





Despite the COVID pandemic, the 36th Annual RV SuperShow showed the nation how to safely entertain the public as thousands of interested RVers attended the nation's largest RV Show. Held once again at the expansive Florida State Fairgrounds in Tampa, attendees were treated to the latest and greatest RV Industry offerings from dozens of RV Manufacturers and hundreds of booth vendors.

The five-day show ran from Wednesday, January 13 through Sunday, January 17. Overall attendance was estimated at just over 60,000 people, down slightly from previous years. FRVTA Executive Director Dave Kelly surmised that parts of the missing crowds normally are Canadian snowbirds that are mostly absent from the Sunshine State this year due to the pandemic that closed the border.

"Overall the show was unbelievable!" Dave exclaimed. "We had planned for virus safety to protect the public and show participants, and everything worked very well. I believe the fact that we had instituted many safety precautions allowed for serious buyers to come and get the RV they wanted. Every manufacturer's rep and dealer I talked with were very pleased with the show's results."

Safety protocols in place this year required temperature checks for both show participants and attendees, social distancing and the wearing of masks with hand sanitizing stations throughout. The Association followed health official guidance to avoid the "three C's": close contact, closed spaces and crowded places.

Additionally, all exhibitors were required to complete a form stating their employees were vetted to be virus-free while all people moving trams were rotated frequently so they could be sanitized.

"I even saw as many as 60 percent to 70 percent of people wearing masks outside," Dave said. "When I saw that, it certainly went a long way to alleviating our concern about people not wanting to cooperate or adhere to virus protocols. In fact, I didn't receive any reports about cooperation problems—they all understood the restrictions we had to work under."

The theme for the 36th Annual RV SuperShow was "Good Clean Fun!" Longtime FRVTA Show Director Lesa Colvin explained that this theme was perfect for this year during the pandemic as there is no safer way to travel the country than in your own RV. "It also addresses the many safety precautions the Association took to ensure a clean and safe environment for this year's SuperShow," she said.

Long known as a bellwether for the national RV Industry as the first major show of the new year, the RV SuperShow didn't disappoint despite lower traffic than in recent years. Dave said the lower overall attendance just meant there were fewer lookers and more buyers. This enabled show participants, both manufacturers and vendors, the opportunity to work closely with those patrons who actually came to buy.

"Many of the manufacturers reps and sales people I spoke with actually were able to spend time with attendees," Dave said. "In fact, many reported working with a large number of newbies who were seeking to buy everything from entry level RVs up to motorized, so the first time buyer was out in force."

Overall, the number of RV displays was down slightly from previous shows, Dave detailed. This was mainly due to inventory concerns and OEMs not requiring as much space. "We shuffled things around a bit so the overall show really didn't look any different, especially since we're using most of the fairgrounds as we previously have done," he said.

One casualty of the pandemic, however, was the annual Industry Day that allowed industry professionals to attend the show on Tuesday in advance of anticipated crowded public days. The FRVTA Board of Directors voted at their December meeting to cancel this event to allow staff to properly implement virus safety protocols while

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PRESIDENT'S MESSAGE...

The Sunshine State is THE Place for RVing

It's February in Florida and what's not to love? The skies are blue, the air is dry and our temperatures are the envy of most. Aside from the increased traffic on the road and in grocery stores, things couldn't be better!

I talked to many dealers and manufacturer reps, and by their accounts the RV SuperShow was a great success. Attendance was down a bit, but sales were brisk and consumer interest high. Patrons for the most part understood the challenges we faced, so they did their best to social distance and be patient.



I would like to thank Executive Director Dave Kelly along with the staff and volunteers for the excellent job they did pulling off the nation's largest RV show under such tough conditions. From talking to Dave, it looks like we have a very good blueprint for our regional shows going forward, too.

Our industry has seen a large increase of new RVers and first timers who might not know where to go with their RV. February is a perfect time to visit our great state parks or local campgrounds, and explore all of what Florida has to offer.

Reserve America's website shows over 500 campgrounds and Camp Florida lists over 400. Needless to say, Florida offers a campground to fit every need and want. To that end, I'd like to share some of the great locations my family enjoys throughout the year.

Florida has 663 miles of beaches and my family likes to spend a lot of time at the shore. We love St. Augustine with its long beaches and old world charm. Our favorite beach by far is New Smyrna and we spend a lot of time there in the summer. If your RV is short enough, you can even drive it on the beach. Be prepared to get a lot of double takes driving down the beach and don't get stuck in the soft white sand!

The springs in Ocala are a great summer destination when the weather turns hot. However, right now is a good time to visit the springs to see manatees. These gentle marine mammals enjoy the winter warmth of the springs and can often be seen congregating around the outflow. We also love Grassy Key for lobstering in August. There is a great campground with a boat ramp in the middle. You can keep your boat by your waterfront campsite and enjoy the beautiful sunsets while cooking the lobsters you caught that day.

Whatever your passion, there is a camping experience for all of them. I guess what I'm saying is pick a spot and GO RVING!

BRIAN COPLEY

FRVTA State President



FRVTA News



FLORIDA RV SUPERSHOW

enabling show participants an extra setup day.

Opening day on Wednesday got off to a slow start due to unseasonably cool and rainy-cloudy Florida winter weather. However, better weather on Thursday and the rest of the show proved to be a winner as the expected crowds returned. "I was kind of glad for a slower opening day as we got the virus protocols moving," Dave explained.

A new push this season was the sale of online tickets. Lesa said this was a way to keep crowded ticket lines to a minimum with contactless entry while allowing attendees the ease of purchase. "Overall, this was a great success," she said, "with many attendees purchasing tickets in advance."

The two-day ticket option was again in effect with senior citizen discounts offered Wednesday through Friday. "In the past we've offered a senior discount on Wednesday only, but this year we expanded it to spread out the crowds a bit," Lesa said.

To help attendees navigate the megaevent, the RV SuperShow once again offered an interactive show map that allowed exhibitors to highlight their location in the show and then send that information to prospective clients. Attendees also were able to search the map by company name or product category. Once located, attendees could then take a free shuttle so nothing was missed.

And, even though Dave is the newly appointed Executive Director, he used his experience as the Association's longtime Marketing Director to execute the marketing strategy to attract the attendees that all participants were relying on. This included utilizing both online social marketing as well as traditional media, such as radio and television.

Over the course of the show, thousands of interested and potential RVers were treated to a huge selection of new 2021 models on display—everything from high-end Prevost-based luxury motorcoaches to small teardrop trailers like the Xtreme Outdoors MyPod XT. This huge selection from multiple manufacturers, a variety of floor plans, options galore such as stainless appliances, fireplaces and high-tech gadgets all ensured there would be something for everyone.













CONTINUED FROM PAGE 1

In fact, this year's show seemed to have luxury units that were more luxurious, offroad RVs that were tougher and ultra-light units that were even lighter.

Dave believes the show's success was due in part to the huge sales that took place earlier in 2020, which depleted dealer inventories. "I think that many of the show attendees had searched for a particular RV online and at their local dealerships without any luck and now there was the unit they wanted right before them," he explained. "Based on deliveries, dealers were able to tell customers that if they wanted it buy now since it might be fall before another one arrives."

A customer favorite, of course, was the ultra high-end motorcoaches. The "dream factor" for these coaches, some costing in the millions of dollars, causes long lines of customers waiting to see what these coaches offer. To help with social distancing as well as to keep lines down, viewing platforms were established so attendees could see inside these dream machines without waiting in line.

New to the RV SuperShow this year was a new towable unit from industry leader Keystone RV, which launched its new Arcadia line at the show. Keystone President Jeff Runels said the Arcadia "not only reinvents the wheel, it reinvents the fifth wheel."

Runels detailed that over a year and a half was spend with Keystone's design team and suppliers to create a product that will provide owners a significantly better experience while changing the way Keystone builds towables. The single biggest change is a new patented chassis design that allows for a full-length "crawl space" and redesigned upper deck.

Keystone featured two Arcadia fifth wheels, the 3660 and the 3250 half-ton. The full line actually consists of up to four fifth wheel models and two travel trailers. Lengths will be from 30 to 37 feet long with dry weights between at 8,000-10,700 pounds. Costs for fifth wheels are expected to range between of \$40,000 to \$60,000 with trailers selling between \$35,000 to \$55,000.

Speaking of chassis, Spartan RV Chassis showcased it new mobile technology with parts and products at the SuperShow. Spartan, a business unit of The Shyft Group, had representatives available to answer questions about the company's newly launched Dealer RV Chassis Connect app and the recently updated Connected Care mobile app for RV owners.

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FLORIDA RV SUPERSHOW

The Connected Care app allows Spartan chassis owners to review pre-trip inspection checklists, view service center locations, look up diagnostic codes and access maintenance schedules. It can access live training and rally information as well. Connected Care can be downloaded free for both iOS and Android devices.

Many high-end motor coaches, such as those from Entegra, Newmar, Jayco, Nexus and Foretravel, are built on Spartan chassis. To reach those owners, the company expanded its popular chassis maintenance bundle with customizable Chassis Care Kits designed for any coach model riding on a Spartan RV chassis no matter the year.

Spartan says this package of parts and routine maintenance items empowers owners with the ability to make basic repairs without visiting a service center. Updated kits now cover all Spartan RV chassis—new and old—should an unexpected repair arise on the road.

A customer favorite was the "retro" units on display from Gulfstream RV. Featured trailers came in a variety of retro colors. include red, blue and turquoise. Insides featured classic checked flooring as well as other retro designs, but all with modern conveniences.

A variety of RV maintenance and lifestyle seminars kept both newbies and veterans informed. Topics for the many sessions included motorhome and generator maintenance, stress-free RV travel options, and an update on the latest travel maps and apps for planning the perfect RV trip. Due to social distancing, seats were quickly filled!

Additionally, entertainment of every kind kept the crowds captivated as marching bands, bag pipers, clowns and jugglers made for a fun experience. Don't talk to that tree over there-you might not like the answer!

Besides RVs of every type, size and price













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point, the RV SuperShow is known as the place to go for the many accessories that make life on the road more enjoyable and comfortable. This year's show was no exception, with hundreds of vendors displaying everything from a huge variety of camping accessories and supplies to the finest campgrounds and RV resorts.

Lori Farrell, salesperson for Golden Palms Luxury Motorcoach Resort in south Fort Myers, said this year's RV SuperShow was outstanding. "While attendance was down a bit, customers were truly interested," she explained. "In fact, we've already had traffic at the resort from the show, so it was definitely the right move to have SuperShow this year and I believe most other vendors had the same sentiment." She also stressed that due to the Association's safety protocols, the virus wasn't an issue at all.

Not to be outdone, the Super Rally celebrated its 34th year at the SuperShow. Lesa said this gigantic RV Rally was open to any and all RV clubs as well as the public. This year, with so much attention on the RV Lifestyle, the Rally was sold out. It offered participants a number of amenities including free admission to the SuperShow all five public days, meeting facilities, and free coffee and donuts every morning. No wonder it was sold out!

As the sun set late Sunday afternoon while dealers and vendors started to pack up their displays, many reflected on the 36th Annual RV SuperShow and looked forward to next season's annual event that will hopefully be COVID free! Let's hope so, but make sure to mark your calendars now to attend the 37th Annual RV SuperShow, returning to Tampa's Florida State Fairgrounds, January 18 to 23, 2022.

For more information, contact the FRVTA State Office at (813) 741-0488 or visit our website at www.FRVTA.org.

RVTA 2021

Shows Still Being Discussed

Region 4: Spring

Region 1: SuperSaver (April) Region 2: Spring

IACKSONVILLE 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

FRVTA Men/8





RV Learning Center Outlines 2021 Online Resources for RV Dealership Professionals

In-person training opportunities for most dealerships are not easily available right now. Digital training provides a safe and cost-effective way to educate essential dealership personnel. By training online, dealership employees have access to flexible options to advance their knowledge.

Here are some current offerings available from various sources throughout the industry:

Service Writer/Advisor (SWA) Online Course Offered Through the RV Learning Center

The Mike Molino RV Learning Center's Service Writer/Advisor (SWA)

This Online Course provides critical front-line dealership personnel with foundational skills they need to create loyal customers and help improve repair event cycle time (RECT). *The SWA Online Course includes instruction on:*



- Improving customer satisfaction
- Organizing and managing appointments and workflow
- Generating additional services and revenue
- Coordinating with technicians and other departments
- Administrating and operating effectively
- Building trust and rapport

The course includes a timed, comprehensive final assessment that will help service writers/advisors to achieve professional certification through the RV Learning Center, for a separate fee. The per-person course registration fee is \$150. To learn more about the fully interactive course and view a course demo, visit the RV Learning Center website www.rvlearningcenter.com.

FRVTA Distance Learning Network



The Florida RV Trade Association (FRVTA) and Mike Molino RV Learning Center partner to provide online video-based training for dealership personnel through FRVTA's Distance Learning Network (DLN). A one-year subscription to the program costs \$995 per dealership location, however this is FREE to all FRVTA members. A discount is given for multiple dealerships of five or more. *Educational courses offered through the DLN include*:

- Level 1 Training Covers propane, electricity, plumbing, and PDI. This matches the Level One content produced by the RV Technical Institute. 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, generators, brakes, suspension, towing, hydraulics, and RV body. This matches the Level Two content produced by the RV Technical Institute.
- Advanced-Manufacturer Specific Classes
- Service Advisor
- RV Receptionist Class

For more information visit: http://rvtraining.fgc.edu/.

RVTI Level One RV Technician Course



Online courses available through the RV Technical Institute (RVTI) are completely self-paced, allowing students to complete the training and testing according to their own timeline and schedule.

The Level One online class costs \$1,995, with a special industry price of \$995 for anyone within the RV Industry. Volume discounts are available. The RVTI's Level Two class, which includes diagnostics and troubleshooting in the seven core areas of RV repair, will be available through the self-paced, online program in the spring of 2021. For more information, visit www.rvti.org.

The Damage Repair Estimator Online

The Damage Repair Estimator Online subscription-based software enables users to create customized and detailed estimates of repairs, upload photos and documents, and is a centralized resource for average time and cost of making RV repairs and purchasing RV parts. Dealers can sign-up for a free, no-obligation, 30-day trial of The Damage Repair Estimator Online by calling (440) 336-0703 or by sending an email to wrcampl@aol.com.

For more information on available sessions, click here.

FRVTA Men/S





TRAINING NEWS • by Veronica Rivera, Training Director

Certifying Technician Exams on the Horizon

Hello Members,

The Department of Agriculture and Consumer Services has partnered with Prometric to facilitate their exams. After registering for the exam on the Florida Department of Agriculture and Consumer Services website, you will receive an email from Prometrics. Follow the directions in the email to pick the location that best serves you for the exams. Select the RV Qualifier 1 Exam to ensure you receive the correct exam.

See the sample email below from Prometrics:

Dear (Full Name),

You have now been approved by (*Client Name*) to make an appointment to sit for your examination. Please proceed as follows:

- 1 Go to our home page: www.IQTTesting.com
- 2 Using the option "Exam Registration," enter your User ID and Password to login. These are:
 - User ID: (user ID) Password: (password)
- 3 –Select the Organization: (*Contract Name*) Select the exam: (*Exam Name*)

After logging in, please follow the on-screen instructions for making an appointment. Please note that you must test within this date range: (*Begin Date*) to (*End Date*).

Reschedule/Cancellation Policy: If you fail to show up for your examination at the scheduled time, do not have the proper identification or do not have your admission document, you will not be allowed to sit for your exam. You will be considered a "No-Show," your examination fees will be forfeited and you will be required to re-register and re-pay all fees prior to sitting for another exam.

However, if an issue arises that prohibits you from making it to your scheduled exam, you may reschedule prior to five (5) calendar days before your scheduled exam date. You may be required to pay a rescheduling fee to process your request. If it is less than five (5) calendar days, you will not be allowed to cancel or reschedule your exam unless one of the following four situations have occurred:

• Jury Duty

• Death in the immediate family

Sickness

- Military Deployment
- The immediate family is defined as a person's grandparents, parents, spouses, siblings and children.

If you experience any of the above, you MUST provide IQT with proper documentation before being rescheduled to a new date. If none of the above are the reason for wanting to reschedule or cancel your exam less than five (5) days prior to your exam date, then you will not be allowed to reschedule or cancel your exam. Please also note that if you do not show up, you will be considered a "No-Show", your examination fees will be forfeited, and you will be required to re-register and re-pay all fees prior to sitting for another exam.

Result Letter: Please note that you MUST receive a result letter after completing the exam. Please do not leave the testing center until the Proctor has given you this paperwork.

Should you require assistance, you can click on the "Contact Us" tab on the Iso-Quality Testing, Inc. home page (www.isoqualitytesting.com) and send a message to customer service, or you may call (toll-free in USA and Canada) 1-866-773-1114, or (other countries) +1 727-733-1110.

Sincerely,

Iso-Quality Testing, Inc.

As a reminder, a qualifiers license expires every three years. All current Master Qualifiers and Qualifiers are required to complete 16-hour CEU's to maintain their license. The deadline to submit CEU's is August 1, 2021.

The FRVTA Distance Learning Network (DLN) will have courses available in February. We will send out a notification to all members once they are available. If you would like to take an approved course before then, you can find training content using our website: https://www.frvta.org/members/lp-gas-licenses-rv-dispensing-repair/.

If you have any additional questions, contact us directly at (813) 702-1113.

Sincerely,

VERONICA RIVERA, FRVTA Training Director

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LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

2021 Florida Legislature Season Starts Soon

The 2021 Legislative Session is quickly approaching. The official start of the 60-day session is March 2, 2021. However, the committee week process started this past January 11, 2021. Bills are being filed with a filing deadline of noon on the first day of session.

With Speaker Chris Sprowls taking over the House, the committees have made several changes of note.

The full committees in the House are as follows:

House Infrastructure and Tourism Appropriations Subcommittee

Jayer Williamson (chair)	Brad Drake
Bob Rommell (vice chair)	Chip LaMarca
Dianne Hart (ranking member)	Fiona McFarland
Kristen Arrington	James Mooney
Melony Bell	Jenna Persons-Mulicka
Joseph Casello	Rene Plasencia
Linda Chaney	David Silvers
Dan Daley	

House Tourism, Infrastructure & Energy Subcommittee

Brad Drake (chair)	Dotie Joseph
Chip LaMarca (vice chair)	Fiona McFarland
Emily Slosberg (ranking member)	Rick Roth
Mike Beltran	Jason Shoaf
Kamia Brown	David Silvers
James Buchanan	Kelly Skidmore
Linda Chaney	Dana Lee Trabulsy
Tracie Davis	Jayer Williamson
Randy Fine	Clay Yarborough

Senate President Wilton Simpson named the following changes and committees:

Senate Appropriations Subcommittee on Transportation, Tourism, and Economic Development

George Gainer (chair)	Audrey Gibson
Ed Hooper (vice chair)	Debbie Mayfield
Loranne Ausley	Keith Perry
Jim Boyd	Annette Taddeo
Janet Cruz	Tom Wright
Ileana Garcia	

Senate Transportation

Gayle Harrell (chair)	George Gainer
Keith Perry (vice chair)	Shevrin Jones
Lori Berman	Ana Maria Rodriguez
Randolph Bracy	Tom Wright





LEGISLATIVE UPDATE

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COVID-related issues, including liability protection, and budget constraints will likely be the themes of this session. The Speaker has stated he would prioritize legislation to shield businesses from COVID-19 liability lawsuits. HB 7 has been filed and provides requirements for civil action based on COVID-19-related claims. This bill got its first hearing on January 13.

In December, the Florida Revenue Estimating Conference finalized an updated General Revenue Forecast. The new forecast proposes the State will receive approximately \$34.3 billion in general revenue next year, which is a year-to-year increase of \$1.8 billion. While this amount is still substantially below pre-pandemic estimates, the state fared much better than initial estimates predicted as we entered into the pandemic.

However, it is likely the Florida Legislature will continue to conservatively budget in the coming years, as those same conservative principles allowed Florida to make it through the pandemic so far in a better financial situation than other states.

Nonetheless, both chambers are focused on Florida's economic recovery and progression as we go into

this lean budgetary year. Focus will be on growing Florida's tourism as well as maintaining the positive economic progression we've seen during these unprecedented times.

As always, thank you for your strong and continued support and generosity to the PAC. Your contributions ensure and solidify relationships between the Association and elected officials in the Florida Legislature. Thank you for realizing the importance of the PAC and contributing to these entities.

ORR Aims to Advance Outdoor Recreation Agenda

The Outdoor Recreation Roundtable (ORR) recently announced it has developed information for elected officials to demonstrate how the outdoor recreation industry drives economic revitalization, job growth and quality of life. ORR



and its members, which include RVDA, RVIA and ARVC, said they pledge to "work with Congress and with the executive branch to continue growth for this important sector of the economy."

ORR has outlined its priorities, which it said is intended to "help drive a national growth agenda and improve recreation opportunities for all Americans." Entitled "A Roadmap for a 21st Century Outdoor Recreation Economy," three key headings outline ORR's priorities. They include:

Improved recreational access drives rural communities

These priorities include re-establishing the Federal Interagency Council on Outdoor Recreation to ensure efficiencies and coordination among federal land and water management authorities, creating a synchronized method for collecting visitor data from federal agencies to track how and where visitors are recreating, and working with State Offices of Outdoor Recreation to streamline access issues on state and federal lands and engage outdoor businesses on shared access outcomes.

Sound conservation policies sustain resilient recreation landscapes

"Recreation access to our lands and waters must be balanced by ensuring resource protection and sustainable outdoor experiences for generations to come," said the ORR. Priorities for this goal include:

- 1. Creating a plan to mitigate climate change impacts on recreation assets and gateway communities that rely on robust outdoor recreation, and supporting quick recovery and restoration of these assets after a natural disaster.
- 2. Investing in natural solutions that allow for recreation while providing buffers during severe storms.

Free and fair trade ignites American innovation

"The outdoor recreation industry, like most industries, relies on free and fair trade, global supply chains, and a stable business environment to remain competitive," said the ORR. With this set of goals, the organization said its priorities include:

- 1. Removing tariffs on recreation products. "Tariffs make U.S. businesses less globally competitive and increases the cost for consumers to recreate," said the ORR.
- 2. Supporting multilateral trade deals that reduce non-tariff barriers and ensure regulatory cooperation while promoting "Made in America" products and workforce.—*ORR*, *RVPro*

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NEW MEMBERS

CABANA CLUB RV RESORT LLC

Tom Wheary 361 Denton Ave Auburndale, FL 33823-1099

Aubumuale, FL 55625-1055

PH: 863-455-7335

Website: www.cabanaclubresort.com_ Email: info@cabanaclubresort.com

Campground, Region 3

CHILLING THE MOST.COM

Tony Altieri PO Box 12039

Fort Pierce, FL 34979-2039

PH: 772-261-0040

Website: www.ChillingTheMost.com Email: contact@chillingthemost.com

Supplier, Region 2

FLORIDA FINANCIAL ADVISORS

Anthony Engel 2330 W Horatio St Tampa, FL 33609-3590 PH: 813-600-3735

Website: www.floridafa.com

Email: jason.mickool@floridafa.com

Finance, Region 3

SPOT2NITE

Terry Broussard PO Box 15372

New Orleans, LA 70175-5372

PH: 337-501-5181

Website: https://partners.spot2nite.com/

Email: info@spot2nite.com

Service, Region 10

X-TREAM PRODUCTS

Froilan Tinajerro 1809 Frankie Ln Sevierville, TN 37876-1565

PH: 865-548-6392

Website: www.Tornadoseat.com Email: fttinajero05@comcast.net

Supplier, Region 10

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.

2021 Go RVing Dealer Tie-in Program Launches

The Go RVing Dealer Tie-In Program has been revamped for 2021 and allows dealers to leverage the power of the national advertising and promotion campaign at the local level.

With the theme "Go On a Real Vacation," Go RVing's multi-media marketing campaign is geared toward outdoor enthusiasts with children in the home who are looking for vacation alternatives.

In the industry-only section of the new Go RVing websites, dealers can download royalty-free photos, visuals,

Go RVing. Dealer artwork for dealer websites, digital promotions and other marketing needs. Among the photos are shots of the interiors of RVs. Go RVing research has found that many potential consumers have never seen the interior of an RV, so these images offer them an opportunity to see what a layout looks like.

"Using the online portal, participating dealers can access consumer leads and marketing material for the new campaign," said RVDA President Phil Ingrassia. "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 provides 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.

The cost to sign up for the optional Go RVing Dealer program is \$250. <u>Click here</u> to register and for more information. To sign up, visit <u>www.rvda.org</u>, email Chuck Boyd at <u>cboyd@rvda.org</u>, or call him at (703) 591-7130 x113. – *RVDA*

MEETING DATES



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

Region 2 • February 10 • PGA National Resort • Members Club,

400 Avenue of the Champions • Palm Beach Gardens

Region 3 • NO MEETING • Westshore Grand • 4860 W Kennedy Blvd • Tampa

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

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

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

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

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

