, Bryhana King, Jake Tischler, Nate Schreyer, Graden Wilderman, Mary Steele, Victoria Reed-Corey, Rhian Holliday, Grace Brendel, Christian Cruise, Maxwell Harris, Kenneth Keeler, Sarah Kelly, Alisa Schmidt, Ana Smalling, Gadiel Valentin, Megan Bettley, Kilian Ramer and Savannah Riddle.

MEETING DATES



Region 1 • NO MEETING • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda

Region 2 • August 10 • Duffy's Sports Grill • 11588 US-1 • North Palm Beach

Region 3 • August 9 • Florida State Fairgrounds • 5025 Orient Road • Tampa

Region 4 • August 17 • ZOOM Meeting

Region 5 • NO MEETING

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

Region 7 • August 23 • Braised Onion • 754 NE 25th Ave • Ocala

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

ADVERTISING Opportunities

Watch your email for the
2023 MEDIA KIT
with Rates, Distribution,
Deadlines and Ad Specifications

Reach your audience by advertising in the
ONLY RV-dedicated publications in Florida!



RVer's GUIDE TO FLORIDA

FRVTA's annual membership directory showcases 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.

Advertising members who purchase a two page spread or a full-page ad will have a FREE logo added to their member listing. Advertisers purchasing smaller ads can have their logo listed as well for a nominal fee which increases visibility while providing consumers with your logo recognition. The publication is available to consumers at regional RV Shows, Member businesses and mail, email or website request plus "rack" locations statewide.

Circulation: 120,000+ Total Audience: 240,000+

Source - publisher's estimate

Interstate distribution of the RVer's Guide to Florida currently includes twenty-four (24) racks at Rest Area locations on I-10, I-75, I-95 and I-4. Three (3) Official Visit Florida Welcome Centers, six (6) Turnpike Service Plaza locations, two (2) Tourist Information Centers. In addition, FRVTA has (26) racks located in Pilot Travel Center locations in Florida and South Georgia.



OFFICIAL RV SUPERSHOW PROGRAM

Celebrating its 38th year and considered the greatest RV Show in the country. The publication is filled with everything the consumer attending the show would need. The SuperShow Program also includes editorial on "points of interest" throughout the state making the publication "A Year-Round Keeper" magazine. Get your message in the hands of thousands of qualified RV buyers during this five day show!

Circulation: 35,000+

(at all show entrances)

Total Audience: 75,000+

Source - publisher's estimate



**SOCIAL FOLLOWING:
15,000+**

WEB & SOCIAL MEDIA

FRVTA's website has been designed for the consumer looking for information on upcoming RV Shows and the Florida RV Lifestyle. The site also features our members by region, points of interest and stories related to Florida for the RV consumer.

Members who advertise in the publications can advertise on the website for a discounted rate. Tile advertising is offered on the Home, SuperShow, RV Shows and Blog pages. The cost ranges from \$250 to \$850, depending on the contract term.

**Avg. Unique Monthly Users: 24,949
Avg. Monthly Page Views: 71,601**

Source - Google Analytics, 3/31/2022



FRVTA.org

For additional information or to reserve your advertising space, contact Deanna Pearce directly at (863) 318-0193 or by email at dlpearce7@gmail.com