



Convention Attendees Greet the '20s with Huge Roar of Success

The Florida RV Trade Association's 40th Annual State Convention fueled roaring optimism that the industry will continue to thrive into the '20s as the growing RV lifestyle and booming sales leads to the long-anticipated industry growth.



Over 225 attendees enjoyed the tropical settings found in the outstanding Wyndham Grand Orlando Resort Bonnet Creek near the Disney entertainment complex, September 9-12. The varied educational offerings coupled with an extraordinary amount of fun activities, enhanced the camaraderie that is the hallmark of FRVTA's annual conclaves.

The confab represented the first time the statewide membership has come together following consecutive convention cancellations in 2019 from Hurricane Dorian and then again in 2020 due to the COVID-19 pandemic.

FRVTA Executive Director Dave Kelly, coming off his first year following the retirement of longtime executive director and Hall of Famer Lance Wilson, stressed that although there was palpable excitement among attendees as they finally gathered together, staff designed the convention to provide the needed educational tools and expertise so members could properly handle the business increase.

"While attendees certainly do have fun, the convention provides members a unique opportunity to network, learn a variety of new and interesting business statistics and tactics, all while enjoying themselves in a luxurious setting," he said. "We provide opportunities for everybody to get together and network, and then offer members the education and insights they need to ensure their business is set to meet the challenges in the coming year."

Dave emphasized that whether selling RVs or the specialized services and extras many of today's RVers demand, every FRVTA member should have attended since the information presented was crucial to continued success.

This year's convention theme was "Roaring into the RV Future" and showcased a variety of '20s themed events and displays. Attendees were treated to an exceptional canvas bag that held a variety of giveaways from this and last year's canceled convention. Items included t-shirts, a blue-tooth music speaker, cooling cloth and a variety of pens, hand sanitizers and other goodies. Thank you to all welcome sponsors, including Brown & Brown Insurance and New Frontier Products, for making this a spiffy convention introduction!

Opening Thursday evening with the "Puttin' on the Ritz" Welcoming Reception, sponsored by Grand Design RV, NTPStag, Airstream and Thor Motorcoach, members enjoyed an expansive appetizer buffet while sipping their favorite adult beverage. A bingo-type game that featured unusual trivia questions prompted members to meet and greet others as they sought to complete their cards. And, yes I am a twin and stayed in a cabin!



The FRVTA Executive Officers and the State Staff Thank You for attending the 40th Annual FRVTA State Convention

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PRESIDENT'S MESSAGE...

October is here and I certainly am ready for the cooler weather to start. But, since I live and work in South Florida, I'm sure I'll have to wait a bit longer.

October is a great month for me because it's my birthday month. However, this year I am turning the big "50," so not sure how excited I am for that! I just wanted to let everybody know it was coming up in case anyone wants to send me a pound of 100-dollar bills. Just saying...

I also love Halloween and the excitement it brings along with pumpkin spice. My kids are getting older, but still love to dress up. In our neighborhood, we have a street that does it right. Most houses are decorated to impress, candy flows freely to the kids and they even have drinks for the adults. Fun is had by all and the sugar coma lasts for about a week or until I confiscate the loot.

So all know, the recent FRVTA convention was a huge success on many levels. It was our first convention in three years, and with COVID still lurking around it was great to see so many people having fun and networking to better the industry and their business.

The Wyndham Grand Bonnet Creek was an amazing resort. It had multiple pools with slides, putt-putt golf course, and a huge lake with the biggest Koi fish I have ever seen. The staff was super friendly and several members commented to me how nice the staff was. We also had a great view of the nightly fireworks from Disney, which were spectacular. The breakfast buffet was nothing short of a feast. I found the omelets to be quite good and my kids had no complaints.

Of course, we could not have held our convention without the support of our sponsors and I want to give a huge shout out to them. They were responsible for the convention bags, entertainment, golf, hospitality suite, breakfast, dinner and lunch—am I missing anything? All these sponsors deserve our thanks and gratitude. I have asked Dave to include a list in this issue so you know whom to thank.

Thankfully, Saturday night of the convention was a huge success with the PAC Fund silent auction and raffle raking in over \$20,000! I do not usually wear a jacket, but I love to don the blue as a member of the board. It is truly an honor to wear and it's surely better than the former white ones.

I also want to thank the membership for my re-election. I look forward to another year as your state president and, as always, my door is open for anything you may need.

BRIAN COPLEY
FRVTA State President



FRVTA ANNUAL CONVENTION

CONTINUED FROM PAGE 1



Afterwards, members made their way to the *“Speakeasy” hospitality room* sponsored by Wells Fargo Commercial Distribution Finance, which welcomed all local gangsters and their molls along with other assorted characters seeking refreshment. That bathtub gin sure was tasty!

FRIDAY MORNING SESSION

Following a full breakfast buffet, sponsored by Land N’ Sea, Executive Director Kelly officially opened the 40th Annual FRVTA Convention beginning with the session’s first *“Be On Time.”* Congratulations to Matt Gerzeny of Gerzeny’s RV World, Leah Nelson of Optima RV who both won \$50, and to Brian Squillace from Great Time RVs who won \$100. A lucky way to start the convention!

Dave then welcomed all attendees while acknowledging those first-time conventioners. He gave a heartfelt “Thank You” to all sponsor’s gracious participation and donation, saying, “They make it all possible.”

He then asked for a moment of silence to recognize all active duty military personnel and to remember the anniversary of the 9-11 terrorism attacks that occurred 20 years ago. Many in attendance just couldn’t believe that tragedy took place so many years ago.

Afterwards, the crowd cited the Pledge of Allegiance as the national anthem played. Under normal circumstances, a local honor color guard made a special appearance, but the continuing pandemic precluded that ceremony.

At that time, staff members entered the meeting hall carrying what appeared to be booze as a Key Stone Kop followed and arrested several of the ladies as he searched for jugs—but not those jugs! It was all in good fun as Dave paid tribute to the hard working FRVTA staff members for their outstanding efforts on the convention as well as their year-round work that makes the FRVTA the envy of trade associations throughout the nation.

Afterwards, while asking attendees for any program suggestions, he invited FRVTA State President Brian Copley and FRVTA State Chairman Rob Cochran to the podium to assist in honoring convention sponsors as they presented

appreciation plaques to all sponsors in recognition of their valued support. Thank you!

Dave also recognized Bob Parish of Wells Fargo on his recent induction to the RV/MH Hall of Fame this past August. His longtime service to the RV Industry was fully recognized and an honor well deserved.

Before introducing the convention’s keynote speaker, Dave parted with some sage advice he obviously learned from experience, including never take a sleeping pill and laxative on the same night! Good thinking!!

Jeff Havens, the convention’s keynote speaker, stressed that the “Us versus Them” in the generational age differences is really counter to what is actually happening in the workplace. While many believe there are between four to five generations in the workplace, for example Boomers, Millennials or Generation Xers, Jeff believes there are only two—young people (less experienced) and older people (more experienced)—and we need to figure out and conquer stereotypes. “We don’t reinvent a new person every 15 years, so we are ultimately all on the same plain,” he explained. Jeff stressed that not all new ideas are good and that not all new ideas are bad, but that advancement is a process that never stops. “Oldsters also need to remember that loyalty is earned and not assumed, while young workers need to feel welcomed and needed,” Jeff

emphasized. So, no matter the generation, no one knows everything there is to know, he ended.

Following a brief break, RVDA President Phil Ingrassia, addressed the convention, by saying he didn’t believe the industry’s current sales explosion was experiencing a COVID “bump,” but rather was the result of several trends and factors driving growth, including the ability to be outdoors as well as RV manufacturer innovations. He pointed to estimates that show approximately 550,000 units being produced in 2021 with a slight drop of 520,000 to 530,000 units in 2022. “Retail demand is there, but inventory levels for both motorized and towable units are too low at this time to meet demand,” he explained. Based on this, he anticipated a deeper dealer re-stock coming probably in 2023.

Phil cautioned that a looming industry challenge is the need to service all these new units being sold, especially since many buyers are used to warranty service based on their car buying experience. “A stream-like warranty process needs to occur along with product quality



FRVTA ANNUAL CONVENTION

CONTINUED FROM PAGE 3



improvement,” he said. To help this, he reminded members that service advisors are key to the customer’s good dealership experience, and that the RV Learning Center and FRVTA’s online Distance Learning Network (DLN) offer online courses to boost productivity and efficiency for increased overall customer satisfaction.

Phil also touched on RVDA and RVIA joint efforts to fix the Travel Trailer and Camper Parity Tax issue as well as efforts with the Voluntary Protection Products Coalition to make sure consumers obtain the proper F&I products without bureaucratic overreach. He also praised Go RVing’s new “Go on a Real Vacation” marketing promotion. Finally, Phil invited dealers to attend RVDA’s upcoming Las Vegas Convention and Expo that is still scheduled despite any COVID concerns.



RVIA Vice President of Government Affairs Jay Landers spoke next. He informed attendees on RVIA and RVDA involvement with the Outdoor Recreation Roundtable. Made up of 34 organizations, the roundtable has for years included many “green” organizations that are well funded and well organized. He said that now that the RV Industry is a \$788 billion “juggernaut,” both member organizations carry a much bigger voice, and that campgrounds in national parks are already seeing much needed improvements to expand and modernize.

Jay also said the RVIA Board realizes the need for closer relations with the campground industry and has initiated a study of federal, state, local and private campgrounds to determine the number of available sites, amenities offered and locations. This is all part of RVIA’s initiative to help direct proposed infrastructure spending to improve campgrounds and their access. “Our industry features a ‘three-legged stool’ of RV manufacturers, dealers and campgrounds—we all work together to be successful,” he said.



Jay also touched on the potential of electric RVs as the current administration pushes car manufacturers to develop electric vehicles. “In fact, Thor recently hired a new ‘chief innovative officer’ as part of their EV development,” he informed. Jay did mention that supply chain issues are still affecting the industry with shipping container costs, port overcrowding, railroad and rail yard congestion, work force issues, and even the weather all affecting the industry. “Government can’t fix these problems fast enough,” he ended. “Higher wages may help solve this by getting people back to work.”

FRVTA Legislative Counsel Marc Dunbar next hosted the annual “Legislative and Political Round Table” discussion at the FRVTA State Convention. The longtime consultant also represents the Florida-Alabama ARVC and is in a unique position to present a unified voice for Florida’s RV Industry in Tallahassee. Jen Ungru, chair of the Governmental Affairs Practice for the Dean Mead law firm, moderated this year’s panel of three Florida state representatives (Reps. Fetterhoff, Plasencia and Boltran) and one Florida state senator (Sen. Burgers). All participants are familiar with the RV Industry and several are active RVers. They informed attendees on a variety of political topics relevant to the Sunshine State, including the upcoming re-districting mandated by the recent U.S. census, RVing during the annual legislative session, rules concerning propane gas training, Florida state revenue issues, potential 2022 election issues and any ballot recounts. A brief question and answer session followed.



Dave then dismissed the membership to enjoy a variety of afternoon “*Fun in the Sun*” activities, including the “*Fox Trot*” golf outing, sponsored by Bank of the West, and the “*Art Deco*” Sip and Paint activity, sponsored by Jayco. Many opted to enjoy the resort’s several outstanding pools in the immediate complex or adjacent facilities.

FRIDAY EVENING COSTUME PARTY

Of course, no matter what afternoon activity was selected, everyone looked forward to the annual costume/dinner party. The 1920s themed “*The Great Gatsby*” costume party saw a variety of costumes straight out of 100 years ago, including gangsters, paperboys, flappers and bathing beauties. Members made their way through a gauntlet of gambling events at which “21,” roulette and craps could be enjoyed while swilling their favorite bathtub gin, easy-made vodka, sugarcane rum and any other giggle juice available.

The evening was enjoyed with good food, lots of adult beverages, music and dancing, souvenir photos and costume contests for the kids, women and men.



continued on page 5

FRVTA CONVENTION

CONTINUED FROM PAGE 4



Thanks also to NTPStag who sponsored the DJ/Music, FRVTA Region 6 for the delicious buffet, Williams & Stazzone for the costume contests, Keller Marine for the souvenir photos and the cocktails by M&T Bank. A fun time was had by all!

Of course, once the party ended, attendees roared to the “Speakeasy” hospitality room to tip a few more while enjoying camaraderie into the night!

SATURDAY MORNING SESSIONS

Bright and early, conventioners enjoyed another breakfast buffet sponsored by Newmar in time for Dave to greet the many bleary-eyed attendees. It was now time to avoid the glitz and turn attention towards seeking new ways to enhance the “roar” via the convention’s many educational sessions.

Congratulations to Scott Franzen of LaMesa RV and to Andy Arevarlo of Al’s TV, both of whom won a \$50 “Be on Time” award. Also, to Matt “Lucky” Gerzeny of Gerzeny’s RV World who won another “Be on Time,” this one for \$100. That’s something to “roar” about!

Before the education sessions began, however, elections took place for the FRVTA State Executive Committee. Dave reviewed the qualifications needed for statewide office then called for nominations from the floor for each open position. He then called for and closed nominations. Elected via acclamation were Chairman Rob Cochran; President Brian Copley; Vice President Joey Schneider; Treasurer Ken Loyd; and Secretary Sean Thompson. Congratulations to the new 2021-2022 FRVTA Executive Board!

Breakout sessions this year included a variety of topics conventioners could choose from, including Allen Monello from the Automotive Industry Center for Excellence (AICE) who discussed “Regulations Have Your Overwhelmed?”; Scott Stropkai from Statistical Surveys, Inc. who outlined both national and Florida’s RV Industry retail sales trends; Sara Ryan of Athena’s Armory Inc. who detailed “Travel, Safety and Security”; Traeanne Reynolds who presented “Surviving the Digital Jungle”; Bobby Cornwall, Jennifer Germain Johnson and Stephen Hudson updated attendees on “Florida’s Campground Industry”; and Sharon Lee from RVTI who stood in for FRVTA Training Director Veronica Helms and spoke on “Embracing a Workplace Learning Culture.”

SATURDAY LUNCHEON

All that education and thought-provoking discussions made for a much needed lunch break. That’s when attendees roared the Packard and raced toward the *“Moonshiners Run” Luncheon and Game Show*, sponsored by Forest River. Featuring our own Dave “Rum Runner” Kelly he proceeded to discombobulate attendees with a variety of ‘20s trivia while guests enjoyed a delicious chicken breast repast.

In between stumping the audience, attendees were randomly selected and challenged to a variety of fun games such as moving cans with spaghetti strands, eating a cookie from your forehead, stacking cans with a ruler, tower building via balancing cups and imitating the famous “Tarzan” yell while wearing muscle shirts and loin cloths. Needless to say, the entire event was loads of fun.

Dave then went on to thank and recognize all regional officers who volunteered their time to make the FRVTA such an outstanding Association. He then adjourned the luncheon with a short informational meeting for new region officers

SATURDAY EVENING BANQUET

At 6:30 p.m. the membership reassembled, enjoying the cocktail hour prelude, sponsored by Fantasy RV Tour, that allowed guests to relive the weekend’s events as well as have formal keepsake photos taken as a memory of this annual get-together.

Of course, the cocktail reception was adjacent to the Silent Auction allowing guests to gather and survey the huge selection of outstanding items, including trips, cameras, sunglasses, watches, computer-related add-ons, apparel and much more. All money raised benefitted the FRVTA PAC Fund. This year, rather than write bids down, all were taken online via cell phone, something different from the 1920s and moving into the 2020s!

Upon entering the banquet hall for the *“Bootleggers Ball” Awards Banquet*, sponsored by Bank of America Merrill Lynch, Fantasy RV Tours and Forest River, members were greeted with the five-piece band “Bay Kings” playing a variety of easy listening light jazz, perfect for dinnertime conversation.

Dave took the podium, welcoming all to the convention’s final dinner. He asked for a moment of silence to remember our military service men and women who protect our great

continued on page 6



FRVTA CONVENTION

CONTINUED FROM PAGE 5



country and to remember the 9-11 anniversary. Brad Green of New Frontier then gave the invocation to start the dinner off right by recognizing the FRVTA Staff and thanking God for all His blessings. Afterwards, guests enjoyed a delicious filet and crab cake dinner. Birthday Boy Everett Henkel III of RV Kountry also celebrated his 41st birthday—Happy Happy!

Following the auction money tally, FRVTA Legislative Consultant took the podium and exhorted members to buy more raffle tickets to raise additional funds. Explaining that this coming election year is unusual due to every government office holder running, FRVTA board members raised additional money from overwhelmed attendees. Way to go George Grimm!



After all this, Dave then conducted the PAC Fund raffle. Congratulations to Eddie Sarter who won a \$1000 gift card and to Jack Stewart who won a Microsoft Surface Pro. Mike Stazzone won the 65-inch TV, but donated it back so Lenny Lempenau could win. Nice! Finally Brett Howard was the winner of a \$250 gas card from Fantasy RV Tours.

Dave then recognized all former FRVTA Scholarship winners present as well as congratulated all current winners in attendance. Brian also acknowledged the executive board and regional officers for their time, service and dedication to the Association.

After thanking the FRVTA Staff once again for their hard work as well as the unwavering support of his lovely wife, Jody, Dave announced the Silent Auction winners with Mike Stazzone and Brett Howard taking the Gatsby-sized haul of goodies. Thank you!



He then closed the convention by thanking all sponsors for their efforts. Guests finished their desserts, talked among themselves and danced to the wonderful band. Many gathered their auction winnings and then proceeded to the “Speakeasy” Hospitality Room where the roaring continued into the evening with card games, lots of talking and, of course, more giggle juice.

With the ending of the 40th Annual FRVTA Convention, attendees left armed with the knowledge and business firepower that was made available over these past few days. Future sales and business success over the coming months and years will happen as members put their newly-learned expertise to good use during a time of great RV Industry growth and sales.

Mark your calendars now for next year's 41st Annual FRVTA State Convention as we return together to the beautiful Sawgrass Marriott Golf Resort & Spa in Ponte Vedra Beach just south of Jacksonville, September 8-11, 2022. Go RVing!

Thank You to Our 2021 Convention Sponsors



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FRVTA Region 6
New Frontier Products



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FRVTA Region 1
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Thor Motorcoach
Williams & Stazzone Insurance

LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

Gearing up for 2022 Session



Leadership votes and last minute committee assignments are rounding out the preparations for the early Session of Florida's Legislature.

After an intense, behind-the-scenes battle with Sen. Manny Diaz Jr., Sen. Ben Albritton, a Wauchula Republican, secured the

votes necessary to take over the gavel after Sen. Kathleen Passidomo, who is set to preside over the chamber for the 2023-24 Legislative Sessions.

Senate President Wilton Simpson released his chamber's [committee assignments](#) in July. Republican Sen. Jeff Brandes is out as Senate Judiciary Committee Chair and was replaced by Republican Sen. Danny Burgess. Lee County Republican Sen. Ray Rodrigues will chair the Senate Redistricting Committee.

The first week of committee meetings will be held September 20-24. It will be followed by the weeks of October 11-15; October 18-22; November 1-5; November 15-19; and November 29-December 3.

House Speaker Chris Sprowls provided the full committee assignment lists for 39

committees and subcommittees. The list contains a few changes, including assignments to the [three redistricting committees and subcommittees](#).

Reps. Tyler Sirois and Cord Byrd are taking the helm of the Congressional Redistricting Subcommittee and State Legislative Redistricting Subcommittee. Rep. Tom Leek, a Volusia County Republican, was selected to head the full [Redistricting Committee](#) in the House. Speaker Sprowls named Rep. Erin Grall as Chair of the House Judiciary Committee.

Democratic Reps. Kamia Brown and Fentrice Driskell were added to the Appropriations Committee, replacing Reps. Bobby DuBose and Evan Jenne. DuBose and Jenne also double as Democratic Co-Leaders.

Speaker Sprowls also selected five supplemental whips, elevating members for their hard work this past session. Freshman Rep. Fiona McFarland is the new Commerce Whip, Rep. Sam Garrison is the new Health and Human Services Whip. Garrison won a unanimous vote among his freshman Republican colleagues to lead the caucus in 2026-28, setting him up to be that term's House Speaker.

As always, thank you for realizing the importance of our PAC, and certainly appreciate your strong support and continual generosity to the PAC. Your contributions ensure and solidify relationships between the Association and elected officials in the Florida Legislature.



Rep. Rene "Coach P" Plasencia, of District 50 with his family on a recent RV trip. He was a panel participant at the just held 40th Annual FRVTA State convention and is a strong supporter of Florida's RV Industry.

2021 RV Dealers Convention/Expo Set for November 8-12 in Vegas

The [2021 RV Dealers Convention/Expo](#) is set for Nov. 8-12 at Paris Las Vegas. The event is presented by RVDA – the National RV Dealers Association – RVDA of Canada, and the Mike Molino RV Learning Center. Registration rates for members is \$1199 and non-members \$1699. Spaces are still available!

Please register online at <https://reg.unityeventsolutions.com/se/rvda2021/att/>.

RVDA | RV DEALERS CONVENTION/EXPO

This year's convention/expo will be a hybrid of in-person and online meetings bringing together dealers, manufacturers and RV Industry business partners for the premier dealer education and networking event of the year. The event will also feature [RVBusiness' Top 50 Dealer reception](#).

"We will be back at Paris Las Vegas which is an ideal location for an event of our size," said RVDA President Phil Ingrassia. "Las Vegas is opening back up in stages and RVDA will provide regular updates to attendees and exhibitors in the coming weeks and months leading up to the convention/expo. We look forward to seeing everyone in person in Las Vegas."

An RVDA dealer survey conducted earlier this year indicated that nearly 70 percent of RVDA members are allowing some form of business travel. RVDA will be monitoring and adhering to all local safety guidelines that may still be in place due to the COVID-19 outbreak.

The RVDA Convention/Expo Committee and staff have worked hard to bring dealers relevant educational content with 70 educational sessions scheduled. Seminar updates are also available on the [convention website](#), Facebook, LinkedIn and Twitter.

Companies interested in partnership, sponsorship, exhibiting and Vendor Training +Plus opportunities can contact Julie Newhouse at (703) 364-5518 or send an email to jnewhouse@rvda.org.



TRAINING NEWS • by Veronica Helms, Training Director

Training Opportunities Galore!

As the industry continues to evolve and take shape, we want to arm you with information that will help make sound business decisions. Training is a critical piece of your business, so carving out time to develop your people

is the best way to improve employee retention, customer experience and brand identity.

The economy and unemployment rates took a hit in 2021 throughout the state that increased the recruiting challenges in our dealerships, service centers and mobile businesses. The Federal Pandemic Unemployment Compensation Program (FPUC) gave people who were currently on unemployment a \$300 weekly payment in addition to the state's unemployment payment, which was between \$32–\$275 weekly depending on the job.

We saw a loss in employed Floridians because, with the combined efforts of Pandemic programs and Unemployment programs, some people were making more or equivalent earnings claiming unemployment!

I want to be clear that I am not applying this to every single unemployed individual, but this was the reality for many. On June 26, 2021, Florida's Department of Economic Opportunity (DEO) announced the state was withdrawing from this program, which removed additional funds from those who received unemployment payments. The key takeaway is this: all pandemic-related federal unemployment benefits expired on September 6, 2021.

Gov. DeSantis established a reemployment strategy to get people back to work. However, back to work means our businesses must invest in their employee's growth and training. Yes, training takes planning and good leadership to make it impactful to your business. It will also challenge you to invest in people you hope will find your company culture one in which they enjoy and will remain loyal.

As you know, RV technicians are extremely hard to find because this trade is competing with the talented men and women from the automotive industry. Recreational vehicles are amazing and this lifestyle was created to establish fun family memories in our state and national parks and some of the best RV campgrounds/resorts in the nation! Our young technicians need your help understanding this stuff since many of their parents or loved ones never "glam camped" before. We no longer have time to ponder on the question "why not?" We must move into a training strategy that will keep budgets reasonable and ensure employees are learning and growing.

Starting in October through December 2021, the RV Distance Learning Network will begin updating our online videos to match the new RVTI Level 1 and Level 2 textbooks. We will keep you posted on the release of new videos once they are done with editing.

Training cannot be on the "maybe list" and the quality of training must be a priority. As a FRVTA member training is FREE with your annual membership. We support RVTI's certification program by developing training materials to help prepare technicians to sit for the Level 1 and Level 2 exams. We've trained RV technicians for over 22 years, so trust us that your team has the right resources!

RVTI CERTIFICATIONS

In 2021, RVTI discovered some issues with the Level 1 exam(s). After investing 200+ hours in feedback from technicians who took their Written and Written Performance exams, changes were quickly made and Level 1 updates were released this summer. The institute also established two new groups to ensure they move into the future with minimal errors.

Group 1: Certification Commission

- Sets passing scores on certification exams, as recommended by curriculum committee.
- Reviews all testing impropriety cases and appeals.
- Determines course of action for improprieties.
- Comprised of Level 4 Master Certified Technicians, a group of peers.
- Sets and approves Level 3 certification requirement hours.

Lead by: Brandon Galbreath, D&N Marine/RV a Level 4 Master Certified Technician, independent service facility and a Top Tech Challenge winner.

Group 2: Curriculum Committee

- Approves change to curriculum standards (DACUM) and test content.
- Recommends certification passing scores to Certification Commission.
- Made up of Level 4 Master Certified technician subject matter experts with a vast knowledge of the entire curriculum focusing on "What a technician needs to know."

Lead by: Steve Roddy, Dealer Resources Group a Level 4 Master Certified Technician, aftermarket supplier and a FRVTA Instructor/Consultant.

Level 2 training and certification pilot program is now complete. RVTI kept Level 2 training on their Hybrid model at their Elkhart campus to ensure they had a controlled environment to test and evaluate the success of the training and testing. The team is preparing Level 2 certification testing for the broader public and their

TRAINING NEWS

CONTINUED FROM PAGE 8

release date will be this November. (Specific dates will be released in the coming weeks).

Level 3 is launching this October. RVTI will provide the public with a vendor approval list on their website. In conjunction with Level 3, Level 4 will also be supported by this release so be on the lookout for details. We will keep everyone posted on the information.

Look at the details of the RV Technician Levels [here](#). If you are interested in taking the Level 1 exam(s) click [here](#) to sign up.

RECERTIFICATION

Level 1 Certification is awarded for life; there is no need to recertify for this level.

Level 2 Certified technicians who were grandfathered into this level will need 24 hours of CEUs earned in a five-year period. Our RV Distance Learning Network (DLN) provides 14 CEUs for technician training free of charge. See the list of classes below.

NAME OF COURSE	CEU HOURS
RV Lemon Law	1.5
AQUAHOT–Annual Maintenance	
AQUAHOT–Webasto Burner	1.5
COLEMAN–Mach 8 Slim Line Hat Pump & AC	1
ATWOOD–Water Heater	2
Micro-Air–Easy Start	1
KWIKEE STEPS	2
SUBURBAN Cooking Products	
SUBURBAN Furnace Part 1 & Part 2	2.5
DOMETIC Furnace Part 1 & Part 2	1.5
RV WFCO Power Sources	1
TOTAL	14

LP GAS COURSES

We are also approved by Florida to provide 12 CEU hours towards the 16 CEU requirements for the state's Master Qualifier and Qualifier recertification.

- **LP-RV-1: Recreational Vehicle Propane Systems** – (4 CEUs)
Watch the Part 1 & Part 2 videos
- **LP-RV-2: RV LP Gas Appliances** – (4 CEUs)
Watch the RV Water Heaters, Heating Appliances, Ranges and Cooktops, and Refrigerators videos.
- **CAT – 1: RV Master/Qualifier Test Prep** – (4 CEUs)
Qualifier testers: Watch all five (5) Sections
Master Qualifier testers: Watch all six (6) Sections

**I will issue Certificates of Completion after the LP Gas Student Roll Pages form is complete and emailed to me.*

Please check in with your technicians to ensure you are aware of the expiration dates. If they expire, the technician will need to retake the state exam, which costs roughly \$100 plus \$228 for the new textbooks. The state exam is proctored online through a third party vendor, ProMetrics. If you have any questions, feel free to scroll through our Frequently Asked Questions on our website [here](#).

If you are not signed up and you are ready to start, click [here](#). Once your application is submitted, I will send the login credentials for our training website and schedule an onboarding call that fits into your schedule. *If you have any questions regarding training or have feedback for our development team, please contact me directly at (813) 702-1113 or via email at Veronica@FRVTA.org.*

Cheers to a strong training finish in 2021!



FLORIDA AIRSTREAM DEALERS TAKE TOP HONORS

Airstream Inc. recently announced its top dealer rankings based on retail units sold between July 1, 2020 and June 30, 2021. Several Florida Airstream dealers made it to the top!

- #1 Top Overall Dealer in the United States: **AIRSTREAM OF TAMPA, Tampa**
- #1 Top Travel Trailer Dealer: **AIRSTREAM OF TAMPA, Tampa**
- #1 Top Travel Trailer Dealers–East: **AIRSTREAM OF TAMPA, Tampa**
- #5 Top Travel Trailer Dealers–East: **AIRSTREAM OF SOUTH FLORIDA, Fort Myers**
- #1 Top Touring Coach Dealer: **AIRSTREAM OF SOUTH FLORIDA, Fort Myers**
- #1 Top Touring Coach Dealers–East: **AIRSTREAM OF SOUTH FLORIDA, Fort Myers**
- #5 Top Touring Coach Dealer–East: **AIRSTREAM OF TAMPA, Tampa**

“I don’t know if there’s ever been a better moment to honor excellence and dedication in our dealer network,” said Justin Humphreys, Airstream VP of Sales. “These dealers have shown a superior level of service and sales expertise. From all of us, we thank you and look forward to a bright future for Airstream.”–news release

NEW MEMBERS

CAJUN KOOLING OUTDOOR COOLING

Heather Salsman
112 Thruway Park Rd
Broussard, LA 70518-3602
PH: 337-344-2301
Website: www.cajuncooling.com
Email: info@cajunkooling.com
Supplier, Region 10

M & T BANK

Chick Steiner
575 Main St, 8th Floor
Buffalo, NY 14203
PH: 513-490-3852
Website: www.mtb.com/dealer
Email: csteiner@mtb.com
Finance, Region 10

DLL FINANCIAL SERVICES

Mike Mekus
1111 Old Eagle School Rd
Wayne, PA 19087-1453
PH: 610-386-5000
Email: cf-rvinquries@dllgroup.com
Finance, Region 10

AMERICAN DEALER SERVICES

Gunars Mansons
8887 Maple Hill Ct
Boynton Beach, FL 33473-4855
PH: 561-336-2890
Email: americandealers@aol.com
Insurance, Region 2

GREEN GATE OLIVE GROVE, LLC

Sally Gist
3744 Annie Rd
Marianna, FL 32446-8632
PH: 850-263-3867
Website: www.greengateolivegrove.com/
Email: greengateolivegrove@gmail.com
Repair, Region 5

MY RV RESOURCE

Lisa Carletti
5610 Venice Beach Pl, #140
Dover, FL 33527
Email: lisa@myrvresource.com
Service, Region 3

PINE LAKE RV PARK

Maria Cardona
21036 Highway 231
Fountain, FL 32438
Website: www.pinelakerv.com
Email: pinelakerv@gmail.com
Campground, Region 5

PROPANE TRAINING SERVICES LLC

Carl Weeks
1390 Roosevelt Dr
Venice, FL 34293-6825
941-915-0721
Website: www.propanetrainingservices.com
Email: crweeks@verizon.net
Service, Region 1

QUALITY MATTERS RV REPAIR

Jeremy Dunn
North Ft Myers, FL 33917-3827
PH: 239-628-3038
Website: www.qualityrvrepair.com
Email: qualitymattersrvrepair@gmail.com
Service, Region 1

RICK'S MOBILE RV SERVICES

Rick Root
Delray Beach, FL 3446-9715
PH: 561-237-5029
Website: www.rvvis.com
Email: rick@rvvis.com
Service, Region 3

RVEZY

Joel Williams-Walters
245 Cooper St, 6th FL
Ottawa, ON K2P 0G2
PH: 855-697-8399
Website: www.RVezy.com
Email: joel@rvezy.com
Service, Region 10

SANLAN RV & GOLF RESORT, INC

Linda Holloway
2925 Sanlan Ranch Dr
Lakeland, FL 33812-4226
PH: 863-665-1726
Website: www.sanlan.com
Email: info@sanlan.com
Campground, Region 3



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

MEETING DATES



Region 1 • October 7 • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda (SHOW DRAW)
Region 2 • October 13 • PGA National Members Club, 400 Avenue of the Champions
• Palm Beach Gardens
Region 3 • October 12 • Florida State Fairgrounds • 5025 Orient Road • Tampa
Region 4 • October 20 • Zoom Meeting @ 4 PM
Region 5 • TBD • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin
Region 6 • October 19 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville
Region 7 • October 26 • Braised Onion • 754 NE 25th Ave • Ocala

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

ADVERTISING Opportunities

CLICK HERE

to download the
2022 MEDIA KIT
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 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 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: 110,000+ 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 2014, FRVTA and Pilot Flying J Travel Centers began a rack program that continues to be a valuable and ongoing partnership with over 26 racks in Florida and South Georgia.



RV SUPERSHOW PROGRAM

Celebrating its 37th 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:
14,000+



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. We have added a rate for FRVTA members that only want to advertise on the website.

Avg. Unique Monthly Users: 25,317
Avg. Monthly Page Views: 76,309

Source - Google Analytics, 3/31/2021



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