

# FRVTA News



DECEMBER 2021

MONTHLY NEWS CONCERNING  
FLORIDA'S RECREATION VEHICLE INDUSTRY



*The attention of the nation's RV Industry looks toward Tampa and the 37th Annual RV SuperShow. It returns once again to the Florida State Fairgrounds, Wednesday, January 19 through Sunday, January 23. Tuesday, January 18 is Industry Day.*

As usual, almost every RV Manufacturer as well as hundreds of accessory booth exhibitors will be on hand to showcase the latest and greatest products, accessories and gadgets all geared toward making adventures in the Great Outdoors as easy and comfortable as possible.

"We will have more Supplier booths and every type, size and style of RV on the market," detailed Executive Director David Kelly. "With the addition of new entertainment and more seminars, we're anticipating record crowds again this year. We're also renewing the two-day pass so the public will have two full days to see everything at the SuperShow at no additional cost."

Due to pandemic-related concerns as well as a keen interest in outdoor living, fresh air recreation is highly sought. In fact, the public is very much aware of the RV SuperShow and the entire rally space already is sold out with advance tickets being purchased online daily.

The flexibility of the RV Lifestyle allows an RVer to bring their hunting gear, fishing equipment, bikes and anything else for which room is available. No more "roughing it," as RVers can live in as much luxury as desired. They can travel with all the comforts of home, and if they get tired of the view or neighbors, all they have to do is move on! The SuperShow's theme of "Get Out There" was chosen since outdoor recreation is at an all-time high and that the country is opening back so it's time to hit the road again!

To make things easy, the RV SuperShow features hundreds of RVs on display, as well as many educational seminars. Trade-in your old RV or obtain all the information you need to get acquainted with the RV Lifestyle. Many of Florida's finest campgrounds and resorts will have booth exhibits to show attendees the best camping opportunities found anywhere. In fact, General RV retail store will offer a huge display of camping accessories and supplies.

A favorite of all visitors to the SuperShow is the FREE entertainment. From clowns and unicycle riders to Barbershop Quartets and Bag Pipe Bands, the SuperShow has enough entertainment to keep everyone busy the entire day. A FREE shuttle service inside the SuperShow will carry visitors from exhibit to exhibit. Seminars are presented throughout the day, too, making it easy to attend the ones of interest.

Celebrating its 35th year at the SuperShow, the Super Rally is open to any and all RV clubs as well as the general public. This gigantic Rally offers a number of amenities including FREE admission to the SuperShow all five public days, meeting facilities for your club, FREE coffee and donuts every morning and seminars. Three nights of entertainment and refreshments are also included and will feature "The Rivoli Revue" music by Kay and Ron Rivoli, a wonderful night of family entertainment by Kenny Evans and a fun night of music with the Malt Shoppe Memories.

Admission to the SuperShow is only \$12.00 for adults and that includes a second day admission for the cost of one day with children under 16 FREE.

SuperShow hours are Wednesday – Saturday 9am – 6pm and Sunday 9am – 5pm. Wednesday, Thursday and Friday are Senior Citizens Days with seniors receiving \$2.00 off the cost of admission (not valid with other discounts).

*For more information on the 2022 Florida RV SuperShow or to register for Industry Day, contact the Florida RV Trade Association at 10510 Gibsonton Drive, Riverview, Florida 33578, call (813) 741-0488 or visit our website at [www.frvta.org](http://www.frvta.org).*



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## PRESIDENT'S MESSAGE...

### *Holiday Cheer*

*December is not only my favorite month with the holidays and enjoying the younger kids' excitement, but also a great time to reflect on all the accomplishments of the past year while preparing for the coming snowbird run.*

*I believe this year had many challenges that were not the ordinary ones we deal with. There seems to be no end to the supply shortage problems facing all facets of the RV Industry. Smaller suppliers and main product giants are equally affected by these problems. Package the supply issues with COVID shutdowns, lack of a labor force and chassis shortages, and we have a long road to get back to normal.*

*Like many of you, I am in constant contact with my manufacturers about delivery times, the backlog of my ordered units and how to plan for the next quarter. They usually will give me an open list of my orders with no timeline of when they will be built or available to ship.*

*Now comes the term that has only recently been on my radar: "allocation of product." Although it is new for me, it's already at the top of my list of hated phrases. The manufacturers look at what was ordered the year prior to allocate the units produced this year. So let's break this down to a regional perspective. Dealer X, Y and Z ordered 100 units each while another set of dealers, we will call them A, B, C, ordered 50 units and I ordered 25.*

*Now the allocation is projected to be 80 units for this region for all of 2022 and the manufacturer will run everyone at 20% of their orders from 2021. This is a very basic example, but it demonstrates the idea I have formulated from experiences this past year.*

*The big guys are going to get product before me no matter how it breaks down. What is more frustrating is when I'm told I will not get anything and even the top guys are not happy. So just go get another manufacturer, right? Nope, they are all in the same boat and most are owned by the Big Three (see my May 2021 message for reference).*

*This is the way smaller to medium dealers have been trying to navigate the market for 2021, now leading into 2022 and beyond. At least what we are getting is selling in the great supply-and-demand market we currently have. It's my hope that the manufacture and delivery situation settles down so the entire industry benefits.*

*December is a great month to look for opportunities to help others and we all should find the time to give back to anyone in need. This December 2021 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. Have a Merry Christmas, Happy Holidays and a Happy and Prosperous New Year.*

**BRIAN COPLEY**  
FRVTA State President





## Tampa Bay Fall RV Show Sets Attendance Record

Region 3 of the Florida RV Trade Association (FRVTA) opened the Tampa Bay Fall RV Show to a record-setting crowd at the Florida State Fairgrounds. The event opened to the public on Thursday, November 11, and ran through Sunday, November 14. Even with rain a couple of the days, the show attracted over 9,000 people, which broke the old record of just more than 8,000 realized in 2017.

This is the largest regional RV show held in Tampa with four area RV Dealers that displayed every type, size and shape of RV on the market—General RV, Lazydays RV Center, Gerzeny’s RV World and Tampa RV.

Besides a large selection of new 2022 RVs, there was also a wide variety of used RVs. Visitors enjoyed browsing the supplier booths with exhibits from campgrounds, finance and insurance companies and those “hard-to-find” parts, accessories and supplies.

If attendees brought a canned good donation, they received \$1 off the \$5 adult admission price. Canned goods were collected and distributed by Metropolitan Ministries to help area families enjoy a happy Thanksgiving. Active or retired military were admitted free of charge on Thursday in honor of Veteran’s Day.

“This show is a pretty good indication of what to expect for the Florida RV SuperShow in January,” said Patty Flanagan, show coordinator. “We saw many younger buyers and families even on the weekdays, so dealers and booth exhibitors were all very pleased. They are all looking forward to the SuperShow and the coming show season.”



## FRAUDULENT EMAILS CIRCULATING—AVOID SCAM!

*We wanted to make everyone aware of fraudulent/scam emails that are going around. You will NEVER be contacted to purchase a list of any kind from anyone at FRVTA or the Florida State Fairgrounds. Please always be aware of the email address that messages are sent from. Official emails from FRVTA will have frvta.org after them. If you have any questions or concerns do not hesitate to contact us at the home office.*

*Below is an example of an email we recently received:*

From: Clara Edwards <clara.edwards@teradatacontacts.com>  
 Sent: Tuesday, November 09, 2021 11:35 AM  
 Subject: Information Booth- 2022 Florida RV SuperShow

Dear Exhibitors,

I’m happy to inform you that 2022 Florida RV SuperShow has released the permission passed contacts of registered attendees. Now available to meet operational and promotional requirements of our exhibitors. We’ll be providing you with new, dynamic content that focuses on commitment.

You can purchase the entire contact list, which comes with unlimited use rights. You can also use this list for your daily marketing campaigns.

Please let me know your thoughts so that I can send you the Exhibitor Costs of the contacts.

Regards,

Clara Edwards - Event Specialist

January 19-23 2022 Florida State Fairgrounds

*Thank you,*

FLORIDA RV TRADE ASSOCIATION STATE OFFICE

[www.frvta.org](http://www.frvta.org)

[info@frvta.org](mailto:info@frvta.org)

813-741-0488



## TRAINING NEWS • by Veronica Helms, Training Director

### Costs for the Service Technician Training Program from RVTI have been Adjusted

All right everyone, the end of 2021 has finally arrived! Many of you have experienced a massive surge in your service departments and without hesitation all of you have met the need. Despite

supply chain challenges and the shortage of workers, I want to congratulate all of you who kept moving forward to keep your customers happy while providing limitless work to all your hard-working employees.

As we prepare for 2022, the cost of the Service Technician training program from RVTI in Elkhart has been repositioned. This pricing will give everyone an opportunity to receive the state-of-the-art training, without a steep out-of-pocket investment.



#### Here is how it will work:

#### Individual Subscription: \$300 for the year

*(Designed for technicians, independent mobile business owners or newbies coming into the industry.)*

- Access to Level 1 and Level 2 online training and textbooks. If you would like to go to Elkhart for in-person training, it is available at no additional cost. You will pay their transportation and room/board cost during the in-person training timeframe.
- One test instance for Level 1 and Level 2 exams for service employees.
- Track your employees training progress.

#### Location Subscription: \$1,200 for the year

*(Designed for dealerships, service centers or large mobile businesses with one or more locations.)*

- Access to Level 1 and Level 2 online training and textbooks for service employees. If you choose to send your employees to Elkhart for in-person

training, it is available at no additional cost. You will pay their transportation and room/board cost during the in-person training timeframe.

- One test instance for Level 1 and Level 2 exams for service employees.
- Track your employees training progress.

#### Authorized Learning Partner: \$2,500 for the year Authorized Learning Partner PLUS: Call for pricing

*The following Authorized Learning Partner (ALP) contracts are designed for those companies interested in training their own employees with an in-house trainer, sending them to Elkhart for in-person training or online training. The ALPs use the LMS to track and register students, receive curriculum updates and deliver curriculum to students. Course instructors will be Level 2 Certified as RV Technicians who are certified in the Level they are teaching and have completed the week-long RVTI Train-the-Trainer course. The ALPs will meet minimum national average student completion and pass rates, attend the annual trainer conference in Elkhart and submit to program audits.*

#### ALPS have access to the following:

- Full curriculum.
- Training materials.
- Learning management systems (LMS).
- Electronic testbooks.
- Quizzes.

This information was presented on the national level at the RVDA Convention in November. The subscription pricing and training opportunity will not be available until 2022. RVTI will provide a news release along with updated details on their website soon.

In the meantime, our FRVTA RV Distance Learning Network (DLN) will still provide you with training materials that supports the knowledge your technicians need to be successful—and it's FREE as part of your FRVTA membership!

*If you have any questions regarding technician certification or LP Gas certification, please call me at (813) 702-1113 or send me an email at [VeronicaR@FRVTA.org](mailto:VeronicaR@FRVTA.org).*

*Merry Christmas and All the Best!*

### Ferrando Joins RV Technical Institute Board of Directors

The RV Technical Institute (“RVTI”) recently announced the appointment of Jon Ferrando, CEO and President of RV Retailer, LLC (“RVR”) to its Board of Directors.

Ferrando stated “RVR is a major supporter of the RVTI objective to train and advance technicians in the RV industry. Their mission to provide world class training and improve the consumer experience aligns with our goals at RV Retailer.”

“Jon’s commitment to training and developing RVR’s service technicians is setting the bar for the industry to follow and made him a clear choice to join the Board,” said RV Technical Institute Executive Director Curtis Hemmeler. “Through attracting new service technicians to meet the demand of the rapidly growing RV Industry, and providing the gold standard RV Technical Institute training to their technicians, RV Retailer is showing its dedication to improving the customer experience.”—news release



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


## A Fond Farewell

*To say that it has been an honor, privilege and a pleasure to have served the Florida RV Trade Association for a number of years as a compliance consultant would be a gross understatement.*

*During my time with the DMV as assistant director (I left in 1992) and throughout my compliance consulting career afterwards, I have had the greatest respect for your Association and the RV Industry. You are a cut above and you should be very proud.*

*So that brings me to the purpose of this article. After much deliberation, I have decided to retire at the end of December. It's something I have been pondering for a while. My wife, who has always been my greatest supporter, has encouraged me to do so. Sometimes it's difficult to know when enough is enough. Other times life has a way of letting you know when the time is right.*

*Thank you for allowing me the opportunity to serve you and to participate in your yearly conventions. It has been one of my career highlights. But before I sign off, I want to leave you with some final compliance thoughts. Please understand that these thoughts are just a small part of all you must know and do to operate in compliance with state and federal laws, and to keep those plaintiffs' attorneys off your doorstep.*

1. Finance Managers and Sales Associates can make or break your dealership. You already know this. Take time to review, on a regular basis, what they are doing and saying to customers.
2. Review deal paperwork on a regular basis. Are forms being completed properly and in full? Are all required disclosures being made clearly and conspicuously? Are customers signing all required documents? Are Finance Managers and Sales Associates signing all required documents?
3. Is every customer being presented with the same options regarding the purchase of ancillary products? Do you use menu selling to prove that

every customer was given the same opportunities to purchase these products (even if you don't think they will or can purchase them)? Beware of being accused of disparate treatment, resulting in disparate impact.

4. Are all products itemized and clearly disclosed? Can any of your customers rightfully claim they were not aware of everything they were purchasing?
5. Are you running OFAC checks on all customer names and company names (cash and financed) and Red Flags checks on all financed customers?
6. Are you obtaining all of the proper documentation from customers to meet all lender requirements?
7. Are you completing your title and registration paperwork within 30 days of delivering the unit?
8. Do your sales tax amounts on all documents (Buyers Order, RISC, Title Application, Title Reassignment Form) match?
9. Do your ads provide all of the required Truth in Lending Act disclosures?

The list can go on. Just remember that becoming complacent could lead to undesirable results while remaining vigilant can prevent legal and regulatory actions.

*I wish all of you the greatest success and good health. Farewell!*

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

*S. Allen Monello, D.P.A., CPFS, is the Managing Member of the Automotive Industry Center for Excellence, LLC. Allen provides compliance consulting and training services to dealerships and is certified as a "Consumer Credit Compliance Professional" by the National Automotive Finance Association. He also is credentialed by the Association of Finance and Insurance Professionals (AFIP) as a Certified Professional in Financial Services. He can be reached by email at [Allen@TheAICE.com](mailto:Allen@TheAICE.com) or by phone at (727) 623-9075. Please visit his website at [www.TheAICE.com](http://www.TheAICE.com)*



## LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

### Governor Signs New COVID-related Legislation

Gov. Ron DeSantis was joined by Florida Speaker Chris Sprowls and Senate President Wilton Simpson to sign legislation that will protect Floridians from losing their jobs due to COVID-19 vaccine mandates and protect parents' rights to make healthcare decisions for students. The bills

were passed through a Special Session of the Florida Legislature and became effective upon the Governor's signature this past November. Here's a breakout of the new legislation:

**HB 1B COVID-19 MANDATES** defines "COVID-19" as the novel coronavirus identified as SARS-CoV-2; any disease caused by SARS-CoV-2, its viral fragments or a virus mutating therefrom; and all conditions associated with the disease that are caused by SARS-CoV-2, its viral fragments or a virus mutating therefrom. The bill prohibits a private employer from imposing a COVID-19 vaccination mandate for any full-time, part-time or contract employee without providing individual exemptions that allow an employee to opt out of such requirement on the basis of:

- Medical reasons, including, but not limited to, pregnancy or anticipated pregnancy;
- Religious reasons;
- COVID-19 immunity;
- Periodic testing; and
- Employer-provided personal protective equipment. The bill also prohibits an employer from imposing a policy that prohibits an employee from choosing to receive a COVID-19 vaccination.

***This legislation also:***

- Authorizes the Attorney General to receive complaints and impose administrative fines up to \$50,000 per violation, if the employee was terminated for refusing vaccination and the employer failed to follow procedures.
- Prohibits public educational institutions or governmental entities from requiring COVID-19 vaccination as a condition of employment and authorizes DOH to impose a fine not to exceed \$5,000 per violation.
- Specifies that employees improperly terminated on the basis of COVID-19 vaccination refusal may be eligible for reemployment benefits and establishes that reemployment benefits to such employees may not be denied or discontinued based on new job

offers that require COVID-19 vaccination.

- Prohibits educational institutions or elected or appointed local officials from mandating COVID-19 vaccination for students, allows parents to bring an action against educational institutions for a declaratory judgment and injunctive relief and allows prevailing parents to collect attorney fees and court costs.
- Prohibits school boards, school board employees or local officials from requiring students to wear a face mask, face shield or other face covering; however, maintains a parent's right to allow their child to wear a face covering at school.
- Establishes limitations on quarantining of asymptomatic students and teachers for COVID-19.
- Transfers \$5 million from the General Revenue Fund to the Department of Legal Affairs Operating Trust Fund, and appropriates such funds to investigate complaints and to take legal action to stop the enforcement of vaccination mandates imposed by the federal government.
- Sunsets the above provisions on June 1, 2023.

**HB 3B PUBLIC RECORDS/COVID-19 VACCINATION POLICIES AND PRACTICES** creates a public record

exemption for an employee complaint alleging a private employer's violation of state law regarding employer COVID-19 vaccination policies or practices and all information relating to an investigation of such complaint, held by DLA until the investigation is completed or ceases to be active. After an investigation is completed or ceases to be active, information relating to the investigation remains confidential and exempt from public records requirements if disclosure of that information would jeopardize the integrity of another active investigation, reveal medical information about an employee or reveal information regarding an employee's religious beliefs. Information made confidential and exempt may be released to another governmental entity in the furtherance of that entity's lawful duties and responsibilities. Additionally, the bill provides that it does not prohibit the disclosure of information in an aggregated format. The bill provides a public necessity statement as required by the Florida Constitution. It also provides that the public record exemption is repealed on October 2, 2023.

**HB 5B FLORIDA OCCUPATIONAL SAFETY AND HEALTH STATE PLAN** establishes that it would be in the state's best interest to explore the development of a state plan for Florida by finding that a state plan would enhance occupational safety and health by implementing practices and standards that reduce the incidence of

## LEGISLATIVE UPDATE

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employee accidents, occupational diseases, and fatalities. It also finds that a state plan would provide the state with the flexibility to meet the unique needs of its businesses and workforce. The bill directs the Executive Office of the Governor (EOG) to develop a proposal for a state plan (proposal) to assert jurisdiction over occupational safety and health issues for government and private employees, and to designate or hire appropriate staff to develop the proposal. The bill directs the Divisions of Risk Management and Workers' Compensation within the Department of Financial Services, the Department of Health and the Department of Business and Professional Regulation, upon the EOG's request, to assist with the proposal. The bill requires the EOG to provide a status report to the President of the Senate and the Speaker of the House of Representatives by January 17, 2022, which contains at least the following:

- A timeline for completion of the proposal and the state plan, including establishment of an agency to oversee the state plan, legislation necessary to implement the state plan and the scope of coverage with respect to employees covered under, and excluded from, the state plan.
- An explanation of whether the EOG needs to hire additional employees, consultants or contractors to assist with the development of the proposal and the state plan, and whether appropriation of additional funds is required to meet this need.

For the 2021-2022 fiscal year, the bill appropriates

the nonrecurring sum of \$1 million to the EOG from the General Revenue Fund to implement the bill.

**HB 7B VACCINATIONS DURING PUBLIC HEALTH EMERGENCIES** The Department of Health (DOH) is responsible for disease prevention, including controlling the spread of communicable diseases. This includes the duty and authority to declare, enforce, modify, and abolish the isolation and quarantine of persons and premises as necessary to control communicable diseases or provide protection from unsafe conditions that pose a threat to public health. Under emergency conditions, the usual methods of disease prevention are inadequate and require short-term expansion of authority. s. 381.00315, F.S., grants the State Health Officer (rather than DOH in general) the authority to declare a public health emergency and establishes requirements for such situations. Among various other powers, the State Health Officer is authorized to order an individual to be examined, tested, vaccinated, treated, isolated or quarantined during a declared public health emergency. In particular, s. 381.00315, F.S., authorizes the State Health Officer to order an individual to isolate or quarantine, if the individual is unable or unwilling to be examined, tested, vaccinated or treated. If there is no practical method to isolate or quarantine, the State Health Officer may use any means necessary to vaccinate or treat an individual. This legislation removes the authority of the State Health Officer to order a person to be vaccinated.

*At this time, I want to wish all a wonderful Holiday Season and a prosperous New Year!*

## FRVTA & Distance Learning Network Partnership Renewed

The Mike Molino RV Learning Center and the Florida RV Trade Association have renewed their partnership to provide online video-based training for RV dealership personnel through the Distance Learning Network (DLN).

*Educational courses offered through the DLN include:*

- Level 1 Training - covers propane, electricity, plumbing, and PDI. This is a foundational course and is a prerequisite to Level 2 Training.
- Level 2 Training - covers water heaters, furnaces, ranges/cooktops, refrigerators, air conditioners, RV body, generators, brakes, suspension, towing and hydraulics.
- Advanced-Manufacturer Specific Classes – excellent courses to take for RVTI's Level 2 recertification. (Earn up to 14 CEUs)
- Service Advisor
- RV Receptionist Class



Subscription to the online program includes unlimited access by dealership staff to over 50, hour-long training video recordings, reviews and test preparation sections. Content is available online and can be accessed anywhere, anytime. For more information on the courses and to sign up, [click here](#).

The only requirement to participate is a high-speed internet connection. A video cable connected to a television is also useful for group training. A one-year subscription to the program costs \$995 per dealership location. A discount is given for multiple dealerships (five or more). The subscription term is August 1, 2021 – July 31, 2022. Please note the Distance Learning Network is active for one year and the education year ends on July 31, 2022.

*For more information or to sign up, visit [www.rvtraining.fgc.edu](http://www.rvtraining.fgc.edu), or call Veronica Helms, FRVTA Director of Training at (813) 702-1113.*

## FLORIDA RV DEALERS RECOGNIZED IN TOP 50

At the recent RVDA Convention in Las Vegas, RVBusiness celebrated the 10th anniversary of the RVBusiness Top 50 Dealer Awards. With about 1,000 people in attendance, the industry recognized, honored and celebrated North America's dealers for not only what they do, but how they do it.



Two Florida dealers were recognized in this year's Top 50. They are Giant Recreation World and Camper's Inn. FRVTA congratulates both of these dealerships for their hard work and customer care.

A program facilitated by *RVBusiness* magazine and its long-term marketing partner, BJ Thompson Associates with generous support from a variety of sponsors, the Top 50 Dealer Awards ceremony has become a highlight on the RV Dealers Convention/Expo schedule of events.

And after a year hiatus due to the pandemic – as was the case with nearly all in-person events during the pandemic – the return of the Con/Expo and the Top 50 Dealer Awards invoked a strong sense of camaraderie and fellowship. As many noted, the RV industry is run on relationships, and video chats are a poor substitute.– *RVBusiness*



Giant Recreation World



Camper's Inn

## September 2021 Retail Registrations Show a 22% Drop

For the fourth month in a row, there has been a year-over-year decline in retail registrations of RVs. There were 38,792 retail registrations recorded in September 2021, a 22% decrease from the 49,954 units recorded in the same month last year, according to Statistical Surveys Inc.



Prior to this stretch of decreases, there had been 12 months in a row of record retail registrations. Overall, year-to-date data remains positive with 476,068 registrations through September of this year versus 419,154 in the same period in 2020.

The travel trailer segment saw a 24.2% decline, going from 31,352 last September to 23,756 this September. Market share leaders were THOR Industries Inc. with 40.3% share, Forest River Inc. at 37.2% and Grand Design RV Co. with 7.9%.

The fifth-wheel segment also saw a drop – 12.2% – with 7,468 units this September versus 8,503 units last September. THOR led again with a 45.6% market share, followed by Forest River with 28.1% and Grand Design at 17.5%.

Camping Trailers decreased 35.4% with 470 units this September compared to 727 in the same month last year. Forest River lead with 52.8%, Aliner at 26% and Purple Line LLC with 8.9%.

Park Model RVs saw a 44.1% decline, going from 270 units last September to 151 this September. Skyline Champion led with 37.1%, Cavco Industries at 23.8% and Platinum Cottages with 11.9%.

THOR led the Class A motorhome segment at 51.3%, trailed by Newmar Corp. with 16% and Forest River at 12.7%. As a segment, there were 1,039 registrations this September compared to 1,753 last September, representing a 40.7% decline.

It was a similar story for Class C's, which saw a 36.6% decrease. There were 1,540 units this September versus 2,430 units last September. Market share leaders were THOR with 56.8%, Forest River at 20.4% and Winnebago Motorized with 10.6%.

Class B's saw a slight drop of 3.5%, with 891 registrations in September 2021 compared to 923 in September 2020. Winnebago Motorized topped the segment at 47.9%, followed by THOR with 27.5% and Roadtrek Inc. at 5.4%.– *RVBusiness*

## Baird Sentiment Index Shows Dealers' Optimism Growing



The latest Baird RV Dealer survey shows that responding dealers are positive on both current conditions (71 out of 100) and the 3-5 year outlook (61). A reading over 50 is positive. The survey was conducted in partnership with the RV Dealers Association (RVDA).

For comparison, the previous survey for dealer sentiment of both current conditions and 3-5 year outlook were said to be 71 and 56, respectively.–*RVBusiness, RVDA*



## NEW MEMBERS

### AMERICAN DREAMS RV SERVICE

Jean & Keith Frost  
1468 SW Main Blvd, Ste 105  
Lake City, FL 32025-1116  
PH: 386-438-8284  
Website: [www.americandreamsmobileservice.com](http://www.americandreamsmobileservice.com)  
Email: [americandreamsrvservice@yahoo.com](mailto:americandreamsrvservice@yahoo.com)  
Service, Region 6

### COUCH FAMILY RV, INC

Rick Couch  
16215 SE Highway 19  
Cross City, FL 32628-3502  
PH: 352-578-3000  
Website: [www.couchfamilyrv.com](http://www.couchfamilyrv.com)  
Email: [ricksr@couchfamilyrv.com](mailto:ricksr@couchfamilyrv.com)  
Dealer, Region 7

### JLF ADVENTURES

Janice Falzon  
995 N Pontiac Trail, Unit 747  
Walled Lake, MI 48390-7029  
PH: 248-794-3039  
Website: [www.jlfadventures.com](http://www.jlfadventures.com)  
Email: [jlfadventures@gmail.com](mailto:jlfadventures@gmail.com)  
Supplier, Region 10

### EMBER RECREATIONAL VEHICLES

Lisa LaPorte  
PO Box 970  
Bristol, IN 46507-0970  
Toll Free PH: 844-732-4204  
Website: [www.emberrv.com](http://www.emberrv.com)  
Email: [info@emberrv.com](mailto:info@emberrv.com)  
Manufacturer, Region 10

### LITHIUM BATTERY ENGINEERING, LLC

George Lupul  
87 Everdale Rd  
Randolph, NJ 07869-2301  
PH: 862-397-3350  
Website: [www.lithiumbatteryengineering.com](http://www.lithiumbatteryengineering.com)  
Email: [inquiries@lithiumbatteryengineering.com](mailto:inquiries@lithiumbatteryengineering.com)  
Supplier, Region 10

### LOLA SOAP

Alan Neiman  
3175 W Ali Baba Ln, Ste 807  
Las Vegas, NV 89118-1611  
PH: 480-690-6911  
Website: [www.lolasoap.com](http://www.lolasoap.com)  
Email: [lolasoaptradeshows@gmail.com](mailto:lolasoaptradeshows@gmail.com)  
Supplier, Region 10

### ROADPASS

Steven Hileman  
131 E McMicken Ave  
Cincinnati, OH 45202-6520  
PH: NO NUMBER  
Website: [www.RoadPass.com](http://www.RoadPass.com)  
Email: [marketing@togogroup.com](mailto:marketing@togogroup.com)  
Service, Region 10

### RV MOBILE CONNECT

Sean Conk  
1646 W Business Park Dr, Ste B  
Orem, UT 84058-2225  
PH: 801-491-3717  
Website: [www.rvmobileconnect.com](http://www.rvmobileconnect.com)  
Email: [bryan@rvmobileconnect.com](mailto:bryan@rvmobileconnect.com)  
Supplier, Region 10

### SALTY DOG & SWEET P'S SWAG

Debbie Bayly  
355 Derbyshire Ln  
Riva, MD 21140-1509  
PH: 443-223-9895  
Website: [www.saltydogandsweetpswag.com](http://www.saltydogandsweetpswag.com)  
Email: [debbie@saltydogandsweetpswag.com](mailto:debbie@saltydogandsweetpswag.com)  
Supplier, Region 10

### TIRE PROTECTOR, LLC

Len Prince  
4085 Hancock Bridge Pkwy  
N Ft Myers, FL 33903-7219  
PH: 239-355-6563  
Website: [www.totaltireprotection.com](http://www.totaltireprotection.com)  
Email: [info@totaltireprotection.com](mailto:info@totaltireprotection.com)  
Supplier, Region 1

*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](mailto:davekelly@frvta.org) in the State Office.*

## REMEMBER TO REGISTER FOR INDUSTRY DAY!



### RV Industry Day will be Tuesday, January 18 from 10am-4pm

*Everyone involved in the industry is welcome to attend this day for FREE. Complimentary coffee and donuts will be served in the morning and lunch is also FREE. If you haven't been to a major RV show this year, now is the time to see all the new products. Register at [www.frvta.org](http://www.frvta.org) or contact the FRVTA State Office.*

## MEETING DATES



- Region 1 • December 2 • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda
  - Region 2 • December 8 • PGA National Members Club, 400 Avenue of the Champions • Palm Beach Gardens
  - Region 3 • December 14 • Florida State Fairgrounds • 5025 Orient Road • Tampa
  - Region 4 • December 15 • American Social Orlando • 7335 W Sand Lake Rd, #101 • Orlando
  - Region 5 • December 21 • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin
  - Region 6 • December 21 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville
  - Region 7 • December 21 • 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*



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