

FRVTA News



JUNE 2022

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY



Get out your piñatas, wrap your bandoleros and head north to the 41st Annual FRVTA State Convention at the beautiful Marriott Sawgrass Resort and Spa in Ponte Vedra, September 8 through 11. The convention returns to this outstanding resort following several cancellations due to hurricanes.



The theme for this year's confab is *"RV Fiesta...Live, Laugh, Learn"* and features the brightest and best minds in the RV Industry to bring FRVTA members up-to-date on the state of the industry and what to expect in the coming months.



Everyone comes together at the *"Off We Go To Mexico"* Reception on Thursday evening. This wonderful reception will include light snacks, open bar and fun games to help everyone mix and mingle! Olé!

Afterwards and open every night is the *"Wicked Cantina"* Hospitality Room. This is a great place to unwind after a busy day of learning while relaxing with fellow industry professionals from around the state and country.

Friday morning the convention kicks off with the general session. This session features representatives from RVIA and RVDA to update everyone on the record-setting year the RV Industry is enjoying. Friday afternoon will be time to enjoy leisure events including a tour of St. Augustine or the *"Speedy Gonzales"* 9-hole golf outing, or you can just enjoy all the amenities the resort has to offer.



Whatever you choose to do that afternoon, be ready to *"Head South of the Border"* at the *"Livin' La Vida Loca"* Costume/Dinner Party. Music, food and the most outrageous costumes you've ever seen will be on display and sure to make for a merry fiesta!

The Saturday morning breakout sessions will bring detailed information to attendees in smaller, more intimate classroom settings. Attorney Ejola Cook, who supervises the FRVTA Dealer Knowledgebase, will cover Dealer Compliance Issues; FRVTA Training Director Veronica Helms will introduce the new industry training website; Greentree Business Consulting's Traeanne Reynolds will discuss Social Media; and Harold Oehler will present a legal session on keeping your business from lawsuits. Other sessions will cover Florida Department of Revenue issues and topics of concern for the entire industry.



Following all that education, if you're looking forward to a nice quiet lunch on Saturday you are going to be very disappointed as "Señor Kelly" presents the fun and lively *"Rio Grande"* Game Show luncheon. This is a fun and prize-filled event in which contestants vie for cash and prizes, including answering some interesting *"Mexican Trivia."*

The convention wraps up that evening with the *"Viva La Fiesta"* Awards Banquet and Silent Auction. The Silent Auction benefits the FRVPC Fund and features such items as weekend getaways, i-Pads, E-readers, i-Watches and gift certificates among lots of other great items.



There are still a few sponsorship opportunities available and FRVTA is still seeking prize donations for the silent auction and the game show luncheon. For more information, or to make a donation, please contact the Florida RV Trade Association at (813) 741-0488.

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PRESIDENT'S MESSAGE...

Is the Party Over?

June is here and has brought with it the searing heat of summer. The snowbirds are a distant memory and the school buses are all but parked until August.

This is typically trailer time with families looking to take the kids on an adventure or at least get out of the house for a few weeks. Summer is a great time to camp in Florida, as the parks are not as full.

My family likes to visit as many of our state's beautiful natural springs as possible. Nothing is better than a 72 degree water temperature when its 90 plus outside. I know its cold when you first hit the water, but I still prefer to jump right in. I love to watch the newbies ease into the cold water one step at a time. It's quite funny to see their facial expressions as they make the walk to the bottom.

The other interesting part of the springs is the clear water. Be sure to bring a mask and check out the sea life—it's quite amazing! Now, I know the state parks are still hard to get into even in the summer, but there are always private parks around that are great options.

Another trick many people don't know is the state parks do not book all the sites online. They hold some back for people who just show up thinking they have plenty of spots available.

The great thing if someone wants to go camping now is dealers are starting to get enough inventory that customers have some choices in what they can purchase. A recent survey from Thompson Research Group (TRG) found that towable levels have just about returned to normal. Last year it was projected to take till the end of 2022 to get there. Motorized is going to take longer to rebound at the industry's current build rate. With the chip and chassis shortage affecting motorized production, there is no end in sight to their backlog.

Recently, cautious optimism has broken into a bit of a worry for me. I have seen inventory coming from many of my manufactures that just a few weeks earlier was not available. I have heard of large dealers who were restocked first backing off orders with manufacturers sitting on inventory in their yards. Could it be true?

RV's typically are a great recession indicator and are the first to take a hit. Inflation is out of control, interest rates are rising along with fuel costs, and the stock market is hard to watch. With these economic factors looming, could this be the end to one of the greatest sales runs in RV history?

It might be just a mere bump in the road, but only time will tell. Whatever happens I am going to take my family on vacation and enjoy the time together sitting around a campfire. Remember the past is the past, the future is unknown, but the present is a gift for all to enjoy.

Speaking of enjoyment, I want to again encourage you to mark your calendars to attend the 41st Annual FRVTA State Convention at the Marriott Sawgrass Resort & Spa in Ponte Vedra, September 8-11. It's bound to be an exceptional educational experience as well as a lot of fun! I hope to see you there!

BRIAN COPLEY
FRVTA State President



FRVTA BOARD MEETS IN ESTERO



Your FRVTA Board of Directors met this past April 30 at the Embassy Suites in Estero. The following were items that we discussed or actions taken.

- The PR Committee reported that distribution of the RVers Guide thru the interstate rest areas, the Florida Turnpike and Pilot Flying J stores remains strong. So much so that extra magazines might need to be printed this year to keep the racks full. They also reported good click-thru rates on the ads on the FRVTA.org website. Deanna Pearce will be selling ads in the RVers Guide and the SuperShow Directory again this year. FRVTA's social media continues to grow with new content being added regularly.
- The Education Committee is continuing to work on the new RV Industry website with a launch sometime this summer. There will be options for suppliers to purchase a more visible listing. Lippert is still scheduled to hold an in-person training session later this summer.
- The Finance Committee reported the Association to be in very good financial condition with the SuperShow still being the number one revenue producer. There are numerous areas that are trending behind the prior year and almost all those areas can be attributed to Covid-related issues.
- The Political Committee continues to work closely with Marc Dunbar to make sure there is no legislation on the horizon that could negatively affect the RV Industry. This will be a big election year since every 10 years district lines are re-drawn to reflect the census results. This is also the year we elect the governor and cabinet. Very important that the PAC Fund remain strong.
- The Membership Committee is re-printing the brochure and poster to explain all the benefits of FRVTA membership. Anyone with any ideas on discount programs the Association can offer should contact the State Office.
- Attorney Ejola Cook has taken over for Allen Monello and is now running and updating the FRVTA Dealer Knowledgebase. Members can contact her with any issues they are having with the State of Florida and she will research it and get back with them.
- The theme for the convention was announced and it will be "RV Fiesta – Live, Laugh, Learn." The convention will be held at the Sawgrass Marriott, September 8-11. More information will follow.
- The Show Committee recommended a slight increase in both manufacturer and booth expenses for the SuperShow in an effort to stay ahead of increasing costs at the fairgrounds. There was also an increase in both the rally registration and electric hook-ups, which have become more expensive as well. The committee also voted to increase the cost of public admission.

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.





LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

Governor DeSantis Signs Huge Tax-Relief Package

Governor DeSantis signed a wide-ranging tax relief package that will save Floridians an estimated \$1.1 billion.

HB 7071, Taxation includes major first-time initiatives, such as suspending the state and county gas tax for the entire

month of October. This is estimated to save drivers about 25 cents per gallon.

Freedom Week will also return this year. The sales tax holiday begins on Friday, July 1, 2022, and ends on Thursday, July 7, 2022. During this sales tax holiday period, tax is not due on the retail sale of admissions to music events, sporting events, cultural events, specified performances, movies, museums, state parks and fitness facilities.

Also exempt from sales tax during this holiday period are eligible boating and water activity supplies, camping supplies, fishing supplies, general outdoor supplies, residential pool supplies and sporting equipment.

Of specific interest to those in the RV Industry, the package also includes a new weeklong “Tool Time” sales tax holiday on supplies for skilled trades. The holiday will waive sales taxes on tools for skilled trades like mechanics, carpenters, plumbers and electricians. This tax holiday will run from September 3-9.

Other sales tax holidays will return this year as well, like the back-to-school and disaster preparedness holidays. The school supplies holiday will run from July 25 to August 7 and disaster preparedness will run from May 28 to June 10.

There’s also a two-year break for impact-resistant windows, doors and garage doors, and a one-year exemption on ENERGY STAR appliances as well as a reduction in the mobile home tax rate from 6% to 3%.

Florida has been able to fund the record tax relief because the state has outpaced revenue estimates despite the COVID-19 pandemic.

IN SUMMARY THE 10 TAX HOLIDAYS ARE:

- A one-month Fuel Tax Holiday from October 1 through October 31, 2022, saving Floridians \$200 million by lowering the price of gas by 25.3 cents per gallon.
- A 3-month sales tax holiday for children’s books from May 14 through August 14, 2022.
- A one-year sales tax holiday from July 1, 2022 through June 30, 2023, for baby and toddler clothes and shoes.

- A one-year sales tax holiday from July 1, 2022, through June 30, 2023, for children’s diapers.
- A 14-day Back-to-School sales tax holiday from July 25 through August 7, 2022 for clothing, shoes, backpacks and school supplies.
- A 14-day Disaster Preparedness sales tax holiday from May 28 through June 10, 2022 for supplies such as flashlights, radios, tarps, batteries and fire extinguishers.
- A 7-day Tool-Time sales tax holiday from September 3 through September 9, 2022 for tools and other home improvement items.
- A two-year sales tax holiday from July 1, 2022, through June 30, 2024 for impact resistant windows, doors and garage doors.
- A 7-day Freedom Week from July 1 to July 7, 2022 providing a sales tax exemption for specified admissions and items related to recreational activities.
- A one-year Energy Star Appliances sales tax holiday from July 1, 2022 through June 30, 2023 for washing machines, clothes dryers, water heaters and refrigerators.

As always, thank you for realizing the importance of the FRVTA PAC and your continued support. We appreciate your strong and continual financial generosity to the PAC since your contributions ensure and solidify relationships between the Association, and elected officials in the Florida Legislature.



(l to r) FRVTA Legislative Consultant Marc Dunbar, Florida Chief Financial Officer Jimmy Patronis and FRVTA Executive Director Dave Kelly enjoy a recent get-together in Orlando.



DEALER DETAILS • by EJOLA COOK, J.D.

Make Sure License Plates Properly Issued

I am often asked about whether a nonprofit is required to pay for license plates. This is an issue I have seen trip up the unwary. The last thing you want to do is provide the wrong information and open yourself up to the loss of a sale, or worse a

complaint for violating the law.

While the provision of Florida Statute § 320.08 applies to almost all owners in the State, under Florida Statute § 320.10 there are some organizations that are exempt.

For example, any vehicle or mobile home owned by or operated exclusively for personal use of any member of the United States Armed Forces who is not a resident of Florida, but stationed here while on orders, does not have to pay for a license plate. The federal government is also exempt.

Here is where it gets interesting. There are also certain nonprofits that also receive an exemption on their license. The following groups are exempt: Any motor vehicle owned and operated exclusively for the benefit of the Boys' Clubs of America; the National Audubon Society; the National Children's Cardiac Hospital; any humane society; any nationally chartered veterans' organization that maintains a state headquarters in Florida; the Children's Bible Mission; the Boy Scouts of America; the Girl Scouts of America; the Salvation Army; the American National Red Cross; the United Service Organization; any local member unit of the National Urban League that provides free services to municipal and county residents who are in need of such services; the Young Men's Christian Association; the Young Men's Hebrew Association; the Camp Fire Girls' Council; the Young Women's Christian Association; the Young Women's Hebrew Association; any local member unit of the Association for Retarded Citizens; the Children's Home Society of Florida; and Goodwill Industries.

All these organizations are exempt alone with their local affiliate organizations so long as each maintains current articles of incorporation on file with the Department of State and qualifies as a not-for-profit organization under s. 212.08.

But wait there is more! Any motor vehicle owned and operated by a church, temple or synagogue for exclusive use as a community service van or to transport

passengers without compensation to religious services or for religious education; any motor vehicle owned and operated by the Civil Air Patrol or the United States Coast Guard Auxiliary; any mobile blood bank unit when operated as a nonprofit service by an organization; any mobile X-ray unit or truck or bus used exclusively for public health purposes; any school bus owned and operated by a nonprofit educational or religious corporation; any vehicle used by any of the various search and rescue units by counties for exclusive use as a search and rescue vehicle; and any motor vehicle used by a community transportation coordinator or a transportation operator as defined in part I of chapter 427 and which is used exclusively to transport transportation disadvantaged.

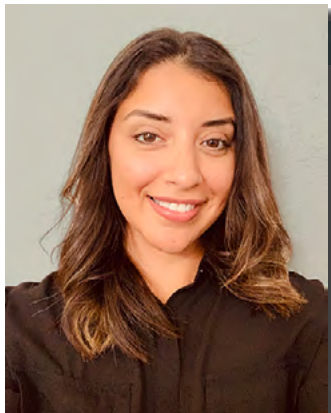
One thing to watch though is that the exemption will likely be disqualified if the nonprofit co-owns the vehicle with an individual person. For example, I have seen this issue with sales tax if a church and the priest attempt to co-buy a vehicle. In this case, the exemptions go away.

Vehicles or Mobile Homes owned by any of the entities identified above, except ones owned or operated exclusively by the Federal Government, shall be furnished a license plate, validation sticker or mobile home sticker upon the proper application to the department and upon the payment of \$3 to cover the cost of same. For any motor vehicle or mobile home that is exempt under paragraph shall be issued a license plate, validation sticker, or mobile home sticker prescribed by Florida Statute § 320.06.

Additionally the nonprofits, religious organizations, civil air patrol, United States Coast Guard Auxiliary, and the blood and X-ray trucks shall be issued a license plate under series "X." Vehicles exempt must be equipped with proper license plates showing such exempt status.

It is always best to refer back to the law, but if you do have one of these groups in your showroom make sure you are giving them the proper exemptions when issuing their license plates.

Ejola Cook, J.D. is the Managing Member of ECook Consulting LLC. Her boutique firm offers full service legal representation in the matters of business, automotive and equine, as well as compliance consulting and training. Ejola is credentialed by the Association of Finance and Insurance Professionals (AFIP) and has lectured nationally on legal and compliance matters affecting the automotive market. She can be reached at Ejola@ecookconsulting.com or by phone at (954) 990-3622.



TRAINING NEWS • by Veronica Helms, Training Director

Repair Training Update—Lots Happening!

As we approach the middle of 2022, we are excited to see the repair business remain strong and agile with its customer base. The RV Industry is focusing on Repair Event Cycle Time (RECT) to ensure the partnership between an OEM and a dealership

remains as efficient as possible.

Sourcing parts and identifying the correct part number has been a long-standing issue throughout the business. RVIA and RVDA are both committed to improving the way parts are identified. Currently, OEMs use multiple part numbers for the same part. This presents many different challenges for dealerships. Forecasting inventory needs is tough enough without a universal approach to part numbers! (Check out the discussion on [“RVBusiness Capitol Talk”](#).)

The latest **“Off the Shelf”** Aftermarket Parts & Accessories addition is out! Please take time to read about the latest RV products in our business. This information is ideal to pass on to your Service Department leaders and their team members as well as the Sales Team. The magazine highlights products for the current year, which helps your RV employee’s knowledge that will enable them to keep up with current trends. This should improve your customers’ overall experience with your dealership.

The Florida RV Distance Learning Network (DLN) is undergoing a website reconstruction! Our current education platform will sunset on July 31, 2022. Over the last 23 years, we focused on providing the RV Industry

with an excellent learning platform for technicians to understand the basic functions of RV Service and Repair.

Over the last few years, RVTI (RV Technical Institute in Elkhart) has done an exceptional job establishing their new RV Technician training program. The program gives our members the opportunity to **train and certify** their teams with minimal investment.

As a company, you can select from their many [online training](#) options: **Location/Rooftop Subscription (\$1200) or their Individual Subscription (\$300)**. The programs are a great way to start training your teams immediately. We recommend you incorporate a training mentor as the technician goes through the program to make sure the technician has a strong support system onsite. The combination of training and leadership support will ensure your teams are working together to establish industry-certified professionals in-house.

Our new RV Distance Learning Network will focus on educating ALL RV dealership employees about our industry. Our economic involvement cannot be overlooked! With an estimated \$68 billion in Manufacturers & Suppliers and an estimated \$20 Billion in RV Sales & Services, we would be amiss if we didn’t provide the industry with a one-stop Knowledge Base Resource to help train the next generation of RV Professionals. ***Our new training tool will be released to a pilot group in July 2022 and will be available to all RV businesses nationwide starting on September 1!***

Be on the lookout for more details regarding the website in our July issue along with additional member email communications.

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

Upcoming RV Technical Institute Classes For June 2022

The RV Technical Institute (RVTI) is the gold standard when it comes to RV technician training, providing the only industry-backed training curriculum and RV technician certification and career path. RVTI’s technician training program is a hands-on, competency-based program designed by RVTI staff and subject matter experts from the supplier, manufacturer, dealer and independent technician realms of the RV industry.



It has never been easier or more affordable to attend RVTI’s training program with the launch of the new subscription model. The plan allows RV dealerships to train all their technicians either through the online program or in-person at RVTI’s headquarters in Elkhart for \$1,200 per dealership location.

For individuals, either mobile technicians or people who are looking to get into the RV technician field, there is a \$300/year option. This plan also provides access to RVTI’s Level 1 and Level 2 online training or in-person classes in Elkhart.

Below are the upcoming in-person classes being offered by the RV Technical Institute for the month of June:

RVTI Level 1: June 6-10 • RVTI Elkhart Campus Elkhart, IN • Live, 1 week

RVTI Level 1: June 20-24 • RVTI Elkhart Campus Elkhart, IN • Live, 1 week

For those that can’t spare 4 full weeks, there is a 12-week hybrid option for Level 2 which consists of 11 weeks online training with weekly instructor check-ins, followed by 1 week at the Elkhart campus to complete the hands-on lab portions of the training. The next hybrid session begins in May 2022.—RVTI



Former RV Industry Association President Passes

The RV Industry Association mourns the passing of David J. Humphreys who passed away this past May. Humphreys was instrumental in founding the RV Industry Association (RVIA) and served as president from 1979 – 2006.

Under his steady leadership, RVIA grew from a fledgling group into a highly respected

professional trade association that reshaped the image and elevated the awareness of RV travel and camping with consumers, media and government, positioning the RV market for exceptional growth over the last 40 years.

Humphreys joined the Recreation Vehicle Institute (RVI) in 1969 as Washington counsel and helped arrange the merger of RVI and the Trailer Coach Association in 1974 that created the Recreation Vehicle Industry Association. He served as interim president for three separate stints in 1974, 1976 and 1978 before officially being named president in 1979.

“Dave’s impact on the industry is immeasurable,” said RVIA President & CEO Craig Kirby. “His passion for the RV Industry was always evident and he played a critical role in elevating our entire industry. The emphasis that I, along with the entire RV Industry Association team, place on unity is thanks in no small part the legacy Dave left behind.”

Humphreys understood that a strong trade association and a unified industry were key to overcoming serious challenges in order to capitalize on the strong consumer passion for RV travel and camping. Under his leadership,

the association weathered energy crises, economic downturns and global conflicts while promoting RV ownership to a growing and receptive audience.

Critical to these efforts were the strategic coalitions and partnerships spearheaded by the association under his direction. None more so than the creation of the Go RVing Coalition by the RV Industry Association and the RV Dealers Association (RVDA) in 1997 and the launch of the national advertising campaign that has introduced and educated millions about the benefits of RV travel and camping.

He was also the leading force in the creation of the American Recreation Coalition (ARC), a federation of 100 recreation-related companies active in governmental policymaking on recreation issues. Through ARC, he facilitated the development of important programs such as the National Scenic Byways, Take Pride in America and the President’s Commission on American Outdoors.

“Dave was a leader in putting RVs in mainstream conversation with government officials, the media and consumers, and he ensured the RV Industry’s voice was heard in the travel industry,” continued Kirby.

Beyond these external efforts, Humphreys’ legacy is building a trade association that continues to unite a diverse industry in pursuing the collective mission to promote and protect the RV industry. The core programs and services developed under his leadership continue to help members today.

This includes a strong advocacy program to represent the industry with federal and state governments; impactful promotional campaigns targeting the media and consumers with positive messages about RV travel; insightful research on the RV market and the RV consumer; and, perhaps, most importantly, the seal and inspection program that created a self-regulated RV industry with uniform standards across the United States.—RVIA

2022 Dealer Open House Confirmed for Week of Sept. 26

The chief executives of the U.S. RV Industry’s two largest manufacturers, Forest River Inc. and THOR Industries Inc., recently confirmed that they’ve agreed to hold this year’s Elkhart RV Dealer Open House on the week of Sept. 26 after a two-year hiatus due to the global pandemic.



That gives the industry a one-week break between PRVCA’s Hershey Show and the Open House, an event that has become the North American RV arena’s most potent trade conference since the closure in late 2017 of RVIA’s National RV Trade Show in Louisville, Ky.

“That is correct, returning back to what we used to do before the pandemic,” said Forest River CEO Pete Liegl, whose company spearheaded the idea for the whole Open House concept with a private corporate “Pick Your Partner” event in 2008. “It will be good to see dealers face-to-face and to see them without their masks on, you know?”

“Yes, we’ve wanted to have the Open House for the last couple years,” added THOR President and CEO Bob Martin. “And it was really just due to Covid and just other things coming up that we chose not to have the show over the past two years. But for this year, I think dealers are really looking forward to getting

back to Elkhart and getting back into a more normal year where we can get together, have fun, see product and see people who we haven’t frankly seen in years.” —RVBusiness



FRVTA SCHOLARSHIP APPLICATIONS DUE JUNE 3!

Applications for the annual FRVTA Scholarship are due June 3. This is another great membership benefit from the Florida RV Trade Association.

The FRVTA Scholarship Committee encourages members to alert all employees so their dependents can apply for this outstanding program.

Here are the requirements for a student to be considered:

1. Applicant must be an employee or dependent of an employee.
2. Employer must be an FRVTA member in good standing on the date an application is submitted.
3. Applicant must have and maintain a 3.0 or better GPA and/or hold a 1000 SAT score if a high school senior.
4. All accredited two- and four-year Florida universities are acceptable.
5. \$2000 awarded per applicant per year for a maximum of four years.
6. For undergraduate study towards a bachelor's degree only.
7. Applicant can be a full-time student (nine or more hours/semester) or part-time student (eight or fewer hours/semester).
8. Applicant must submit a copy of their most recent high school or college transcript.
9. Applicant must submit an essay of not more than 500 words entitled "My Goals and Objectives for Attending College."
10. Scholarship effective Fall 2022 semester.
11. Must show proof at the end of each semester to verify GPA to retain the Scholarship Award.
12. **Applications must be received by JUNE 3, 2022.** Awards presented by July 29, 2022.

Go to <https://www.frvta.org/members/scholarship-program/> for more information and the application. Thank you for your help in making our scholarship program successful!

RV Industry to Celebrate National Go RVing Day June 11

National Go RVing Day, celebrated the second Saturday of June, calls on the RV Industry and consumers alike to celebrate the joys of RVing by heading to their favorite outdoor destination for a weekend of RVing.



Taking place during National Camping Month and Great Outdoors Month, National Go RVing Day is an opportunity for the RV Industry to share the many benefits of RVing and living an active outdoor lifestyle.

In preparation for National Go RVing Day, Go RVing will provide a toolkit for industry partners to use to promote National Go RVing Day to their audiences and consumers. This toolkit will include social media graphics, sample social media copy, sample newsletter article copy and a press release template. Everything in the toolkit is designed to be used as is or customized for specific audiences.

The toolkit will provide not only content for National Go RVing Day, but also social media content that can be used in the lead up to National Go RVing Day that encourages consumers to get prepared for the event by heading to their local dealer, making a reservation at a campground or purchasing an aftermarket upgrade.

For questions on how you can participate, please contact RV Industry Association Director of PR & Communications Monika Geraci at mgeraci@rvia.org. -RVIA News & Insights



Forecasters Predict Another Active Hurricane Season with 19 Tropical Storms, 9 Hurricanes

After two of the most active hurricane seasons on record in 2020 and 2021, top hurricane forecasters recently said we should expect another above-normal season this year. The Atlantic hurricane season officially begins June 1 through Nov. 30.

Storm experts from Colorado State University (CSU) – among the nation's top seasonal hurricane forecasters – predict 19 named tropical storms will form in 2022. Of these, nine will become hurricanes. An average season has 14 tropical storms, seven of which become hurricanes. If the prediction holds true, it will be the seventh consecutive above-normal season.

A tropical storm becomes a hurricane when its wind speed reaches 74 mph. Of the nine predicted hurricanes, four are expected to spin into major hurricanes – Category 3, 4 or 5 – with sustained wind speeds of 111 mph or greater. The group said there's a 71% chance at least one major hurricane will make landfall somewhere in the U.S.

Reasons for the above-average forecast include the predicted lack of El Niño and warmer-than-normal seawater in the subtropical Atlantic Ocean. One of the major determining factors in hurricane forecasting is whether we are in an El Niño or La Niña climate pattern.

El Niño is a natural warming of tropical Pacific Ocean water. This tends to suppress the development of Atlantic hurricanes by increasing vertical wind shear, which can tear apart developing hurricanes. Its opposite, La Niña, marked by cooler ocean water, tends to increase hurricanes in the Atlantic. -news reports

NEW MEMBERS

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SEASONS IN THE SUN RV RESORT

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Campground, Region 4



FRVTA LAST SHOW OF SEASON

TAMPA BAY SUMMER RV SHOW

JUNE 9-12

Florida State Fairgrounds • 4800 US Highway 301 North • Tampa, FL 33610

Exhibitor space still available-contact anac@frvta.org

Campers Inn Employees Donate Nearly \$131K to Care Camps

Jacksonville-based Campers Inn RV recently presented a check for \$130,930 to Care Camps during a video-conferenced, company-wide celebration.

With more than 1,000 employees from 31 locations across the U.S. watching on computer monitors, Campers Inn COO Ben Hirsch, Human Resources and Administrative Services Manager Laurie Hirsch and Director of Charitable Initiatives Deb Hirsch made the presentation to Jennifer Mercer, director of development for Care Camps.

More than 400 employees took part and four units of the company – the dealerships in St. Augustine, Fla.; Byron, Ga.; Minot, N.D. and the pre-delivery inspection center in Goshen, Ind. – achieved 100% employee participation in the Care Camps campaign, Laurie said.

Care Camps was created in 1984, by the Kampgrounds of America (KOA) Owners' Association "to provide opportunities for children with cancer to attend oncology camps, where they can escape from their pain and suffering, receive their treatments and have lots of fun while being with other kids just like them," according to information provided by the organization. Since its inception, Care Camps has raised more than \$18 million so kids can attend camp free of charge, with no additional cost to already financially burdened families.

–news release



MEETING DATES



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

Region 2 • June 8 • Duffy's Sports Grill • 11588 US-1 • North Palm Beach

Region 3 • NO MEETING • Florida State Fairgrounds • 5025 Orient Road • Tampa

Region 4 • NO MEETING

Region 5 • NO MEETING

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

Region 7 • NO MEETING • 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