

# FRVTA News



MONTHLY NEWS CONCERNING  
FLORIDA'S RECREATION VEHICLE INDUSTRY

JULY 2022



## RV Industry Heads South of the Border... RV Fiesta, Live, Laugh, Learn!

**Attend this year's 41st Annual FRVTA State Convention at the beautiful Sawgrass Marriott Golf Resort in Ponte Vedra Beach, September 8-11.**



Having to cancel the convention due to hurricanes, the FRVTA Convention finally returns to the Sawgrass Marriott! This three-day conference is designed to bring fellow industry friends and members together to build leadership, expand knowledge, develop new ideas and share experiences that will help your business become more successful. This is one of the best ways to meet FRVTA members from around the state and country in a casual and comfortable atmosphere. *¡Si claro!* (Yes, of course!)

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



convention, we hold the annual meeting and witness the installation of the incoming Board of Directors. Come learn more about your Association, and how the RV Industry is growing and changing as celebrate the "RV Fiesta!" *¡Olé!*

We have assembled a variety of speakers to supply you with ideas and information to make your business more effective and profitable. Special functions are planned throughout these three days along with plenty of leisure time for you to enjoy fun activities or simply relax by the pool. Our industry is rapidly moving forward with increased public interest and sales, so your participation is critical to continued growth and development—we also try to work in a little fun! *¡Que milagro!* (What a miracle!)



### **HOTEL INFORMATION**

With extraordinary amenities and a terrific location, Sawgrass Marriott Golf Resort & Spa offers an unforgettable destination for work and play. You'll find the hotel in Ponte Vedra Beach, just a short distance from Jacksonville. Right next door to the famed TPC® Sawgrass golf club, and they enjoy exclusive privileges with the complex; play a round and take a lesson while you're here! *¡Muy bien!* (Very good!)

### **REGISTRATION PROCEDURE**

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

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



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website: www.frvta.org

## All Are Welcome to the 41st Annual FRVTA State Convention!

We would like to personally welcome all FRVTA members, staff and guests to the 41st Annual FRVTA State Convention. This year's convention, "The RV Fiesta, Live, Laugh, Learn" will be held at the beautiful Marriott Sawgrass Resort and Spa in Ponte Vedra Beach, just south of Jacksonville. The convention opens on Thursday, September 8 through Sunday the 12.

For some of you this will be your first convention and we highly recommend you attend. For many attendees, the best part of the convention is meeting other members from around the state and country. Life-long friendships have been made and strengthened through the bonds made at this annual gathering. It's also nice to know that when it comes to the daily issues and problems you deal with that many attendees in your same position already have experienced them and can provide insight and solutions.

While the convention will provide you with ideas and suggestions to help your business, there is plenty of fun to be had as well. The "Off We Go To Mexico" Welcome reception will bring everyone together with drinks, hors d'oeuvres and a chance to rekindle old friendships.

Friday night will again feature the famous costume party/dinner, "Livin' La Vida Loca". Of course, the "Wicked Cantina" Hospitality Suite will be open every evening as a chance to unwind and share thoughts and ideas with fellow industry members.

The highlight of the convention is the Saturday evening "Viva La Fiesta" Awards banquet and the end of the Silent Auction. This is the night we get to thank the outgoing volunteer officers and welcome the incoming ones.

We have worked hard this year to feature new speakers and topics to make sure the convention has information for every segment of our industry. Reports from RVIA, RVDA and the RV Technical Institute will round out the Friday morning general session. Saturday's breakout sessions will feature topics such as Social Media, Training and Education, Limiting your Business's Liability, Dealer Knowledgebase and Campground issues. There will be many ideas and suggestions you will be able to take back and implement into your business to make you more successful.

You should check with your FRVTA Region as many pay all or part of the convention registration and hotel fees. And make sure you invite your department heads as well—there will be plenty of information for every facet of the industry.

With the industry experiencing record-breaking numbers, we hope you will take the time to experience the fun and informative FRVTA State Convention. There are also a few sponsorship opportunities still available as well. We hope to see everyone in September!  
*¡Via Con Dios!!*



*Brian Copley*  
**BRIAN COPLEY**  
FRVTA State President



*Dave Kelly*  
**DAVE KELLY**  
FRVTA Executive Director

## FRVTA CONVENTION

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### REGISTRATION DESK

This is where you'll pick-up your credentials, get all your questions answered and buy some raffle tickets. The desk will be open the following hours:

Thursday: Noon - 5PM  
 Friday: 7:30AM - Noon  
 Saturday: 7:30AM - Noon

### HOSPITALITY ROOM

The "Wicked Cantina" Hospitality Room is the best place at the convention to make new friends and catch up with old ones. Take pleasure in a complimentary beer, cocktail or soft drink, enjoy snacks and get to know fellow industry members in a laid back atmosphere. ¡Órale! (Go for it!)

Thursday: 1PM - 5PM; 7:30PM - Midnight  
 Friday: 3PM - 6PM; 10PM - Midnight  
 Saturday: 10PM - Midnight

### SILENT AUCTION

This is one of the highlights of the FRVTA Convention. Check out numerous fun and useful items and place a bid. Proceeds benefit the Political Action Committee (FRVPC). Doors will close prior to Awards Banquet on Saturday night. ¡No seas codo! (Don't be cheap!)

### WELCOME RECEPTION:

Thursday 5PM-7PM

Meet the FRVTA staff and fellow members at the "Off We Go to Mexico" Reception. Dip your bill while enjoying cocktails and hors d'oeuvres in a relaxed and social atmosphere while you catch up with old friends. ¡Qué pasa, amigo! (What's happening, friend!)

### BREAKFAST BUFFET:

Friday & Saturday 7AM

Enjoy a full breakfast buffet with all amenities starting each morning before the general educational presentations and sessions begin. ¡Muy Delicioso! (Very delicious!)

### GENERAL SESSION:

Friday 8AM

"Bee on Time" to win cash! This is the official opening of the convention by the Big Cheese himself, FRVTA State President Brian Copley, followed by industry update presentations from both RVIA and RVDA. ¡Muy especial! (That's special!)



### AFTERNOON ACTIVITIES:

Friday 1PM-5PM

Friday afternoon is time to relax by one of the many resort pools or take in the beach, enjoy a spa massage or take part in "Shake Your Maracas" dance lessons. If an outdoor activity is your pleasure, you can participate in the "Speedy Gonzalez" 9-hole Golf Outing. It will be ¡Muy Bueno! (Very good!)

### COSTUME DINNER PARTY:

Friday 7PM

We're partying like we're in Tijuana! The "Livin' La Vida Loca" Costume Dinner Party will feature bandoleros, beautiful señorita's and loads of Mexican Hats! No border to cross! Food, drinks, games and prizes all combine to make this a fun and memorable evening. So dress in your colorful fiesta dresses and garb! ¡Chido! (Cool!)

### SATURDAY BREAKOUTS:

Saturday 8AM

"Bee on Time" for more cash! Following a brief general session and overview, we'll adjourn to allow members to attend various breakout seminars and other bull sessions. Attendees can choose from a variety of interesting topics, including Dealer Compliance topics, Social Media, FRVTA Training, Legal Panel and more! ¡Comprendes? (You understand?)

### GAME SHOW LUNCHEON:

Saturday Afternoon 12:30PM

Get ready for more excitement with the "Rio Grande" Game Show Luncheon! Cash and prizes could be yours during this delicious and fun lunch. Regional Awards will be presented.

### COCKTAIL RECEPTION:

Saturday Evening 6:30PM-7:30PM

Dress in your semi-formal attire, get your complementary photos taken and tip a few of the beverages of your choice as you compare notes from a weekend of adventure. The Silent Auction will end prior to the banquet, so make your selections and name your price quickly!

### AWARDS BANQUET:

Saturday Evening 7:30PM-10PM

Join us for a lovely dinner as we wrap up the weekend and announce our new State Officers at the "Viva La Fiesta" Awards Banquet. The winners of the Silent Auction items will be recognized and raffle winners will be drawn. ¡No Problema! (No problem!)



## FRVTA State Elections Set for September

*It's Your Chance to Make a Difference!*

The annual election of FRVTA State Officers will take place at the State Convention (September 8-11 at the beautiful Marriott Sawgrass Resort and Spa in Pointe Vedra) in accordance with the FRVTA By-Laws. The Nominating Committee would like to hear from any qualified candidates (see below) who would like to submit their name for nomination to State Office.

*Those candidates nominated thus far are:*

**President:** KEN LOYD, Keystone Heights RV Resort

**VP:** OPEN (*Nominations sought*)

**Treasurer:** SEAN THOMPSON, RV Master, LLC

**Secretary:** BRETT HOWARD, North Trail RV Center

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

### ARTICLE VI SECTION III

**VOTING:** Voting on all questions or issues submitted to a vote of the members, shall be done in such a manner as is determined by the person presiding at the meeting, or by a majority vote of the members. In connection with any secret ballot vote, the person presiding at the meeting where the vote is to be taken shall appoint two tellers to distribute, collect and count the ballots.

### SECTION IV

**PROXIES AND ABSENTEE BALLOTS:** There shall be no voting by proxy at any meeting of the FRVTA. Absentee ballots may be cast for the election of State Officers, which will be held at the Annual General Membership Meeting or Convention. It will be the responsibility of the Chairman of the Nominating Committee to see that absentee ballots containing the nominations for all officers are mailed to all voting members who have provided written notice that they will not attend the General Meeting.

All absentee ballots must be returned to the Chairman of the Nominating Committee in adequate time to allow the sealed votes to be presented to the teller prior to the voting at the General Meeting.

### ARTICLE VII SECTION II

**ELECTION AND TERM OF OFFICE:** All officers of the State shall be elected by a majority vote of the members present at the Annual Meeting except where previously noted. All officers will be elected to serve a one-year term of office. Any officer can be nominated for an additional term of office with no more than two (2) consecutive years being served in any one office. No member shall serve in the State Office of President, Vice President, Treasurer or Secretary unless they previously have served on the Board of Directors for a minimum of one year. Only an owner, corporate officer, sole proprietorship or its assigned designee is eligible to run for State Office.



## Convention Sponsorships Available!

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

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

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

A variety of sponsorship opportunities are available, including prize donations for the Silent Auction and the Game Show Luncheon.

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

**FOR MORE INFORMATION ON THE SPONSORSHIP THAT BEST FITS YOUR BUSINESS' NEEDS, CONTACT DAVE KELLY AT THE STATE OFFICE, (813) 741-0488.**

## Advocacy Day on Capitol Hill Caps Off an Exciting RVs Move America Week

This past June, 114 participating advocates and guides took part in 101 meetings with Senators from 27 states and Representatives from 54 different districts on issues critical to the growth of the industry. This all happened during Advocacy Day on Capitol Hill, a day organized by RVIA's Government Affairs team, which places the RV Industry agenda front and center, and capped off an exciting RVs Move America Week.

The event began with multiple days of committee meetings where volunteers from across the RV Industry collectively worked to define and tackle the most important issues our industry currently faces.

Attendees also got to hear from notable speakers during the week including Bret Baier, the host of "Special Report with Bret Baier" on the Fox News Channel, Amy Walter, Publisher and Editor-in-Chief of the Cook Report, and a special panel on our nation's public and private campgrounds.

As your executive director, I attended the RVIA Committee Week. What a great experience! FRVTA has a seat on the Go RVing Committee and I think it's important to be an active participant in this national program.

Presently, the committee is updating the Go RVing logo after 25 years of usage. They also are developing a new set of ads, photos, videos and other promotional items that will be available to the industry.

I also sat in on the PR Committee meeting as well as a media training session, both of which were very informative. On Wednesday, we broke into groups and visited legislators on Capitol Hill. Well, we mostly visited with assistants and not the actual legislators! They were in session and keenly focused on the gun issue.

Nevertheless, we discussed the need for infrastructure for EV vehicles so they could travel across the country. This applies to RVs and the trucking industry as the country transitions to EV vehicles.

Another topic we discussed was the Generalized System of Preferences, which is a trade preference program to import key imports duty-free. This applies to the lauan plywood the RV Industry obtains from Indonesia, currently costing the industry \$1.5 million a month! We asked that they retroactively reauthorize the GSP program with a six-year renewal.

We also asked that they support the "Great Outdoors Act" to help provide funds to national parks so their facilities can be upgraded and modernized.

Discussions on Capitol Hill were extremely positive, as legislators and their staff recognized the fundamental change happening in the way Americans are prioritizing time in the great outdoors and embracing the freedom that comes with RVing. —*Dave Kelly, RVIA reports*



*Fox News' Bret Baier spoke at the luncheon. He brought an insider's look into the political world.*



*L to R: Tracey Anglemeyer, RVIA; Dave Kelly, FRVTA; Mike Mohr, Dave Carter & Assoc.; Michelle Harmon, RVIA; Laura Baird, RVIA*

## Update on Hall of Fame Events and Campaign Progress



The RV/MH Hall of Fame in Elkhart recently issued an update on its new convention hall, 2022 rallies on the books and its 50th year induction event.

Support is steadily coming in for its new convention hall with the most recent pledges of \$25,000 from the RV Dealers Association and \$20,000 from the Canada RV Association. To join the campaign or be part of the facility's progress as a founder, please go to [www.rvmhhalloffame.org/neweventcenter](http://www.rvmhhalloffame.org/neweventcenter).

The Hall of Fame's 50th Induction Dinner Ceremony is slated for Aug. 15 and reservations are coming in fast. The facility expects more than 500 guests this year and recommends reserving a table or seat for the dinner as soon as possible. Go to [www.rvmhhalloffame.org/nrsvp](http://www.rvmhhalloffame.org/nrsvp) to make reservations, sponsor the event or find more information on this year's class.

With the addition of its 1 million-square-foot blacktop surface surrounding a 21,000-square-foot, climate-controlled pavilion in 2019, the Hall said the pandemic is now in the rear-view mirror and the first two RV rallies are booked for 2022. The Hall thanked Keystone and FMCA for their consideration and acceptance of using the facility. With power distributed evenly throughout the property, multiple dump-stations, several potable water sources, carefully designed in and out traffic flow for ease of access and an event pavilion, the Hall is a "perfect place for rallies of up to 250 coaches." —*news release*



## TRAINING NEWS • by Veronica Helms, Training Director

### *New DLN Platform Coming as well as New Training Opportunities*

With the industry moving at light speed, it's hard not to take this opportunity to look at your process and procedures. How are your departments managing and educating new employees? Are there ways to improve their daily workload? Does your team have the resources to help them within their position?

Not to worry—we are working on an education tool to support your teams! With growth comes the demand for a trained and educated workforce. Many of our new RV employees come into the business with a limited knowledge about our industry. To help you bridge the learning gap, we are enhancing our RV Distance Learning Network to educate all your teams.

#### RV Distance Learning Network (DLN)

July 2022 is the last month FRVTA members will have access to our previous education learning platform (see image on right).

We currently are working on the backend of our rebranded RV Distance Learning Network (see image below right).

We will have a “soft launch” of the new website on Oct. 1, 2022. We will keep our members informed about the details of the website through email in August and September.



#### Aftermarket Supplier Training

We are hosting a FREE training course with LIPPERT for our members on July 12 in Fort Myers and July 14 in Tampa. The following topics will be covered:

##### *Schwintek In-wall Slide-out*

One of Lippert's in-wall slide-out systems. System mechanics and motors sit between the wall and the slide-out box. Technicians will gain an overview of the system including replaceable parts, how components are put together and in what order, operation and troubleshooting techniques.

##### *Furrion A/C's*

A New Lippert Training Course! This course will cover Furrion's high efficiency and cooling A/C units. Technicians will gain an overview of the system including replaceable parts, how components are put together and in what order, operation and troubleshooting.

This workshop provides 8 CEU's (Continuing Education Credits) required to maintain the RV Technician Certificates through RVTI. In addition, these credits may be applied towards RVDA's Fixed Operations professional recertification program for RV Professionals.

**To sign up for either session, click on the following link: [Lippert Registration Form](#)**

**If you have any additional questions email me at [Veronica@FRVTA.org](mailto:Veronica@FRVTA.org) or call (813) 702-1113.**

### **RV Technical Institute Career Path an Attractive Alternative**

For the 11th year in a row, spring college enrollment numbers continue to fall with 685,000 fewer students enrolled in post-secondary education in America this past spring. This represents a 4.1% fall from 2021, which itself was a 3.5% fall on the numbers from 2020 according to data from the National Student Clearinghouse Research Center.

As more young adults consider alternative paths to higher education, some may be interested in having a career in the skilled trades, a field with growing demand. To meet this potential interest, the RV Technical Institute (RVTI) has established a solid curriculum for those interested in becoming certified RV technicians.

RVTI is the gold standard when it comes to RV technician training, providing the only industry-backed training curriculum and RV technician certification with career path.

The training program has several advantages when compared to a four-year college degree, including shorter lengths of study, an ongoing demand for skilled workers, and cheaper costs than college tuition. Additionally, the program is accessible online and allows students to go at their own pace. If a student prefers, they can take courses in person at the RV Technical Institute's facility in Elkhart. The course catalog can be viewed [here](#).—RVIA News & Insights

**LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant**

**Legislative Qualifying Results**



The qualifying period for candidates closed Friday June 17 and more than three-dozen lawmakers, including incoming Senate President Kathleen Passidomo, appear to be heading back to the State Capitol without opposition. This means nearly one-

fourth of the 2022-24 Florida legislative body have been re-elected.

Nearly 400 Floridians filed to run for one of the 120 House and 40 Senate seats in the Florida legislature, a total of 313 qualified candidates in House races and 84 qualified Senate candidates.

In addition to the 36 unopposed candidates who will be a part of the next Florida Legislature, another four Senate and 15 House members will be elected in the August 23 primaries via open primaries in which any voter in the district can participate regardless of their own party affiliation.

The most noteworthy of the four open Senate primaries will come in Orange County and the race for the 15th Senate district. This will pit current Democratic Representatives Kamia Brown and Geraldine Thompson against one another in the open Democratic primary to replace outgoing Sen. Randolph Bracy.

The three other open Senate primaries see incumbents starting as heavy favorites to win, as Republican Senators Jim Boyd and Joe Gruters and Democratic Sen. Shevrin Jones will have their bids for re-election decided in August.



Sen. Danny Burgess from Pasco County will face a Democratic challenger. Sen. Burgess was first elected to the Senate in 2020. He was chair on the Reapportionment Subcommittee and Judiciary this past session. Sen. Burgess has been a major champion for our industry as he and his family make many memories in their own recreational vehicle.

Although, with those being elected unopposed, some of our strong RV caucus members and supporters face difficult opposition in the upcoming election.

Rep. Elizabeth Fetterhoff has a very heavy lift in this election cycle. With a strong primary challenger, Rep. Fetterhoff has not shied away from pushing to be the front-runner in this seat. Fetterhoff faces fellow Rep. Webster Barnaby, a Deltona Republican. The two GOP lawmakers ended up in the same House district following the once-a-decade redistricting process. The two were among 19 incumbents to end up in districts with fellow lawmakers. Notably, the House District 29 matchup is the only one in Florida that was not resolved by member relocation. Rep. Fetterhoff has been a very impactful advocate for Florida's RV and

Campground industries, even purchasing one for leisure with her husband.

*It is important to have champions and advocates on behalf of our industry in the Legislature. Through your PAC contributions, we are able to foster and strengthen relationships with lawmakers. This allows us to articulate the Association's priorities to elected officials to move our legislative agenda forward. Without member contributions, these efforts would not be possible. Thank you for your continued support of our advocacy efforts on your behalf.*

**April's 57,043 Shipments Reflect 11.5% Hike Over 2021**

Results for the RV Industry Association's (RVIA) April 2022 survey of manufacturers determined that total RV shipments ended the month with 57,043 units, an increase of 11.5% compared to the 51,813 units shipped during April 2021. Through April, RV shipments are up 14.1% compared to the same point last year with 228,509 wholesale shipments.

"RVing remains a great travel option for people looking to experience the freedom of travel while also providing them greater control over travel costs," said RV Industry Association President & CEO Craig Kirby. "This latest shipment report shows more RVs are headed to dealer lots to provide consumers with a variety of options as they look to enjoy the great outdoors and go RVing this summer."



Towable RVs, led by conventional travel trailers, ended the month up 11.5% against last March with 52,151 shipments. Motorhomes finished the month down (-3.2%) compared to the same month last year with 4,892 units.

Park Model RVs ended April up 14.6% compared to April 2021 with 433 wholesale shipments. Through April, park model RVs are down (-7.7%) with 1,453 shipments.—RVIA

## Annual FRVCA Conference a Success

The Florida and Alabama RV Park and Campground Association (FRVCA) recently held their 2022 Florida and Alabama Outdoor Hospitality Conference & Expo in Daytona Beach and this annual event featured record attendance, many great educational sessions and the association's largest trade show ever with over 70 vendors.




"From all the feedback we have received, I would say this year's conference was very successful," said Bobby Cornwell, President & CEO of Florida and Alabama RV Park and Campground Association. "The accolades from both attendees and exhibitors have been wonderful."

The Conference featured many well-known national speakers and companies. Attendees also had a chance to listen and learn from many industry experts and their peers during a variety of group discussions, cracker-barrels and industry panels.

"Attendance was very strong this year, on both the vendor and attendee sides, with overall attendance, including exhibitors, at 355 people," Bobby detailed. "This is slightly higher than last year's record breaking attendance, so we are very pleased with the turnout."—*news release*

## 2022 Go RVing Dealer Tie-in Program

The 2022 Go RVing Dealer Tie-In Program is now available for RV dealers, state dealer associations and their affiliated ad agencies to leverage the power of the national "Go On a Real Vacation" advertising and promotion campaign at the local level.

 **GO RVING™** Focused on family adventure, couples and the benefits of outdoor travel, Go RVing's new multimedia marketing communications campaign continues to emphasize the flexibility and affordability of RV travel for today's consumers. This optional program is an ideal way to bring the Go RVing national campaign into your own advertising and promotion, while providing access to new leads generated by the Go RVing web site.

*Here are the highlights*

- **Go RVing Leads Program**  
24 hours a day, 7 days a week access to consumer leads generated through the Go RVing website.
- **Marketing Tools**  
Dealers can download royalty-free photos, visuals, artwork for dealer websites, industry statistics and analytics, and other marketing materials.
- **Access to Commercials and Stock Hi-Definition Video Downloads**  
Target your market with customizable versions of the current Go RVing national TV commercials or create your own using the latest stock footage, which is available for purchase as downloads. More images and stock footage will be available as we go through 2022.
- **Dealers will also receive updated Go RVing promotional materials** for display at their dealership, retail shows and other special events.

The cost to sign up for the optional Go RVing Dealer program is \$250. Ready to sign up ([click here](#)) or have any questions? Email Chuck Boyd at [cboyd@rvda.org](mailto:cboyd@rvda.org) or call him at (703) 591-7130, x113 or on the RVDA member service hotline (888) 687-7832.—*Go RVing*

## ARVC: Campgrounds Earn 'Essential Businesses' Status

Since the beginning of the pandemic, the National Association of RV Parks and Campgrounds (National ARVC) has been leading the charge in advocating to get private RV parks and campgrounds classified as essential businesses, and this past June that classification finally became official, according to a press release.



The U.S. Cybersecurity and Infrastructure Security Agency (CISA), a division of the Department of Homeland Security, officially transitioned RV park and campground classification in the Commercial Facilities Sector from Outdoor Events to Lodging and simultaneously classified all temporary lodging, including RV parks and campgrounds, as essential.

This new classification allows RV parks and campgrounds to operate and continue serving Americans in a health pandemic or natural disaster, a time when they are able to provide a critical source of temporary lodging, social distancing activity, access to essential goods and services and much more.

At the outset of the COVID-19 pandemic, many state and local jurisdictions ordered mandatory business closures, under penalty of law, for all entities other than those deemed "essential businesses." RV parks and campgrounds were not exempted from such orders, and accordingly deemed "essential business," thus causing an issue nationwide.

"This is a big win for our industry and it's been one of National ARVC's primary advocacy focuses since March 2020 when the first campground was forced to close because of the pandemic," said Paul Bambei, president and CEO of National ARVC. — *news release*



## TAMPA BAY SUMMER RV SHOW ATTRACTS LARGE CROWDS



The Tampa Bay Summer RV Show opened on Thursday, June 9 to heavy rains, but that didn't hurt the overall attendance. While Thursday and Friday had on and off again rains, the show drew just under 7,000 people over the four days at the Florida State Fairgrounds. Dealers reported brisk sales at the first public RV show to take place in Tampa since January's RV SuperShow.

"The crowds have been incredible," said Dennis Charon from Lazydays RV. "A lot of younger families are looking into RVing as a travel option, which is great for the future. They have done their homework and asking for specific units. We are trying to accommodate this surge in interest the best we can."

Besides Lazydays RV Center, Gerzeny's RV World, General RV Center, RV One Superstores, Clearwater Motorcoaches and even the local RAM Truck dealer took part in this year's show. More than 300 new RV units were on display, and even with some dealers low on inventory the show filled both the Expo and Entertainment Halls and the outside of both buildings.

Even with the show's strong attendance, it was a bit of a drop from last year's summer show mostly due to the weather, gas prices and the falling stock market," said FRVTA Show Coordinator Patty Flanagan. "However, the dealers and suppliers I talked to were very happy with the show and plan to participate again next year.

"Having the majority of the show indoors in air conditioning made people stay longer," she explained. "It also helped to have some place for them to go when it did rain. With most of the attendees local, the rainy weather really didn't slow them down much."



Florida's Chief Financial Officer Jimmy Patronis displaying the Tampa RV Show flyer while visiting the printer.



### Newmar Names Florida Dealers to Top 10

Newmar's recent dealer appreciation meeting, held this past May at the Gaylord Hotel and Convention Center in Orlando, saw several Florida RV Dealers honored for their efforts.

**Congratulations to the following Florida dealers named to Newmar's Top 10:**

- Independence RV Sales, Winter Garden
- North Trail RV Center, Fort Myers
- RV Retailer, Dover

In addition, Newmar presented its "Not Just a Number" award to **North Trail RV**.

Finally, Newmar announced **Service Awards** to Florida dealers as well:

- North Trail RV, Fort Myers—Platinum Service Award Winner
- Independence RV, Winter Garden—Diamond Service Award Winners

—news release

### MEETING DATES



- Region 1 • NO MEETING • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda
- Region 2 • July 13 • Duffy's Sports Grill • 11588 US-1 • North Palm Beach
- Region 3 • July 12 • Florida State Fairgrounds • 5025 Orient Road • Tampa
- Region 4 • NO MEETING
- Region 5 • NO MEETING
- Region 6 • July 19 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville
- Region 7 • July 19 • Braised Onion • 754 NE 25th Ave • Ocala

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

# ADVERTISING Opportunities

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

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



## RVer's GUIDE TO FLORIDA

FRVTA's annual membership directory showcases seven Florida regions and one out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members.

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

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

*Source - publisher's estimate*

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



## OFFICIAL RV SUPERSHOW PROGRAM

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

**Circulation: 35,000+**

*(at all show entrances)*

**Total Audience: 75,000+**

*Source - publisher's estimate*

**SOCIAL FOLLOWING:  
 15,000+**



## WEB & SOCIAL MEDIA

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

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

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

*Source - Google Analytics, 3/31/2022*



**FRVTA.org**

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