



Nation's RV Industry Turns to Tampa for 2021 Florida RV Super Show

The Florida RV Trade Association (FRVTA) hosts the 36th Annual 2021 Florida RV SuperShow, which is set to run from Wednesday, January 13 through Sunday, January 17. This five-day annual mega RV event will again be held at the Florida State Fairgrounds.



With the NFL's Super Bowl scheduled for Tampa in early February, FRVTA officials hope that COVID pandemic regulations will be loosened and that this year's RV SuperShow will be as normal as possible. At this time, Hillsborough County, site of the Fairgrounds, is under a mandatory indoor mask order that will hopefully be lifted by show time.

"We will be doing everything in our power to provide a clean and safe environment for both attendees and our exhibitors," explained Show Director Lesa Colvin. "This is new to all of us, but working together with our manufacturers and booth exhibitors we are expecting another successful event."

FRVTA Executive Director David Kelly added that Industry Day, open to all FRVTA members and staff, will be Tuesday, January 12. This day offers industry personnel an inside look at all the new 2021 products before the public attends.

This year, Kelly said the SuperShow will have representation from every major RV Manufacturer as well as hundreds of accessory booth exhibitors.

"We will have more supplier booths and every type, size and style of RV on the market," he detailed. "With the addition of new entertainment and more seminars, we're anticipating record crowds again. The popular two-day pass is also back, so the public will have two full days to see everything at the SuperShow at no additional cost."

Nationally, interest in outdoor recreation is at an all-time high and, Kelly noted, the public is keenly aware that this is the 36th year for the SuperShow. He said this is the reason RVers have bought out the entire rally and are already buying tickets online.

Consumers certainly know the SuperShow is the place to trade-in their old RV or obtain all the information needed to get acquainted with the RV Lifestyle. With hundreds of RVs on display and educational seminars, they can learn the tricks and treats for an exciting life on the road.

Additionally, many of Florida's finest campgrounds and resorts will have booth exhibits to show attendees the best camping opportunities found anywhere. Also, a huge display of camping accessories and supplies will be found in the Camping World Store and other booths.

Free entertainment is another favorite of all SuperShow visitors. From clowns and unicycle riders to Barbershop Quartets and Bag Pipe Bands, the SuperShow has enough to keep everyone busy and captivated the entire day.

Educational lifestyle seminars will also be presented throughout each day at the SuperShow making it easy to attend the ones you want to see.

Not to be outdone, the Super Rally celebrates its 34th year at the SuperShow. This gigantic RV Rally is open to any and all RV clubs as well as the public. The Rally offers a number of amenities including free admission to the SuperShow all five public days, meeting facilities, and free coffee and donuts every morning.

For more information on the 2021 Florida RV SuperShow or to register for Industry Day, contact the Florida RV Trade Association at 10510 Gibsonton Drive, Riverview, FL 33578, call (813) 741-0488 or visit www.frvta.org.



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PRESIDENT'S MESSAGE...

Reach Out this Holiday Season

December is here, time to be merry and give thanks for all that we have. I love this time of year; everyone seems a little bit happier. Colder air brings with it an internal warmth that seems to infect most of us, aside from the occasional scrooge.

With younger kids, I always revel in the allure of the Christmas day excitement. Nothing can be more warming to my heart than to see my children's faces when they open up their special gifts. However, I have noticed the gifts are starting to cost a lot more!

If only we could bottle up the holiday spirit and sprinkle it in throughout the year whenever needed. "I am sorry Mr. Customer that the RV you purchased is not performing up to your standards, have a sprinkle of this so you will stop yelling at me." What an invention!

There is a way to carry on the holiday spirit year-round—just be nice. If we voted for different candidates, if someone cuts you off on the road, or if someone is or is not wearing a mask, just be nice.

We have all heard from our parents, "If you don't have anything nice to say, don't say anything at all." This has never been truer than in the last 10 months. As a parent of two young kids and one teenager, I find it appalling how low our moral compass has gone. What ever happened to treating our fellow man how we want to be treated? I think after the election and COVID, we owe it to ourselves and our neighbors to lend a helping hand, muster up a kind word and JUST BE NICE!

I know that most of us in the RV Industry are having a great year and its never too late to seek out a worthy charity or person to help in their time of need. There is nothing more satisfying than to give, whether it's your time or money. I promise you it will make you not only feel better, but it will also bring peace to all that you touch.

In Region Two, we always have a toy drive for the Hibiscus Children's Center. The Hibiscus Children's Center provides a safe haven to children who have been removed from their homes due to abuse, abandonment or neglect. I cannot think of a better or nobler cause than helping underprivileged children.

So often in life when we are feeling down due to what happens to us, we forget how hard someone else has it. So, for this December 2020 Holiday Season I'm asking you to make it your purpose to help at least one person a day—that's 30 or more people you will have touched with the Holiday Spirit. Don't be like Scrooge and wait till the end or you might run out of time!

However you celebrate this Holiday Season, it's my hope that it's with friends and family and that your heart is filled with joy and happiness. As Tiny Tim said "God Bless us. Everyone!"

BRIAN COPLEY
FRVTA State President



FRVTA 2021 SHOW SEASON



Shows Still Being Discussed

Region 1: SuperSaver (April)

Region 2: Spring

Region 4: Spring

FLORIDA RV SUPERSHOW • JANUARY 13 – 17

Florida State Fairgrounds • 4800 US Highway 301 North • Tampa
2020 Attendance – 74,861

FORT MYERS RV SHOW • JANUARY 21 – 24

Lee Civic Center • 11831 Bayshore Rd. • Ft. Myers
2020 Attendance – 11,810

JACKSONVILLE RV SHOW • FEBRUARY 11 – 14

Jacksonville Equestrian Center • 13611 Normandy Blvd. • Jacksonville
2020 Attendance – 8,975

WEST PALM BEACH RV SHOW • FEBRUARY 18 – 21

South Florida Fairgrounds • 9067 Southern Blvd. • West Palm Beach
2020 Attendance – 6,303

OCALA RV SHOW • MARCH 4 – 7

Florida Horse Park • 11008 US Highway 475 South • Ocala
2020 Attendance – 8,254

TAMPA BAY SUMMER RV SHOW • JUNE 10 – 13

Florida State Fairgrounds • 4800 US Highway 301 North • Tampa
2020 Attendance – CANCELED
2019 Attendance – 6,103

RVTI ANNOUNCES SURVEY RESULTS

Earlier this year, the RV Technical Institute (RVTI) conducted a study of dealer principals, service managers and technicians across the RV Industry to identify

challenges, opportunities and needs in RV repair service, according to a News & Insights report by the RV Industry Association (RVIA). With an ever-increasing customer base, especially as RVs have become the go-to option

in American travel this summer, quality of service is paramount to delivering positive customer experiences.

The following are the results of that survey:

Challenges and Opportunities

High on dealer principal's minds were the overall current state of the economy and how to keep pace with recent sales figures and continuing to push the RV Lifestyle to expand the market. While Baby Boomers may have been the industry's bread and butter, now it is all about continuing to seek out a younger, more diverse consumer base. Over the past several months data has shown a growing percentage of RV buyers are coming from a younger, more diverse demographic and dealers are recognizing the need to understand that the new consumer is more informed than ever, and has a different set of needs and expectations when it comes to brand, quality and purchase experience.

As with most growing industries, availability of a highly skilled workforce represents a critical challenge, which includes employee churn. In many cases, once staff gains significant experience, they are susceptible to moving on to other career opportunities. In addition, service managers are concerned with how to find those who may be interested in service technician work, especially compared to other skill careers. Once found, it can be

heavy competition for a minimal pool of potential workers within their saturated geographic footprint.

What are the needs and motivations for training?

While the current pool of technician workers feels well qualified for their current jobs, based on survey data they appear ready for comprehensive training and a certification program that provides a career path. This is led by a willingness and a desire to increase future earnings and impact the long-term success of their career. Training is the process; certification is the desired outcome.

Dealer principals were likely to say that investment in enhanced training, whether it is for existing or incoming workers, has a great deal of impact on the organization's bottom line and would help them attract and retain qualified workers. However, having the time for training can be a challenge for both the individual and the organization. They recognize that training is a long-term investment and may not pay immediate dividends.

America's workforce is becoming more sophisticated in terms of basic skills and access to knowledge. With digital technology being essential in our daily lives, most workers have a high level of comfort with the use of computers and other digital formats. This is no different in the RV service technician field where a majority of those surveyed felt comfortable learning in a digital environment. This information was a catalyst for the RV Technical Institute developing a self-paced, immersive, online training program for their Level 1 course.

It is clear from the survey that ongoing service technician training and development is a key component to the long-term success of the RV Industry. With the launch of the RV Technical Institute, which is on pace to train 1,000 students in its inaugural year, the move toward a formalized and structured approach to training and certification is well underway.—RVIA





TRAINING NEWS • by Veronica Rivera, Training Director

2020 Fades Into History—Thank Goodness!

Let's face it—it's hard to believe the end of 2020 is upon us. The last 12 months will go down in history as one of the most complex years of the 21st Century. Our dealerships have gone through the ebbs and flows of the economic changes due

to COVID-19, the spike in sales and the instant demand of first-time RVers or RV veterans needing service repairs. Many dealerships fought hard to retain their top service talent while also facing the reality that hard working employees would need to be furloughed or laid off.

Owning a dealership in 2020 came with a substantial set of challenges—learning how to sell online, re-inventing customer interaction while remaining six-feet-apart and wearing a mask, completing effective walk-throughs and trying your best to provide excellent customer service when parts were not available for months! Yes, it is the kind of year that would leave you wondering, “When is it this craziness going to end?”

One thing was certain, however: the post-retirement crowd, the weekend warriors, the RV club members, the solo and singles crowd and the adventurers were all



on a mission to get out of the house and plan their own destination vacation. And without an airplane or a hotel! As we know, service secures the long-term customer base, which means hiring or training a knowledgeable team keeps the bottom line strong.

Join the many dealerships that have decided to implement service training as a part of their annual growth plan. Employee training is vital for retention and motivation, and is often cited as an influential factor for new employees when choosing a job. Did you know untrained employees take up to **SIX** times longer to perform the same task as a trained employee?

Think about your training strategy for 2021. Is it flexible? Is it affordable? Does it lend itself to the hustle and bustle of a productive dealership? Does it build team comradery? Does it help you retain your employees and improve your ROI (return on investment)?

If you answered “no” to any of these questions call us at (386) 754-4285. Training has three different delivery outcomes;

- (1) I hear and I forget
- (2) I see and I remember
- (3) I do and I understand

Let us help you take advantage of your FREE member benefit. We look forward to helping you succeed!

Veronica Rivera, Training Director, Veronicar@frvta.org
Judy Wilson, Administrative Asst., Judy.wilson@fgc.edu

RV Technical Institute Partners With VA-Approved School

For over 30 years, the RV Service Academy has provided high-quality RV technician training with a curriculum based on resources from the RV Industry Association (RVIA) and RV Dealers Association's (RVDA) training programs. By becoming an official [RV Technical Institute Authorized Learning Partner](#), the RV Service Academy now has full access to the only industry-recognized training curriculum and certification. Students will be able to become RV Technical Institute certified technicians at the end of the course.

“Being partners with the RV Technical Institute allows us to be part of something bigger,” said RV Service Academy Owner Mike Tibbs. “Through this partnership we will be able to take our program that has worked for over 30 years at our single location and grow to a multi-location and multistate organization.”

For the Institute, partnering with the [RV Service Academy](#) means more opportunity for veterans to receive the certification. As a Veterans Administration-approved

school, training costs at the RV Service Academy could be covered for some veterans who qualify through the Department of Veterans' Affairs.

The RV Service Academy also focuses on training people new to the RV Industry. The vast majority of their students are not current RV technicians, but rather RV enthusiasts. Many who are looking for new careers either as a service technician at an RV Dealership or repair shop or for the opportunity to be their own boss and run their own RV repair shop or mobile repair service.

“Partnering with the RV Service Academy is very exciting,” said RV Technical Institute Executive Director Curt Hemmeler. “They have built a high quality, highly regarded program that reaches audiences that are critical to attracting more people into the RV technician field. Between their work with veterans and RV enthusiasts, the sky's the limit for where we will be able to go together.” – RVIA



LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

Florida Elections Update

With questions still looming at the federal level regarding control of the US Senate and multiple lawsuits surrounding the Presidential election, Florida state elections results were much more decisive. Floridians came out to vote in

droves: young and old, in person and by mail. Over 11 million Floridians cast ballots in the November elections, bringing turnout to nearly 77%.

Speaker Chris Sprowls added to his Republican majority by unseating three Democratic incumbents, securing many of the open seats up for grabs and successfully defending against Democratic challengers. Last session's RV champion, Elizabeth Fetterhoff, defeated Henry Patrick once again and this time avoiding a recount. Your generosity helped to make this happen.

Additionally, the GOP controlled legislature added seats to its majority in Miami Dade, bringing its majority to 77 members in the 120-seat chamber.

Speaker Sprowls announced key leadership positions as well as modifications to the chamber rules. Of note, members are allotted one additional bill slot each session,

bringing the total to seven (7), and subcommittees can meet later into the regular session period, thus allowing for more time to hear bills. Chairman Blaise Ingoglia will serve as Commerce Chair, under which transportation falls.

Similarly, Republicans in the Senate were celebrating on election night. The top two highly contested seats remained in Republican hands with Ana Maria Rodriguez winning District 39 and Jason Brodeur securing District 9. While the GOP attempted to add to their majority in the Big Bend area, Democrats were able to hold them off by electing Loranne Ausley.

Buoyed by the high turnout for President Trump in Miami, Republicans however were able to pick up one additional seat with Ileana Garcia unseating Jose Javier Rodriguez in a tight race that resulted in a hand recount. President Simpson now holds a 24-16 seat majority over Democrat Leader Gary Farmer.

Because of your continued support to the trade association PAC, we were able to have a significant impact in helping our champions cross the finish line and build new relationships with newly elected members. Thank you for making this year a success! While traditional relationship building and advocacy is evolving, your financial contributions to the PAC compliments and supports other advocacy efforts on behalf of the trade association and members.



October Retail Sales Strong Despite Lean Inventories

Towable sales were a little over 10 percent higher in October than in September, and motorhome sales improved by almost 10 percent last month, according to dealers responding to the Baird survey. However, dealers estimated they had only 35 days of towable RV inventory, compared with a 100-day supply in October 2019, and only a 20-day supply of motorhomes, versus 85 days a year earlier.

Ninety-seven (97) percent of dealers responding to the Baird survey said their towable inventory was too low and 71 percent of dealers said their motorhome inventory was too low.

"I am amazed we are still selling anything based on the amount of inventory currently in stock on the ground," wrote



one dealer. "Fortunately, we have pre-sold units rolling in to help add to our sales and deliveries. Customers want to buy but limited choices are affecting results."

Another dealer wrote, "Our motorhome inventory level, frankly, looks like we're not in the business of selling motorhomes. Towable inventory is also far too low, but is at least supporting our fiscal operations."

Shortages of key components – particularly air conditioners – is delaying deliveries from factories, according to several dealers. One dealer complained he was told a high-end travel trailer a customer wants cannot be delivered until 2022 due to component parts shortages and "a certain amount of favoritism being shown towards larger dealerships."

– RV Executive Today Online



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

Checklist for Out-of-State Sales

This checklist is for sales to out-of-state customers who take delivery from your lot. When you ship a unit to someone out-of-state or out-of-country, that is considered a fully tax-exempt sale. This article will only deal with sales to out-of-state customers who will drive the unit off your lot, thereby raising a sales tax issue.

To ensure that your staff handles out-of-state sales properly, I offer the following checklist:

1. Confirm the State's Sales Tax Rate – Here's the simple rule: When selling a unit to someone who will register it in another state, charge that state's sales tax rate, which could be as little as zero, but never charge more than six percent (Florida's rate). You can confirm that state's sales tax rate by either using the [Florida Department of Revenue TIP](#) (but be careful, there are a few of errors in this) or some other source.

Some examples: Alaska, Delaware and Iowa have no sales tax, therefore, you would charge no sales tax. Alabama's sales tax rate is 2%, so you would charge 2% sales tax to that customer. California's sales tax rate is 7.25%; you would charge only 6% because you cannot exceed Florida's rate.

Keep in mind, if you are processing the title and registration for the customer you would have to collect the entire amount of tax, but you would only remit up to 6% to Florida (in California's case, 1.25% goes to California and Florida would get 6%). No local county discretionary sales surtax should ever be charged on out-of-state sales.

2. Determine if the State is Non-Reciprocal – There are three non-reciprocal states: Arkansas, Mississippi and West Virginia. This does not mean you wouldn't collect tax from customers from these states. (I see this error being made at some dealerships.) It means your customers would pay double the amount of tax because those states don't care that tax was paid to Florida and Florida requires you to collect and remit sales tax at that state's rate as long as it doesn't exceed 6%. Arkansas' rate is 6.5%. You would collect 6.5% and send it to Arkansas (if you are processing the customer's title and registration paperwork) and collect 6% (Florida's rate) and send it to Florida. Therefore, this customer ends up paying 12.5% sales tax! The only way to prevent this is for the customer to take delivery outside of the State of Florida. Those from Mississippi would pay 10% (5% times two) and those from West Virginia would pay 12% (6% times two).

3. Obtain Proper Documentation When Selling to a Company – We all know about fraud that is committed by some customers who form LLCs in a state that does not have a sales tax to avoid paying sales tax to Florida.

Be sure to obtain all the paperwork from that state documenting the legal existence of the company and confirm the customer is an authorized representative of the company. They will have to swear under oath regarding their status on Form DR-123.

4. Complete Department of Revenue Form DR-123 and have it notarized – This form, known as the "Affidavit for Partial Exemption of Motor Vehicle Sold to a Resident of Another State" must be signed by the customer before a notary public. If the Department of Revenue audits your deals and finds this form either not signed by the customer or signed and not notarized, you could be responsible for paying the full amount of tax due to Florida!

5. Complete DMV Form 84061 (Declaration Affidavit For A Motor Vehicle Which Will Be Titled and Registered In Another State or Country) – You are not required to process title and registration paperwork for customers who will register their vehicles in another state or country. But for practical purposes, if the deal is financed you will most likely complete the paperwork to ensure the lien is recorded. However, if you have a cash deal you may choose to have the customer complete the paperwork. If that is the case, be sure to have the customer sign this form and keep it in your records for at least five years.

6. Charge the Correct Amount of Sales Tax for Ancillary Products – When it comes to ancillary products, such as service agreements, what is stated in paragraph #1 above does not apply. There are no reciprocal agreements with other states when it comes to insurance or other non-tangible products. So even though you might sell a unit to someone from Delaware (which does not have a state sales tax on vehicles), you would charge Florida's 6% tax on the service agreement. This is another common mistake made by some finance managers. Another mistake to avoid is to ensure you don't charge your county's local discretionary sales surtax on the service agreement. Only the state 6% state sales tax applies.

I hope this helps. Stay safe!

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

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MEMBER SPOTLIGHT

Second-Generation Ownership at Nature Coast RV is Prepared for Challenges and Competitors

Randy Fife, Sr. is president of Nature Coast RV in Region 7. He found his way into the RV business via a campground.

“My wife and I owned a campground for twenty-five years in Crystal River, and a little more than ten years ago, we decided to start an RV business across the street. We had some property we had bought as a sound buffer so no one could build up there.”

Though he had no previous experience in the RV industry, Randy did have four decades running and managing heavy truck dealerships. His wife, Nancy, Nature Coast RV’s sales manager, had experience in finance and insurance at a truck dealership.

After several years in business, Randy’s oldest son, Bruce, joined him. “He had experience with GM mechanics, and then my other son, Randy, Jr., joined a few years later, and he had experience in parts in the heavy-duty truck business. So one had experience in service and the other in parts. It was a natural fit.”

At Nature Coast RV, the change in ownership from first generation to second generation has been overwhelmingly positive. “Our service business has catapulted,” says Randy, Sr. “They’ve done an excellent job building customer relationships in their respective areas. I think it’s helped us with repeat business and word-of-mouth sales.”

As the industry changes, so do the challenges facing second-generation owners, and in the case of Nature Coast RV, one of the biggest challenges comes from within the industry itself: a lack of qualified help.

“Our parts logistics is a continuing headache due to factory delays,” says Randy, Jr., parts manager, “so we’re still working to improve our relationships with the factories to provide a better service to our customers.”

“Product availability is awful,” Bruce, general manager, adds. “They often send the wrong parts.”

“The factory doesn’t have the quality help or the quality control measures to make shipments come out correctly and in a timely fashion,” explains Randy, Jr. “It’s a nationwide issue with delays in fulfilling parts orders from factories.”

His father says there’s also a nationwide shortage of service techs. “The record high sales of 2017 have left a

shortage of technicians to get the jobs out of the shop, and from what we’re reading, there’re already predicting a more than five percent decline in sales because people are having very unsatisfying experiences with RVs. They sit at the dealership for as long as five weeks because they can’t get parts or they can’t get enough technicians to work on the number of coaches. These are the problems these boys are facing that I didn’t deal with as recently as three years ago.”

According to the Fife family patriarch, Bruce and Randy, Jr. are also operating in an atmosphere far more competitive than what he experienced. “The megadealers are becoming Walmart. You see that with Camping World and Campers Inn. General RV is moving into Ocala with that huge facility. So we have to stay focused on the personal relationship and service. That’s the way we built

our business. We just have to get what share of the market we can.”

Randy, Sr. says being a member of the FRVTA has helped him, Nancy, and their sons stay informed, and that information has helped them grow their business. The fact that they can network with people at the monthly meeting helps them stay abreast of what’s going on. “The thirty percent markup law they brought to light for us on our warranty parts – that’s been a tremendous help to us. They do a lot of good for us, and besides that, they’re a bunch of great people.”

Randy, Sr. has tremendous confidence in his sons’ ability to run the business successfully, and he remains involved to help them.

“Last week, I was doing a little bit of service work myself. I get involved in approving sales deals. I get involved with contracts. I try to keep my finger on everything but not micromanage.”

Already, Nature Coast RV has the third generation getting involved in the family business. Bruce’s daughter Tahlia works as a service writer.

It gives Randy, Sr. great pride to have two sons who stepped up and accepted the responsibility of carrying on the legacy he began. “I can move out of here and know that they’re going to be level-headed and make the right decisions. And they may not always make the right decisions – I haven’t certainly – but as long as they make the decision, we’ll live with it, and if we make a mistake, we don’t run away from it. That’s the biggest thing.”



(From L to R) Randy Fife, Jr, Parts Manager, Son; Owners, Randy, President & Nancy Fife, Sales Manager; Tahlia Fife, Service Writer, Granddaughter; and Bruce Fife, General Manager, Son.

Go RVing Spotlights its New and Improved Industry Portal

The all-new www.GoRVing.com website was recently revealed, and the RV Industry Association (RVIA) shared the [6 Coolest New Features](#) of the new website. This week RVIA turns our attention to the new and improved [industry portal](#) that received significant upgrades, [according to a News & Insights report by RVIA.](#)

The Go RVing Industry Only (GoRVing.com) portal gives manufacturers, dealers, campground operators, state associations, show promoters and their agencies new options to use consumer leads and marketing material connected to the national campaign.

In developing the new site, the Go RVing team and members of the RV Dealers Association (RVDA) took a hard look at the existing industry-only section to determine what type of information needed to be in this section to provide the most value. The result is a completely revamped industry portal with a more intuitive and streamlined user experience.

Industry personnel now have a dashboard that allows them easier access to the leads database, saved searches, and links to new marketing materials and taggable TV spots. Industry users can expect to find new B-Roll footage, new taggable TV spots that align with Go RVing's [Go on a Real Vacation campaign](#), industry research reports and an improved image library.

New marketing materials and images continue to be added as a result of recent media partnerships, and will be available within the next few weeks. The new image library has significantly increased functionality and allows users to preview the images before downloading, along with the ability to filter images by RV type, location and lifestyle shots.

A new Google Analytics dashboard has also been added to provide high-level information about user behavior on the site. Industry personnel can see the most popular

pages, top results of the find my RV quiz, search terms driving site traffic and from where traffic is coming.

This Google Analytics dashboard is interactive and date ranges can be adjusted to draw comparisons from previous periods. Over the coming days the analytics will begin to tabulate in the dashboard as data on site usage becomes available.

The new GoRVing.com website enables the implementation of a far more robust data strategy that works in tandem with Go RVing campaigns, partnerships and media plans. The website will increase engagement, build top-of-mind awareness, increase content consumption, provide the team with data-driven consumer insights, and most importantly, drive consumers to dealerships.

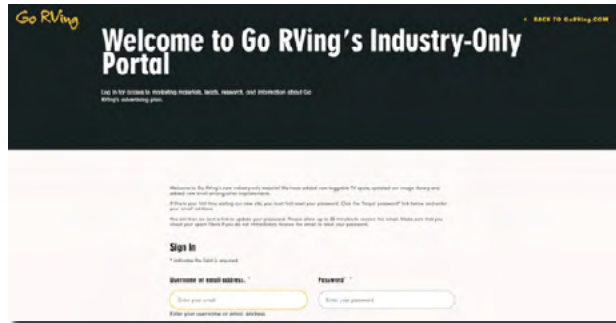
In conjunction with the industry portal, the entire new GoRVing.com website gives

us the ability to analyze the impact of our advertising campaigns, partnerships and content performance in real time in a way we have not been able to do in the past. This will allow us to quickly adjust and modify advertising and marketing strategies as needed. The new platform will become an increasingly powerful tool for the continued promotion and brand building of the Go RVing program.

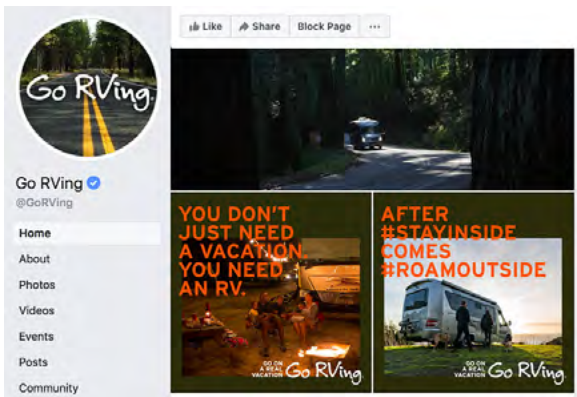
Access to the Go RVing Industry Only portal is available to members of the RV Dealers Association (RVDA), the National Association of RV Parks and Campgrounds (ARVC) and the RV Industry Association.

For members who had access to the old industry portal, you will need to [reset your password here](#). For RV Dealers who have never had access, contact Chuck Boyd at cboyd@rvda.org. For all other members of the RV Industry who have never had access, contact Sarah Neely at sneely@rvia.org.

Questions relating to the new website can be directed to Sarah Neely at sneely@rvia.org. – RVIA



Go RVing's 'Real Vacation' Campaign Seems to Hit Home



Go RVing continues to see huge success with the new “[Go on a Real Vacation](#)” campaign. In just over a month since the re-launch, it has racked up more than 684 million impressions, according to a RV Industry Association (RVIA) report.

211 million of those impressions came from high-profile broadcast sports placements including Monday Night Football: Kansas City Chiefs versus Baltimore Ravens and the MLB Wild Card Series.

Network and streaming audio combined equaled 157.7 million impressions and social channels such as Facebook, Instagram and Pinterest garnered more than 106 million.

Digital banner ads account for 60% of traffic to the [Go RVing website](http://GoRVing.com). Those ads are now pushing users to the all-new www.GoRVing.com, which just underwent a major facelift.

Planning for 2021 is underway and the Go RVing team is busy, meeting with high-profile media outlets via Zoom. – RVBusiness

NEW MEMBERS

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Website: www.fortlauderdalerv.com
Email: stef@fortlauderdalerv.com
Dealer, Region 2

KEYSTONE HEIGHTS RV RESORT

Ken Loyd
1177 SE Keystone Ave
Keystone Heights, FL 32656
PH: 813-294-1243
Website: www.keystoneheightsrv.com
Email: info@keystoneheightsrv.com
Campground, Region 6

LINE-X OF SOUTH TAMPA

Derek Ferguson
6825 E Adamo Dr
Tampa, FL 3361-3421
PH: 813-627-9603
Website: www.tampalinex.com
Email: service@tampalinex.com
Supplier, Region 3

MASA GLOBAL

Billie Nicholson
1250 S Pine Island Rd, Ste 500
Plantation, FL 33324-4419
PH: 954-334-8264
Website: www.masaglobal.com
Email: bnicholson@masaglobal.com
Service, Region 2

PENSACOLA NORTH RV RESORT

James Reeves
730 Bayfront Pkwy, Ste 4B
Pensacola, FL 32502-6250
PH: 850-285-0574
Website: www.pensacolarvresorts.com
Email: pensacolanorthrvresort@gmail.com
Campground, Region 5

ROADTREK INC

Dane Found
20 Tyler St
Cambridge, ON N1T 0E4
PH: 51-745-1160
Website: www.roadtrek.com
Email: dfound@roadtrekinc.com
Manufacturer, Region 10

RV ROOFING PROS INC

Hal Baxley
4327 S Hwy 27, Ste 328
Clermont, FL 34711-5349
PH: 818-844-7918
Toll Free: 833-776-6377
Website: www.rvroofingpros.com
Email: sales@rvroofinpros.com
Service, Region 7

SOUTH FLORIDA RV SOLUTIONS

Danial Hogan
16120 Lee Rd, Unit 110
Fort Myers, FL 33912-2505
PH: 239-990-2977
Website: www.southfloridarvsolutions.com
Email: southfloridarvsolutions@gmail.com
Service, Region 1

SUPERSPRINGS INTERNATIONAL

Michael Stickney
505 Maple Ave
Carpinteria, CA 93013-2070
PH: 805-745-5553
Fax: 805-745-5501
Website: www.superprings.com
Email: info@superprings.com
Supplier, Region 10

WACKO PRODUCTS LLC

Darrell Abts
2803 S Packerland Dr, Ste 17
Green Bay, WI 54313-6188
PH: 920-609-8276
Fax: 888-217-3153
Website: www.wackoproducts.com
Email: info@wackoproducts.com
Supplier, Region 10

WORD OF LIFE FLORIDA RV PARK

Mike Bush/John Unangst
13247 Word of Life Dr
Hudson, FL 34609-2456
PH: 727-379-5010
Website: www.florida.wol.org/rv-park
Email: johnunangst@wol.org
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 Dave Kelly at davekelly@frvta.org in the State Office.

MEETING DATES

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

*Region 2 • December 9 • PGA National Resort • Palm Terrace Room, 400 Avenue of the Champions
• Palm Beach Gardens*

Region 3 • To Be Determined • Westshore Grand • 4860 W Kennedy Blvd • Tampa

Region 4 • To Be Determined • Tony Roma's • 8560 International Dr • Orlando

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

Region 6 • December 15 • Bonfish Grill • 10950 San Jose Blvd • Jacksonville

Region 7 • December 15 • Braised Onion • 754 NE 25th Ave • Ocala

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

