

FRVTA News



MARCH 2021

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY

Industry Eclipses 500,000 Retail Sales ... First Time Ever!

Buoyed by seven straight record-breaking months to end the year, the RV Industry surpassed 500,000 units in terms of retail sales for the first time since RV retail registration data has been tracked.

Representing a 10.3% year-over-year increase, there were 515,819 retail registrations of all RVs – motorized and towable – recorded in 2020, a jump of 53,156 units compared to 462,656 in 2019, according to Statistical Surveys Inc.

December was the seventh month in a row for a record number of retail registrations for that respective month. There were 26,998 units in December 2020 versus 18,805 in the same period last year, a 43.6% year-over-year jump.

Thor was the market share leader for **all towables** in both December (38.2%) and all of 2020 (41.2%), followed by Forest River (36.9% and 39.1%, respectively) and Grand Design RV Co. (10.9%, 8.7%).

In the **travel trailer** segment for December, there were 16,838 units registered in 2020 versus 11,371 the same month last year, a 48% increase. For the year, the segment saw a 17.8% increase, going from 278,199 units registered in 2019 to 327,694 registrations in 2020. Forest River was the market share leader for both December (40.1%) and 2020 (41.2%), followed by Thor (37.1% and 40%, respectively) and Grand Design (8.4%, 6.7%).

There was a 35% jump in **fifth wheels** in December going from 4,121 in 2019 to 5,553 in 2020. There was a 6.1% increase for the year, with 83,753 registrations in 2020 compared to 78,908 in 2019. Thor led the segment's market share in December (44.9%) and for 2020 (47.1%), trailed by Forest River (27.2% and 28.2%, respectively) and Grand Design (19.4%, 17.9%).

For **camping trailers**, there were 335 units registered in December this year compared to 191 units in 2019, a 75% increase. For the year, there was a 9.9% gain with 8,276 registrations in 2020 versus 7,529 in 2019. Forest River held the market share for both December (57%) and 2020 (71.6%), followed by Aliner (21.2% and 12.9%, respectively) and Purple Line LLC (9.6%, 4.9%).

Park model RVs were flat, going from 173 registrations in December last year to 175 units this year. There was a slight year-over-year increase (2.7%) with 2,461 registrations in 2020 and 2,396 in 2019. Skyline Champion was the market share leader for December (38.3%), trailed by Cavco Industries (16.6%) and Kropf Manufacturing (13.7%). For all of 2020, Skyline also led the market for all of 2020 (34.4%), followed by Kropf (16.5%) and Cavco (15.6%).

The **Class A** segment reported a 15% increase in December, going from 909 last year to 1,070 this year. However, the segment declined for the year (-9.3%) with 16,413 units in 2020 compared to 18,095 units in 2019. Market share leaders for December and all of 2020 were Thor (49.3% and 47.1%, respectively), followed by Forest River (15%, 16%) and REV Recreation Group (13.8%, 14.2%).

For **Class C's**, there was a 33.3% increase in December, going from 1,076 in 2019 to 1,613 in 2020. For all of 2020, Class C's saw a 4.4% gain, with 25,759 units in 2020 compared to 24,678 in 2019. Thor led the segment in December (59.8%) and for the year (53.3%), followed by Forest River (19.8% and 25.1%, respectively) and Winnebago Motorized (8.6%, 11.8%).

The **Class B** segment saw a 44.6% increase in December, with 667 units compared to 369 in 2019. For the year, the segment increased 42.7% year-over-year, going from 5,520 units in 2019 to 7,877 in 2020. Winnebago Motorized was the market share leader for both the month (48.1%) and the year (49.9%), trailed by Thor (17.7% and 13.9%, respectively) and Forest River (10.6%, 9.9%).

– RVBusiness



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FLORIDA RV TRADE ASSOCIATION
10510 Gibsonton Drive
Riverview, Florida 33578
(813) 741-0488 • Fax (813) 741-0688
e-mail address: info@frvta.org
website: www.frvta.org

PRESIDENT'S MESSAGE...

I Can't See the Daylight

March is one of my favorite months. Usually the weather is mild, the fishing is great and it's the month of our kid's spring break. My family tries to go snowboarding or at least slip away in a RV for a couple days to hit the beach.

Another main reason I like March so much is we finally switch to daylight savings time. Who wants more light in the morning and less at night? To me it just doesn't make any sense. George Hudson, an entomologist from New Zealand, first proposed daylight savings time. He wanted a two-hour shift in the time so he would have more daylight to hunt bugs in the summer.

William Willett sent the idea to England's parliament to prevent wasting daylight, but it did not catch on. In World War I, Germany took notice of the idea and was the first government to enact Daylight Savings. They did it to save electricity, which was a commodity at the time. Soon England as well as most countries in World War I followed Germany's lead. On March 9, 1918, the United States enacted its first Daylight Savings law.

So that's how we came to change our time twice a year and I say it has to stop! We no longer have to worry about saving electricity. In fact, I would say we would be doing the opposite by having more daylight in the evening. When it's dark our kids are on their phones or computers—not moving around, not outside playing, not walking the dog. In the end, we use more electricity by the early exit of the daylight.

Most importantly, I have no time to surf after work! I usually leave my work at around 5:45PM and if it's not dark, it's darn close. Did you know that heart attacks and car accidents go up during these two yearly changes? There is also a growing push in many states to get rid of Daylight Savings Time all together. In fact, the Florida State Senate passed the Sunshine Protection Act, which would make Daylight Savings always on for the Sunshine State.

Unfortunately, we need congressional approval and who knows if that would ever happen in the current political climate. In the end, Daylight Savings Time is an old and antiquated policy that needs to be put to rest. Please let your political representatives know—do it for the kids and do it for my surf sanity!

BRIAN COPLEY
FRVTA State President



FRVTA 2021 SHOW SEASON

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

Shows Still Being Discussed

Region 1: SuperSaver (April) • Region 2: Spring • Region 4: Spring



COVID-19, Rain Don't Dampen Enthusiasm at Jax RV MegaShow

The Jacksonville RV MegaShow enjoyed a record-breaking opening day, with more than 2,000 people passing through the gates to see a wide array of RVs on display. And despite intermittent rain that kept some visitors away, dealers reported brisk sales at the first public RV show to take place in Jacksonville for over a year.

"Despite the weather, traffic was steady throughout the show and we were pleasantly surprised that the show did so well," said FRVTA Region 6 President Vince Ponciano. "We also had COVID-19 health safety precautions in place this year, taking temperature checks at the entrance and asking visitors to wear face coverings inside closed areas or when social distancing wasn't possible, but everything really went smoothly with the new procedures in place."

General RV Center, along with Campers Inn and D&H Truck Camper Emporium, took part in this year's show, which was held Thursday through Sunday, February 11-14 at the Jacksonville Equestrian Center. The annual event attracted nearly 8,000 visitors this year, about 1,000 people shy of last year's attendance.

"I can only say 'wow' about the show," said General RV Center Sales Manager David Lewandowski. "We had a record show and took in a lot of trades."

More than 300 new RV units were on display with a separate section added at the venue for dealers to showcase used RVs, as well.

"We had a great show and sold quite a few units," said D&H President Dave Hofert, who anticipated a lot of interest based on his experience at the Tampa RV SuperShow this

past January. "Despite the weather, the main thing is that the demand was there. We sold more than double the number of units in Tampa than we did last year, so we expected it to continue in Jacksonville."

While continuing inventory shortages forced the cancellation of the annual Fort Myers RV Show in January, there were plenty of RVs to be seen in Jacksonville. Everything from pop-ups and travel trailers to truck campers and Class A Motorhomes was available for people to explore.

The RV Industry Association (RVIA) says the percentage of RV ownership was up more than 27 percent in the U.S. in 2020 compared to 2019. RVIA notes that in Indiana, ground zero when it comes to RV manufacturers, RV makers shipped out more than 420,000 units last year and they estimate that number could reach more than 500,000 in 2021 – a remarkable increase of 20 percent or more over the previous year.

"That increase comes despite manufacturers being virtually shut down for two months at the beginning of the COVID-19 pandemic," said FRVTA Executive Director Dave Kelly. "Dealers throughout the country and in Florida are still working through a lack of inventory, but the situation is getting better every day and we expect our dealers will see the level of vehicles on their lots and showrooms get back to normal

by the end of this summer."

"Having the show also gave us all a great feeling that things are getting back to normal," Ponciano said. "Even though people were wearing masks and hand sanitizers were all around the venue, you could tell a lot of people were just happy to be out and about at the show again."



Surveys Show Dealers Remain Optimistic Heading into 2021

Two RV Dealer surveys conducted this past January show indicates that dealers are positive heading into the new year.

Results of a Baird RV Dealer survey, conducted in partnership with the RV Dealers Association (RVDA), suggest that responding dealers remain optimistic about current conditions (64) as well as the three-to-five year outlook (67). A reading over 50 is positive.

For context, dealer sentiment based on conditions at the time fell to 29 in April in the early stages of the pandemic. But even then, dealers were optimistic about the three-to-five year outlook, which stood at 69.

As demand for RVs surged last summer, dealer sentiment based on current conditions hit an all-time high of 91 in July, while the long-term outlook remained positive at 79. Since then, the euphoria has faded, but the January results indicate that sentiment remained solidly favorable.

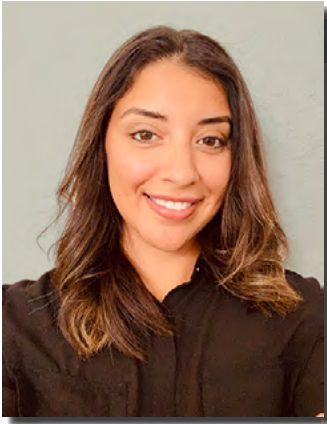
In a similar survey of more than 300 dealers conducted by RV PRO Magazine in January, RV Dealers are overwhelmingly optimistic in their 2021 outlook.

Specifically, the survey found 47 percent of dealers said

RV sales in 2021 would exceed RV sales made in 2020. Some 43.6 percent of dealers said they expect sales this year will be roughly the same as 2020. Only 9.4 percent of dealers predicted sales this year will be down from 2020.

According to the RV Industry Association (RVIA), the COVID-19 pandemic spurred many sales in 2020 as people sought to experience the great outdoors while maintaining social distancing. Experts predict that many of the trends that spurred sales in 2020 – including the growing number of younger Americans who are interested in living the RV Lifestyle – will continue this year.

Meanwhile, RV PRO's survey did point to one area of concern for dealers: low inventory levels. Specifically, 43.8 percent of dealers described their inventory levels as "too low" and an additional 29.6 percent of dealers described their inventory levels as "extremely low." Some 25.6 percent of dealers described their inventory levels as "just right", while a meager 1 percent of dealers described their inventory levels as "too high." – *RVBusiness, RV PRO*



TRAINING NEWS • by Veronica Rivera, Training Director

Master Qualifiers Mandatory for LP Gas Dispensers

The 2021 year is quickly moving forward and LP Gas is our hot topic this month! The Florida Department of Agriculture and Consumer Services (FDACS) is requiring all Dealerships and Service

Our Distance Learning Network (DLN) instructor Steve Roddy has successfully passed the new Cat 1-RV Qualifier exam. Steve has created a “Qualifier Test Prep course” to help technicians understand the requirements of the exam to help improve his/her pass rate. Our goal is to provide training for each Region from now until the end of May. All dealerships in every region are welcome to send technicians to any training session.

Repair businesses to maintain a current LP Gas License.

NOTE: *If you do not repair or provide LP gas to any customers you are not required to have a statewide LP Gas license.*

The licensed business must employ at all times a full-time Qualifier and must identify to FDACS one Master Qualifier who is a full-time employee at the licensed location. The Master Qualifier must be a manager, owner or someone otherwise primarily responsible for overseeing the operations of the licensed location and must provide such documentation to FDACS.

To apply for certification as a Master Qualifier, each applicant must:

- Be employed by a licensed Category I Liquefied Petroleum Gas or RV Dealer or Liquefied Petroleum Gas Installer or by an applicant for such a license;
- Be a registered Category I Liquefied Petroleum Gas or RV Dealer qualifier or Liquefied Petroleum Gas Installer qualifier for three years or hold a professional certification by an LP Gas Manufacturer;
- Pass a Master Qualifier competency examination.

NOTE: *These requirements are necessary for businesses that have one technician working in their shop. The technician will need to pass as a Qualifier and then pass as a Master Qualifier.*



Per the FDACS requirements, the businesses must have these positions identified by August 1, 2021.

We are hosting a one-day in-person training session on the following dates from 9am-2pm. Lunch will be included. **There is a 15-seat maximum seating per day due to classroom social distancing requirements.* Technicians will need to have their LP Gas books “in hand” for the training. We will not offer a Master Qualifier Test Prep course until May/June 2021.

Dates: Tuesday, March 9 and Wednesday, March 10

Location: Aparicio-Levy Technical Center, 10119 E Ellicott St., Tampa, FL 33610 (Region 3)

Here is what’s needed:

1. **Step 1:** Order the Category 1 Testing Material PACKAGE or individual books at <https://florida-propane-gas-association.myshopify.com/>
2. **Step 2:** RSVP for training at https://www.surveymonkey.com/r/Qualifier_Region3

We look forward to supporting your training needs. Please call me if you have any questions at (813) 702-1113.

All the Best,

VERONICA RIVERA,

FRVTA Training Director, Veronicar@frvta.org

RV Technical Institute’s In-Person Classes Scheduled To Resume

Shortly after the first group of students completed their Level 1 and 2 training at the Elkhart, Ind., campus of the RV Technical Institute, the global pandemic brought in-person learning of all kinds to a screeching halt. Now, nearly a year later, the RV Technical Institute’s staff are preparing to welcome students back with in-person classes scheduled to start in mid-March.



If all goes according to plans, the one-week Level 1 class will begin on March 15 and the four-week Level 2 class will begin on March 22. Both courses include classroom instruction, hands-on labs, textbooks and certification testing. People currently working in the RV Industry can save \$1,000 off the list price of each class with the coupon code: industry.

For those looking to get a jump on training, the self-paced, online Level 1 course is available now. This brand new, immersive, online program is completely self-paced, allowing students to complete training and testing according to their own schedule. And for a limited time, the Level 1 online course is available for only \$495.

Visit www.rvti.org to find out more and sign up to receive the latest updates. – RVIA



FINANCIAL CHECK-UP • by JERRY MANN, FRVTA Benefit Consultant

Strategies to Reduce Taxes Now

With the tax filing deadline rapidly approaching, now is a good time to make sure you exercise strategies that would affect your 2020 taxable income or your taxable income in 2021.

We will begin with actions you can take before April 15 that will help reduce your 2020 taxable income.

The total contribution to your traditional IRA or ROTH in 2020 is \$6,000, \$7,000 if you are over 50. Traditional IRA contributions may be tax deductible. The deduction may be limited if you or your spouse are contributing to a retirement plan sponsored by your employer and your income exceeds certain levels. Search [IRS.gov/retirement-plans](https://www.irs.gov/retirement-plans) to view the income limitations.

If you found it necessary to make a withdrawal from an IRA, or a company sponsored retirement plan due to a CORONA-related virus distribution (CRV), those distributions were not subject to the penalty for distribution before age 59 1/2. Further, there is an option to spread the distribution over three years for tax purposes.

IRA owners who believe they qualify for a coronavirus-related distribution will need to file the new IRS form 8915-E with their tax return to avoid having to pay the penalty. There is also a box on the form where you may opt out of the three-year spread of income if you choose to pay the tax.

CRV income may be reduced by repaying the amount distributed within three years after the distribution was received. The repayments should be reported on IRS form 8915-E.

This rule also applies to employer sponsored tax qualified plans. See publication 590-A to view an IRS worksheet.

IRA contributions made before April 15, 2021 will reduce your 2020 income under a traditional IRA. They can also be made to a ROTH IRA although they are not deductible.



Strategy for 2021

Those working after age 70 1/2 may now make a tax-deductible contribution to a traditional IRA. However, you must still take the required minimum distribution (RMD).

The law has changed concerning RMD rules. The required beginning date (RBD) is now 72 for those who turn 70 1/2 in 2019.

Qualified Charitable Distributions (CRD) may be made until age 70 1/2. However, IRA tax deductible contributions are offset by a CRD.

IRA and Qualified Plan participants may now take a penalty-free distribution of up to \$5,000 upon the

birth or adoption of a child that is not a stepchild. The \$5,000 cap is not adjusted for inflation and may be repaid to the IRA or Qualified Plan. Qualified plans may need to be amended to accommodate this change.

Qualified plans may be adopted AFTER the close of tax year, but prior to the tax filing deadline (including extensions).

Recent other changes of note to include:

Changes to "Stretch Distribution Rules" have been changed, depending on when the owner died.

Eligible Designated Beneficiaries include the surviving spouse, the chronically ill or a disabled beneficiary and may not be more than 10 years younger than the IRA owner. Also, a non-spouse individual or permissible trust is eligible.

Payments after a 10-year period will be subject to a 50% excise tax.

Your best strategy to lower income tax remains starting ahead of time and to plan aggressively rather than defensively. Be sure to consult your CPA, accountant or tax advisor.

Jerry Mann, owner of Mann and Associates, Inc., has been a member of FRVTA Region 3 since 1996 and has served as Regional Treasurer three times. For other tax-saving ideas and insurance solutions, contact Jerry at 813-541-6071 or 813-769-1829. You can also reach Jerry online at Jerry@mann-benefits.com.



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

Second Round of Odometer Changes

In my August 2020 article, I advised you that on May 6, 2020, the Florida Division of Motorist Services (DMV) issued an Information Notice stating that effective May 1, 2020, it began accepting electronically signed versions of title applications, applications

for duplicate title, odometer disclosure statements and the two secure forms – dealer reassignments (known as the Rainbow Form) and secure powers of attorney.

Now, effective January 1, 2021 the **Odometer Rule Changed the Disclosure Exemption from 10 to 20 Years**. The following is a reproduction of Division of Motor Services Information Notice INFO020-040.

Overview:

The National Highway Traffic Safety Administration (NHTSA) changed the odometer disclosure exemption requirements for motor vehicles. The new 20-year odometer capture exemption requirements apply only to vehicles that are 2011 model year or newer. Vehicles manufactured with a 2010 model year or older remain exempt under the 10-year exemption.

Details:

Beginning January 1, 2021, and every year thereafter, FLHSMV will be obligated to continue to capture odometer disclosures for model year 2011 and later vehicles. This type of “rolling” exemption is best described as adding an additional model year worth of vehicles each January until the 20-year exemption is fully implemented.

With this final rule, beginning on January 1, 2021, model year 2011 vehicles will not become exempt from the requirements until January 1, 2031. States are required to capture the odometer reading for model year 2011 until 2031.

Thus, for any title transfer that occurs on or after January 1, 2021 on a model year 2011 or newer vehicle, an odometer disclosure must be completed.

With this rule change, there will be some states that are not in compliance and you may see titles with ‘EXEMPT’ odometers for 2011 vehicles. In this instance, FLHSMV will accept the Out-of-State title, carry the ‘EXEMPT’ odometer indicator forward and issue a Florida title for the 2011 vehicle.

However, if a 2011 vehicle has a Florida title and the application for Certificate of Title has been marked as ‘EXEMPT’ by the purchaser, the transaction documents should be rejected and the purchaser must disclose the vehicle mileage as either actual, not actual or exceeds the mechanical limits of the vehicle.

The following verbiage will be added to applicable procedures and forms:

MOTOR VEHICLES WITH A MODEL YEAR OF 2011 OR NEWER ARE EXEMPT AFTER TWENTY (20) YEARS AND MOTOR VEHICLES WITH A MODEL YEAR OF 2010 OR OLDER ARE EXEMPT AFTER TEN (10) YEARS.

This Information Notice may be found at: <https://www.flhsmv.gov/pdf/bulletins/2020/info20-040.pdf>

I hope this helps!

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

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

RV Fixed Operations Professional Certification Week is March 6-12

The week of March 6–12 has been designated RV Fixed Operations Professional Certification Week by the Society of Certified RV Professionals and the Mike Molino RV Learning Center. Fixed ops professionals can earn certifications as parts managers, parts specialists, service writers/advisors, service managers and warranty administrators through the Mike Molino RV Learning Center’s parts and service management certification programs.



“It’s an especially exciting time for fixed ops certified professionals with a number of new educational resources through the RV Learning Center that weren’t available a year ago,” said RVDA President Phil Ingrassia.

New resources for certified professionals include the Fixed Ops Today website and the service writer advisor online course.

The RV Learning Center’s credentials were developed by experts at The Ohio State University’s Center for Education and Training for Employment and a team of top performing, demographically diverse working professionals. Suppliers, distributors, dealer owners and manufacturers were also involved in developing the programs.

Dealers can learn more about professional certification and training opportunities available for fixed operations staff on the RV Learning Center website at www.rvlearningcenter.com.

Certification opportunities for RV technicians are also available through the [RV Technical Institute \(www.RVTI.org\)](http://www.RVTI.org). In addition, educational resources are available through the [Florida RV Trade Association \(www.FRVTA.org\)](http://www.FRVTA.org). For more information about the RV Learning Center, go to www.rvlearningcenter.com. – RVDA

Florida's RV Parks/Resorts See New Construction

Despite the COVID-19 pandemic, Florida's RV Parks and Resorts are seeing a huge spurt in construction and upgrades.

"Demand for RVs and the RV lifestyle is at record levels," said Bobby Cornwell, executive director and CEO of the Florida Association of RV Parks and Campgrounds (Florida ARVC), which hosts CampFlorida.com, the travel planning website that represents more than 400 campgrounds across the Sunshine State.

"Even before the pandemic, park operators and developers were planning to add more than 3,000 new RV sites in Florida, both by building new RV resorts and expanding existing ones," Cornwell said. "Pre-pandemic demand was being fueled by retiring Baby Boomers as well as growing numbers of Millennials."

But after the pandemic hit, Cornwell said, demand for camping and RVing has become even stronger as millions of people have realized that camping and RVing is the safest way to travel.

"Even before the pandemic, we were



seeing growing numbers of people in their 50s and 60s working from their RV and enjoying the snowbird lifestyle. Now, with the pandemic, even families are realizing they can take the kids and enjoy the RV Lifestyle now. All of this is fueling demand for more RVs and more RV sites in Florida and across the country," Cornwell said.

Indeed, ITR Economics' inaugural forecast for the RV Industry Association's quarterly *RV RoadSigns* report predicts RV Manufacturers will ship 507,200 units in 2021, the highest shipment figures in the history of the recreational vehicle business.

The National Association of RV Parks and Campgrounds, for its part, estimates that more than 53,000 new RV sites will be built across the country this year. The estimate was based on a survey of 516 campground and RV park operators across the U.S.

All of this, of course, bodes well for Florida, Cornwell said, noting that Florida has always been one of the most attractive vacation destinations in the country. – *RVBusiness*

Mid-Atlantic Conference Set For March 2-4 in Tampa

The Mid-Atlantic Coastal States Campground Conference and Trade Show (MAC) is heading for a warmer climate in 2021 due to COVID restrictions in Delaware. Typically held at the Dover Downs Hotel & Casino in Dover, it's now set to take place in Tampa from March 2-4 at the Godfrey Hotel & Cabanas.

This will be the 30th annual gathering and it usually attracts park owners from New York, Pennsylvania, New Jersey, Delaware, Maryland, Virginia and more.



"This location is great because it looks out at the bay. One of the conference's meeting rooms is all windows looking at the water," Joann DeVescio, executive director of the New Jersey Campground Owners Association (NJCOA).

She is expecting lower attendee and vendor numbers because of the relocation of the conference and the COVID crisis, but said early registration numbers look good and it was still important to host it anyways.

"I am hoping for 25 vendors and I would be happy if we see between 40-50 attendees come," she explained. "Whether I have 10 people or I have 100 people, it's still all about the speakers and what the programming is that I can give to the attendees. Even though the attendance may be small, I didn't slack off on the sessions that I wanted to have and the type of speakers that I was looking for."

The conference will include four educational sessions and utilize a color-coded band system that tells attendees how comfortable another person is with talking and interacting with others. Red means to keep a good distance, yellow means a person is generally OK with everything and green indicates that a person is absolutely OK.

"We are in the hospitality industry and we know how difficult it has been for everybody, although park owners have weathered the storm fairly well," DeVescio said. "The board felt that we are asking people to camp and to travel, and we are promoting that people travel to our states and we feel we need to be leading by example. We need to travel too, and get out and lead by example." – *Woodall's Campground Management*

RV/MH Hall of Fame Names Class of 2021 – Two From Florida Selected

The board of directors of the Ekhart, Ind.-based RV/MH Heritage Foundation (Foundation) has announced the names of those who will be inducted into the RV/MH Hall of Fame (Hall) as members of the Class of 2021. Two of those selected have made a huge impact on Florida’s RV Industry.

Foundation President Darryl Searer said, “Congratulations to the 10 new honorees. All of them have had or are having outstanding careers and are richly deserving of this high honor.”



JEFFERY M. HIRSH, Campers Inn RV, Florida

Few people can match Jeff Hirsh’s achievements in business and volunteer work in the RV Industry and the local communities he serves. Over his career, he built a network of 28 RV dealerships in multiple states, while also serving in many capacities for the RVDA. Jeff looks for ways to give back and pay forward. On the local level, he often lends RVs for charitable events. His volunteer activities include: Make a Wish Foundation, Special Olympics, Heart Association and many others. Hirsh served in several capacities on the RVDA Board of Directors. He also received RVDA’s highest honor – the JB Summer’s Award, and the Chairman’s Service Award, among several others.



ROBERT “BOB” PARISH, Wells Fargo CDF, Florida

Bob Parish’s knowledge gained as a significantly involved volunteer to the industry helped Wells Fargo Commercial Distribution Finance (CDF) navigate the uncertainty of 2008-2009. CDF was the only wholesale finance lender to continuously fund the RV Dealer base. CDF remained true to the industry by communicating a strategy necessary to remain a partner in one of the darkest periods in the RV Industry. Besides being successful in his career, Parish has consistently provided support to issues impacting the growth of the RV Industry through dedicated service at the board and committee levels of RVIA. He has also been a champion for RVDA’s Con/Expo as a Wells Fargo CDF Gold Sponsor for many years and a charter sponsor of the Top 50 RV Dealer Awards. His key guidance in the formation of the RV Technical Institute is noteworthy as it will have a positive industry impact for years to come. – *RV/MH Hall of Fame*



Go RVing Reaches 1.9 Billion People in 2020

One year ago, Go RVing embarked on a mission to partner with a new creative agency to breathe new life into the iconic 20-plus year-old brand, according to a News & Insights report by the RV Industry Association (RVIA).

When the pandemic hit and brought businesses to a halt, RVIA reports Go RVing was in the middle of the agency review process and pressed forward to virtually hire a new agency of record, launch a new campaign and build a robust media strategy to reach targeted high value audiences (HVAs). That journey brought onboard Foote, Cone & Belding (FCB) and Universal McCann (UM) to create a new ad campaign for the RV Industry.



The “Go on a Real Vacation” campaign launched in June 2020 and ran through the end of the year, reaching 1.9 billion consumers via broadcast, radio and digital properties.

“These numbers show we are targeting the right audiences and the campaign continues to follow the data and hone in on consumers looking for alternatives to cancelled or delayed flight, cruise and hotel vacations,” said Courtney Bias, Go RVing Director of Strategic Marketing and Communications.

For the first time, Go RVing has the tools to follow the data to see which media partners drive the most website traffic and dealer searches in real time – ultimately leading those consumers to dealer showrooms. “Flexibility is the key word for our 2021 media program,” Bias said. “Being able to shift advertising dollars to the best performing media partners will mean more traffic to our dealer partners.”

Social media will continue to play a key role in 2021. Last year, Facebook awareness campaigns drove more than 6.5 million video completions. The “always on” approach to the social campaign means RVs will continue to be a part of the conversation and consideration set for vacations.

“The increased engagement we saw in 2020 has redefined how we approach meeting these receptive audiences in the spaces where they play and interact,” said Bias. “The data we gather in the first half of 2021, as well as the preliminary results of Go RVing’s full funnel approach, will guide the strategy for the latter half of the year and during peak travel season.” – *RVIA, RVBusiness*

NEW MEMBERS

BAUER PRODUCTS, INC

Bruce Bacon
702 Evergreen St SE
Grand Rapids, MI 49507-1825
PH: 616-245-4540
FAX: 616-245-0131
Website: www.bauerproducts.com
Email: info@bauerproducts.com
Supplier, Region 10

FURMAN MARKETING

Stephanie Mehle
1137 38th Ave N
St Petersburg, FL 33704-1639
PH: 813-255-5979
Email: specialeventsmanagerfm@gmail.com
Service, Region 3

GREENTREE BUSINESS CONSULTING

Nelda Iacono
Punta Gorda, FL 33950-6694
PH: 407-630-9733
Website: www.greentreebc.com
Email: info@greentreebc.com
Service, Region 1

HIDDEN LAKES RV RESORT LLC

Charlie Dean
1801 NW Highway 19
Crystal River, FL 34428
PH: 352-212-9209
Website: working on establishing
Email: cdlean001@tampabay.rr.com
Campground, Region 7

KRACKEN ADVENTURE BIKES

Dan Sobczak
PO Box 4283
Apopka, FL 32704-4283
PH: 407-456-0405
Toll Free: 866-424-0055
Web: www.krackenadventurebikes.com
Email: dan@kingkracken.com
Supplier, Region 4

NORTH MYRTLE BEACH RV RESORT & DRY DOCK MARINA

Jenny Snedaker
260 Old Crane Rd
Little River, SC 29566-7534
PH: 843-390-4386
Website: www.nmbrvresort.com
Email: fun@nmbrvresortanddrydock.com
Campground, Region 10

OAK ALLEY RV RESORT

Kim Wilderman
9009 Oak Alley Blvd
Webster, FL 33597-2301
PH: 352-289-6000
Website: www.oakalleyrvresort.com
Email: office@oakalleyrvresort.com
Campground, Region 7

VILLAGE RV, INC

Drake Piccione
12101 SE US Hwy 441
Bellevue, FL 34420-4551
PH: 352-322-2283
Website: www.myvillagerv.com
Email: drake@myvillagerv.com
Dealer, Region 7

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.

Giant Rec & Make-A-Wish Bring Joy to 9-Year-Old



Giant Recreation World, a family owned and operated dealership with three Central Florida locations, partnered with Make-A-Wish Central and Northern Florida to make the wish of 9-year-old Cameron to have his own camper come true. He is the first of six Make-A-Wish children who will have their wishes granted.

The day of Cameron's camper presentation was something everybody involved was excited about. An immense amount of planning went into the day of Cameron's camper presentation, making it one not to be forgotten by him or his family.

The dealership, recognized as a "Top 50 Dealer" by RVBusiness magazine, is no stranger to the Make-A-Wish foundation with Giant Recreation World granting wishes for Make-A-Wish children in the past.

Aside from his involvement in community outreach efforts like Make-A-Wish, McNamara has also been a devoted advocate for other causes. "It brings great joy to me being involved in such a meaningful program and I have our partners at Forest River to thank for making this partnership possible, with a special thank you to our head of marketing Kristina Shrider and my nephew Scott McNamara, our rising third generation at Giant Recreation World," he said. – news release

MEETING DATES



Region 1 • March 4 • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda

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

400 Avenue of the Champions • Palm Beach Gardens

Region 3 • March 16 • 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 • March 16 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville

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

ALL MEETINGS: Face Masks Required • Social Distancing Observed

Cocktails 6:30 PM • Dinner 7:00 PM