



SUCCESSFUL START TO REGIONAL SHOW SEASON

Following the Florida RV SuperShow held in Tampa, the **36th Annual Fort Myers RV Show** was held once again at the Lee Civic Center January 27-30. Canceled last year due to the pandemic and supply chain shortages, this event started with great crowds on Thursday and Friday. Unfortunately, unseasonably cold and windy weather hit the show on Saturday and Sunday.



Nevertheless, the show continued its track record as being Florida's largest dealer-sponsored RV Show with close to 11,500 paid attendees. This year's participating dealers were Gerzeny's RV World, LaMesa RV Center, RV One Superstores of Fort Myers, RV Kountry and Southern Marine & RV Sales. A total of 63 vendors rounded out the show's offerings.

"The extreme wind and record cold temperatures certainly kept some people away," Region 1 President Everett Henkel III explained. "The good thing is that those who did attend were buyers with all dealers reporting very strong sales at the show and afterwards.



"I talked to many attendees who said they were actively shopping for an RV before making a final decision," Henkel III, owner of Fort Myers-based RV Kountry, detailed. "Fortunately, many made that buying decision at the Fort Myers RV Show."

The show's five dealers filled the civic center grounds and featured a huge variety of gas and diesel Class A and C motorhomes, B vans, travel trailers, toy haulers and park models. Longtime Region 1 Show Manager Jack Carver says this variety and outstanding pricing are two of many reasons that keep patrons coming to the show year-after-year.



"We had some very un-Florida-like weather over the weekend and that certainly kept attendance down a bit," Carver said. "However, the great sales racked up by participating dealers and vendors made for an outstanding selling event, which is most important."

Besides show vendors and dealers, the show also presented a series of RV Lifestyle seminars that offered patrons a chance to learn about various RV travel options and destinations, new RV products and simple RV maintenance techniques.

"From everything I've heard, the show was a tremendous success," remarked Region 1 Vice President Paul Graef, business manager at Gerzeny's RV Sales' Fort Myers location. "It was great to achieve an outstanding turnout with such strong sales."



Next up was the **2022 Jacksonville RV MegaShow**. Hosted by FRVTA Region 6, it was held for the 13th year straight at the Jacksonville Equestrian Center from February 10 to 13. This year's event attracted nearly 9,000 patrons, which represents an increase of over 1,000 attendees compared to the 2021 show.

"We were pleased with the attendance, especially since we had to close early one day due to an electrical shortage in the vendor arena, as well as closing the show two hours early on Sunday for the Super Bowl," said Region 6 President

STATE OFFICERS

PRESIDENT
Brian Copley
VICE PRESIDENT
Joey Schneider
TREASURER
Ken Loyd
SECRETARY
Sean Thompson
CHAIRMAN OF THE BOARD
Rob Cochran

REGIONAL OFFICERS

REGION 1
Everett Henkel III - PRESIDENT
Nelda Iacono- DIRECTOR
REGION 2
Craig Waits - PRESIDENT
Susan Squillace - DIRECTOR
REGION 3
Deanna Pearce - PRESIDENT
Tammy Lull - DIRECTOR
REGION 4
Traeanne Reynolds - PRESIDENT
Ken Gifford - DIRECTOR
REGION 5
C.O. England - PRESIDENT
Ed Savage - DIRECTOR
REGION 6
Vince Ponciano - PRESIDENT
Rob Rothenhausler - DIRECTOR
REGION 7
George Grimm - PRESIDENT
Jamie Jorgensen - DIRECTOR
Lyn Hart
LEGISLATIVE AFFAIRS LIAISON

OFFICE STAFF

David Kelly
EXECUTIVE DIRECTOR
Jeryllyn Connetti
CONTROLLER
Lesa Colvin
SHOW DIRECTOR
Patty Flanagan
SHOW COORDINATOR
Ana Correia
ADMINISTRATIVE COORDINATOR
Sharlene Nelson
MEMBERSHIP COORDINATOR

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...

Springtime is Selling Time

March is a great time to live in Florida. In South Florida, we have nice trade wind breezes that blow off the ocean and usually the weather is mild. The sun is out, the pool is warm enough to take a dip and the beach is absolutely beautiful.

Of course, March is right in the middle of Florida's RV selling season. Snowbirds are still here hungry to make a deal before they head north and local families are just ramping up their buying to get ready for summer vacations with the kids.

So let me give you a quick recap of what I heard from the regional shows. The Fort Myers RV Show was held at the end of January and historically is the largest of the regional shows. The Fort Myers show did not break records in attendance this year due to unseasonably cold and windy weather, but it sounds like sales records were broken with most dealers coming away with tons of units to deliver to eager customers.

The Jacksonville RV MegaShow had record attendance going into Sunday, but rain slowed down patrons on the last day. They still had the second best show for attendance ever. I heard no complaints as far as sales goes in Jacksonville as well.

Next up was the West Palm Beach RV Show with good crowds and weather for most of the event. While the WPB show did fall back from the record attendance seen last year, I personally could attest that there were an awful lot of sold signs all around.

The next show up will be the Ocala RV Show. I do not have a report on this one because it comes later in March, but with record show space sold I'm sure it's going to be great!

So whether you are looking to buy an RV, purchase some newfangled RV accessories or just want to see the latest RV models, regional shows are the best way to do it.

I personally love talking to all the different people about the unique ways they enjoy camping that differ from how I RV. I have even discovered some new spots to travel to! I love teaching new potential RVers about what makes RVing fun, how RVers are so willing to help one another and share stories of great places they have been.

When someone asked if the RV Business is hard I always tell them: we are selling fun with the recreational lifestyle. How hard could it be?

Until next month—I hope your nights are filled with campfires and smores, but not too much wind for your awning!

BRIAN COPLEY
FRVTA State President



REGIONAL SHOWS

CONTINUED FROM PAGE 1



Vince Ponciano. “All in all, it was an exceptional show with good weather throughout the event, which can sometimes be an issue in early February.”

Ponciano said members also voted to increase the cost of admission from \$8 to \$10 for adults 13 and older. This was the first admission increase in over five years. Free admission for children 12 years or younger was still offered, with all active and retired military and first responders receiving half-price admission throughout the show. Seniors also received half-price admission on the show’s opening day.

“We didn’t know if the increase would keep potential guests away or not, but since our attendance was up over last year, people must believe the ticket price is worth the value,” he said.

Ken Loyd, a former region board president and current FRVTA State Treasurer, was a vendor representing Keystone Heights RV Resort, where he serves as general manager. He was among more than 50 vendors that took part in the show.

“The biggest change I saw this year was that crowds were steady each day,” he said. “Last year and in previous years, it seemed like there were surges of visitors, which makes it hard to interact with as many as you would like. So, this was a nice change.”

Randy Copeland, owner of 80-year family-owned Copeland Welding and Muffler Shop that installs trailer hitches, wiring and other parts for RVs, said the show went well.

“We had a lot of traffic at our booth and made some good connections and contacts for future business,” he said.

Participating dealers were Campers Inn of Jacksonville, General RV Center, Como RV and D & H RV’s Truck Camper Emporium.

The weekend after the Jacksonville Mega Show, Region 2 held the **West Palm Beach RV Show** at the South Florida Fairgrounds. Other than a little rain on Saturday afternoon, the show had beautiful and warm weather all four days. And that great weather brought out not just tire kickers, but buyers. Just over 7,000 people attended the show and all dealers were happy with the results.

FRVTA State President Brian Copley of Copley’s RV Center was very pleased with his dealership’s sales. “I had a figure in my head about how many units I was hoping to move that weekend and I was not disappointed.”

Besides Copley’s RV Center (Hobe Sound), other participating RV Dealers included Great Time RVs (Palm Beach Gardens), LaMesa RV Center (Port St. Lucie), North Trail RV Center (Fort Myers), Palm Beach RV (W. Palm Beach) Sun Camper Liquidators (Fort Pierce) and Waits RV (Riviera Beach).

The show also offered booths representing electric bikes, cookware, drink coolers, games and gadgets. “While attendance was a little off from last year, I think the people who came out were seriously interested in finding out more about RV ownership,” said Region 2 President Craig Waits.

Results for the RV Industry Association’s December 2021 survey of manufacturers determined that total RV shipments for 2021 ended with record wholesale shipments of 600,240. This surpassed the 2017 record total of 504,599 shipments by 19%. RVIA also reported a new record for retail sales with 567,079 registrations recorded in 2021. This is an 8.4% increase— 43,981 units – better than the previous record of 523,098 set in 2020.



TRAINING NEWS • by Veronica Helms, Training Director

Technician Training Available in Multi Formats

As we approach March 2022 and season is in full swing, keep your focus on technician training. The [RV Technical Institute](#) in Elkhart, Indiana, has created new opportunities for anyone to benefit from technician training in many different formats.

- **SELF-PACED ONLINE COURSES:** Available for the Level 1 and Level 2 classes, learners complete the training at their own pace during their 12-month subscription window (calculated from date of purchase). Courses include the electronic version of the textbooks and ONE opportunity to take the two Level 1 and Level 2 Certification Exams (4 total). Additional testing attempts for any exam come with additional fees.
- **IN-PERSON CLASSES:** Available for the Level 1 and Level 2 classes, the live, in-person instruction takes place at the RV Technical Institute campus in Elkhart. The Level 1 course is a weeklong class and the Level 2 course is four-week class. Both courses include classroom instruction, printed textbooks, hands-on labs and certification testing.
- **HYBRID CLASSES:** Available for Level 2 classes. Learners complete 11 weeks of on-line training accomplishing milestones and deadlines for quizzes and assignments. There are weekly reviews and check-ins with instructors. The twelfth (12th) and final week is conducted live and in-person to complete all hands-on labs, activities and certification testing.



- **SELF-STUDY TEXTBOOKS:** Available for Level 1 and Level 2. Each level has seven textbooks covering the curriculum that are available for purchase as sets by Level or individually. Textbooks include labs, activities and quizzes for students who wish to self-study in preparation for certification testing. The textbook price does not include the cost of the certification exam, which must be purchased separately.

Here are the options for Self-Paced Online training:

- [Individual 12-month subscription for \\$300](#)
- [Location/Rooftop 12-month subscription for \\$1200](#)

Keeping technicians moving forward with their professional skills is the future. With the rise of EV's (electric vehicles), the demand of electric RV's is on the horizon. Airstream is taking their manufacturing to the next level with eStream – an all-electric trailer. Airstream CEO Bob Wheeler stated in a [recent interview](#) that his company is positioning itself to be the THOR Industries brand to venture into this market.

“Currently, nearly all tow vehicles are gasoline-powered. But Airstream’s audience is upscale and trend-aware, and many of them are just waiting for the opportunity to purchase

the first Ford F-150 Lightning all-electric pickup truck or new Rivian pickup truck that will be rolling off automaker assembly lines later this year.”– Bob Wheeler, CEO

We can expect to see changes in aftermarket suppliers as economic changes impact the automotive industry, which ultimately impacts consumers who make RVing a part of their lifestyle.

Please contact me for any of your service center, dealership and mobile business training needs. Veronica@FRVTA.org or call (813) 702-1113.

PROPANE GAS SAFETY SCHOOL

Registration has started. If you are interested in sending technicians directly to the Florida Propane Gas Safety School, please review the details below.

WHEN: Monday, May 16 - Wednesday, May 18

WHERE: Hilton Ocala - 3600 SW 36th Ave, Ocala, FL 34474

All interested attendees can choose in person or virtual. Florida is offering either a FULL COURSE or a CEU ONLY COURSE.

For registration details and more information, please go to <https://florida-propane-gas-association.myshopify.com>

If you have any additional questions contact Veronica Helms, FRVTA Training Director at Veronica@FRVTA.org or call (813) 702-1113.

RV FIXED OPERATIONS CERTIFICATION WEEK IS MARCH 6-12

The Society of Certified RV Professionals, the RV Technical Institute (RVTI) and the Mike Molino RV Learning Center have designated March 6-12 as RV Fixed Operations Certification Week. Fixed operations professionals include employees working in service, parts and warranty administration.

Fixed operations professionals can earn certifications as parts managers, parts specialists, service writers/advisors, service managers, and warranty administrators through the RV Learning Center's parts and service management certification programs.

RVTI offers Level 1 and Level 2 training and certification programs for RV technicians online and through live classes at its Elkhart training center. Training and certification are also available through RVTI's national network of Authorized Learning Partners.

Individuals who earn a new certification during RV Fixed Operations Certification Week receive a free one-year subscription to RV Fixed Operations Today website.

"Fixed operations professionals serve a vital role in our industry and make a tremendous difference in

the professional reputation of a dealership," said RVDA President Phil Ingrassia. "Certified employees can give consumers an extra layer of confidence that their RV will be well taken care of after the sale."

"Besides encouraging professional development, Certification Week is also an opportunity for dealers to recognize their existing certified personnel at the dealership," said RVTI Executive Director Curt Hemmeler. "Through the Mike Molino RV Learning Center and the RV Technical Institute, the industry has prioritized the importance of training and certification to improve the RV consumer experience."

RVTI provides world-class training for RV maintenance and repair that will reduce the RV Industry's shortfall of trained RV technicians. RVTI seeks to improve the RV consumer experience, reduce repair event cycle time and aggressively reduce the RV Industry's shortage of trained technicians. Visit www.rvtti.org for more information.

For more information about the RV Learning Center, go to www.rvlearningcenter.com.—RVDA



The RV Technical Institute Year of Recruitment Off To Successful Start

As the demand for RVs continues to skyrocket, the demand for technicians has increased along with it. In response to the growing need for more trained RV technicians, the RV Technical Institute has begun an intensive [technician recruitment effort](#) that aims to bring in 1,000 individuals from outside of the RV Industry in 2022.

Even though it's still early in the year, the Institute has already been making great strides towards this goal. The team has attended four major events so far and is planning many more to come as the year progresses.

"We've had a large amount of interest both from dealerships and individuals," says RV Technical Institute (RVTI) Executive Director Curt Hemmeler. "The phones are ringing off the hook. We're encouraged by the momentum and the strong show of interest, and we are excited to continue our recruitment efforts."

The RVTI's recruitment kickoff began at the 2022 Florida RV SuperShow in Tampa. The event has become the RV Industry's largest consumer show, offering educational seminars, daily entertainment and the most up-to-date innovative RV products and accessories. Their opening day had over 20,000 participants, setting an audience attendance record and giving the RV Technical

Institute many opportunities to network with interested individuals and share the need for more RV technicians.

Along with their presence at the RV SuperShow, RVTI has been working closely with high school counselors to share the RV technician career path. RVTI Executive Director Curt Hemmeler attended a three-day ASCA conference in Hilton Head Island, SC, which had an audience of over 600 high school counselors. He shared information about the RV Industry and the logistics of how interested high school students could enter the RV technician field upon graduation.

The RV Technical Institute then presented at the NTP-STAG EXPO in late January in Las Vegas. NTP-STAG, the market's largest wholesale supplier of RV parts and accessories, brought a full house of dealers, media and industry associates. A break-out training session, led by the Institute's Director of Recruitment Tracy Anglemeyer, presented information on RVTI's 2022 recruitment campaign and new subscription plans.

Finally, RVTI kicked off the month of February at the busy Detroit RV & Camping Show, which welcomed more than 27,000 people through the doors of the 5-day consumer show.

For more information on the courses offered by the RV Technical Institute, check out their website [here](#).—RVIA





DEALER DETAILS • by EJOLA COOK, J.D.

Are You Up-to-Date on Your Safeguards Rule?

If you are nodding your head, and saying “yes,” I challenge you as to when the last time was you revised it. If it was before October 27 of 2021, you might be out-of-date. In October of last year, the FTC issued amendments

to the Safeguards Rule, which in effect removed some of the flexibility dealers had to implement the steps necessary to enforce the Safeguards Rule. Now there is a list of requirements in which dealers must comply.

So, what does this mean for you? First, if you maintain fewer than 5,000 customer records, you’re exempt. If you are not exempt, you will now need to appoint a “Qualified Employee” or a group of employees to coordinate your information security program. One change that has helped dealers is this employee no longer needs to be appointed as the “Chief Information Security Officer.” Make sure, however, that your documents identify who in your company is designated as your “Qualified Employee.”

You will also need a written “risk assessment” that must identify the areas of risk in your business. You will also be required to perform this assessment periodically, which should be written and documented as well. This will include identifying and managing the data, personnel, devices, systems and facilities to run your dealership, as well as the risk strategy.

Dealers must now also place access controls on the systems you use to store information. This includes mechanisms to authenticate users, including a multi-factor authentication, for those who access the information, and ways to limit access. In essence, if you have an employee who has no need to access your customer’s personal information, they should not be authorized to access those systems where the information is housed. This is also something you will want to test cyclically. Also, all of your customers’ personal information must be encrypted, both when transmitting the information and within your own systems. This requirement also includes all your third-party vendors with whom you share your customer’s information.

Dealers must now also adopt secure development practices for in-house developed applications or transmitting, or storing customer information. If you have an IT Department, now is a good time to make sure they are looped in on these new processes and documenting the steps they take to secure the protected information. Your team will need to be able to monitor the activities of those accessing your customer’s personal data to make sure there is no unauthorized user or data tampering.

The Amendments do not just cover the information you store, but you must also now develop, implement and maintain systems for securely disposing of your customers information. There is a two-year window to dispose of the information after it was last used. The exception would be if the information were still necessary for conducting your business or some other legitimate reason.

You will also now need to have training for both your general personal and specific training for those who work as your “Qualified Employees,” and document what will happen if you have a change of management. Also, your team will now be required to provide a written report, at least annually, to your Board of Directors (or their equivalent) on the overall status of the information security program and the dealer’s compliance with that program.

This is just a brief overview of the major changes, so please make sure you are working with your IT and compliance teams to bring your dealership up to the new requirements. In this day and age, as consumers are more sensitive about the protection of their private information, you do not want to be caught unaware, since a potential violation could cost you time and money to correct. An ounce of prevention in this instance will go a long way.

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.

MEMBER SPOTLIGHT

Fisherman's Cove RV Resort Transforms Under First-Time Owner

For many years, Fortune Real Estate has been at the forefront of buying and selling mobile home and RV properties in Florida. Rob Smith, owner of Fortune Real Estate, says his success is due in large part to the strength of his team.

J.P. Winkler, vice president of Fortune Real Estate, is part of that team. Recently, J.P. took his first step into ownership by purchasing Fisherman's Cove RV Resort in Palmetto. The resort, which sits along Terra Ceia Bay, encompasses RV sites, manufactured housing lots, apartments and villas.

Fisherman's Cove is close to Bradenton, Anna Maria Island, Tampa, St. Petersburg and Sarasota. The property has 82 RV sites, ranging from standard sizes up to water view paver supersites, which can handle the largest motor coaches on the market. The property also has 11 villas.

"They're site-built homes, each two-bedroom, two-bath and a 1000-square-foot, and each villa is a separate building by itself," describes J.P. "They sit next to a lake we have on the property. We've remodeled six of them so far. We gutted them to the studs and they're brand-new now. There are also 17 manufactured housing lots available and two manufactured homes that are available for purchase."

Additionally, J.P. says the clubhouse's outdated interior from the '80s and '90s has been removed and replaced with new carpet, new baseboards, new lighting fixtures, new hurricane windows, new paint and the addition of crown moulding. Topping all that, there is a brand-new metal roof. He says they're taking the clubhouse to the standards of what residents and guests expect to see in a high-end RV resort in the 2020s.

There are two apartments in the clubhouse – a studio apartment and a one-bedroom, one-bath apartment. They are not seasonal, but are rented on annual leases. J.P. says the apartments, along with the villas, appeal to people who live in Florida and want to enjoy apartment living.

"We have a pool, hot tub, and tiki bar and grill that are right on Terra Ceia Bay. There's a private boat ramp with access to the Gulf for kayaking and all water sports. It's the most unique, affordable waterfront living experience in Manatee County."

Other renovations made to the property include remodeling the men's and women's bathhouses, completely renovating the laundry room, adding a new Pickleball court and extensive, resort-wide tree trimming. Future

improvements will include repaving the entire resort, upgrading the boat ramp, updating the clubhouse kitchen, and a brand-new, high-pixel LED sign right on U.S. Highway 19 this is one mile south of the Skyway Bridge.

"We also created a nice fitness room with new equipment," J.P. adds, "and it has an awesome view of Terra Ceia Bay. There's not a better view for exercising in Manatee County – outside of being directly on the beach – than in our gym."

"Fisherman's Cove is more than an RV resort," states

Rob. "There are manufactured housing lots, villas, RV sites and apartments, so it's more of a combined living concept where you've got four different types of living all on one property."

J.P. and Rob have been busy putting the word out to perspective guests and residents about the refurbished and reinvigorated Fisherman's Cove. They have enlisted the FRVTA in their marketing plan, having taken out an ad in "The RVers Guide to Florida." J.P. and Rob also had a booth at the 2022 Tampa Super Show and the Fort Myers RV Show in January that they co-sponsored with the Florida/Alabama RV Campground Association.

As a first-time owner, J.P. says the most rewarding part of buying Fisherman's Cove has been taking something that was in need of upgrading and transforming it into something he is proud of while building something that one day he can give to his kids that will provide an income stream for them.

"For me, the most rewarding part of being involved with Fisherman's Cove is the satisfaction of the residents and guests by increasing the quality of the lifestyle within the resort," adds Rob.

"The lifestyle, the atmosphere, the environment are a 100 percent better than what they were a year and a half ago, and the people who were there then greatly appreciate it. They are happy to pay a fair rate for something that is priceless and that they can't get anywhere else. It's a unique property at a unique location."

J.P.'s foray into RV resort ownership has proven very successful and he says being able to seek guidance from Rob, who has owned and operated three Florida resort communities, has been invaluable to the process of ownership.

"You can't have a better sounding board, so I really lucked out with someone who believed in me, J.P. says. "For him to believe in me to make it happen is awesome."



SSI: RV Industry Sets Retail Sales Record with 567,079 Units

The RV Industry set a new record for retail sales last year as 567,079 registrations were recorded across North America in 2021. That's an 8.4% increase – 43,981 units – better than the previous record of 523,098 set in 2020, according to Statistical Surveys Inc., the Grand Rapids, Mich.-based supplier of RV industry retail and consumer demographic data.

Nearly every segment also saw a year-over-year increase, with the exceptions being camping trailers (8,815 in 2021 vs. 9,629 in 2020; an 8% decline), Class A motorhomes (15,501 vs. 17,514; -10%) and Class C motorhomes (26,106 vs. 27,234; -4%).

Otherwise, it was all positive for the following categories: Class B motorhomes (11,874 vs. 8,725; 36%), fifth-wheels (110,249 vs. 90,150; 22%), truck campers (1,920 vs. 1,725; 11%), travel trailers (389,949 vs. 365,931; 7%) and park models (2,665 vs. 2,550; 4.5%).

It's worth noting that the annual record was set despite the final seven months showing year-over-year declines. There were 23,056 retail registrations in December 2021, a 19% decline from the 28,404 units recorded in the prior December.

Prior to this streak, though, there had been 12 months in a row of record retail registrations.

In the Class A segment, there were 806 retail registrations in December 2021, a 25.9% year-over-year decrease compared to the 1,087 registrations recorded in December 2020. Market share leaders



for the month were THOR Industries Inc. with 48.1%, Newmar Corp. at 18.6% and REV Recreation Group seeing 13.8%.

Among Class C's there was a 20.4% drop in December, going from 1,633 to 1,300 units. THOR led the category at 57.8%, followed by Forest River Inc. with 19.5% and Winnebago Motorized at 10%.

The Class B group jumped 25.9% in year-over-year December activity, with 717 units recorded in 2020 compared to 903 registrations in the same month in 2021. At 36.7%, THOR led the category followed by Winnebago at 35.1% and REV Recreation Group with 7.8%.

In the travel trailers segment, there was a 22.7% decline, with 17,733 retail registrations in December 2020 giving way to 13,706 units in December 2021. Market share leaders were THOR seeing 39%, Forest River with 34.5% and Grand Design RV Co. at 8.6%.

Fifth-wheels dropped 14.1% (4,985 in December 2021 vs. 5,803 in December 2020). THOR led the group with a 44.4% market share, followed by Forest River at 27.5% and Grand Design with 17.3%.

Camping trailers saw a 28.6% year-over-year drop, going from 374 in 2020 to 267 in 2021. Market share leaders were Forest River at 44.6%, Aliner seeing 21% and Purple Line LLC with 14.6%.

Park models were essentially flat for December (188 units in 2020 vs. 189 units in 2021). Skyline Champion with 32.3%, Cavco Industries at 24.3% and Platinum Cottages with 16.9% held the top spots in terms of market share. –RVBusiness

Go RVing Media Planning Underway

2022 Media Planning is underway for the Go RVing team. Working closely with our media-buying agency UM, the team will focus their efforts to recruit, diversify and retain RVers. A broad media mix will generate top of mind RV awareness and consideration to high value audiences of outdoor enthusiasts and childfree explorers as well as increase awareness and consideration of RVing to diverse audiences. Targeted media will encourage "1 More Weekend" for current RV owners.

A top priority for 2022 media planning is ensuring the plan has flexibility to accommodate macroeconomic trends as they relate to the RV Industry. The team continues to follow a full-funnel data approach to media planning, to take

Go RVing®

Go RVing beyond the awareness program it was historically known for and to drive consumers deeper into the purchase funnel, and into their local dealerships.

The media plan will be enhanced with updated "Go on a Real Vacation" campaign assets. Shooting for the new assets began in fall 2021 in the South Bend area and wrapped up this month in California. Go RVing worked with manufacturers to secure nearly 50 different RVs ranging from small travel trailers to large motorhomes. Besides the variety of RVs, the Go RVing team also focused on diverse casting.

Look for Go RVing on national TV, satellite and terrestrial radio, print, and across digital channels and social media this spring and throughout 2022. –RVIA

NEW MEMBERS

CRYSTAL LAKE VILLAGE

Janice Riccio
237 Maxwell Dr
Wauchula, FL 33873-9705
Toll Free PH: 800-661-3582
Website: www.crystallake-village.com
Email: manager@crystallake-village.com
Campground, Region 1

DENALI EXPRESS, LLC

Craig Nelson
5551 Lockett Rd, Lot C-111
Ft Myers, FL 33913-5509
PH: 239-898-4979
Toll Free PH: 833-357-8362
Website: www.denaliexpress.net
Email: team@denaliexpress.net
Service, Region 1

FL SOLAR INNOVATIONS

Jason Fox
Palm Harbor, FL 34683-3303
PH: 616-405-1311
Toll Free PH: 727-723-4902
Email: flsolarinnovations@gmail.com
Service, Region 3

HYDRA DECK

Stacey Henry
3955 W Lake Hamilton Dr
Winter Haven, FL 33881-9272
PH: 863-588-6891
Website: www.hydradeckusa.com
Email: stacey.hydradeck@gmail.com
Supplier, Region 3

BEWARE OF FRAUDULENT PHONE CALLS OR EMAILS!

As we wrap up our 2022 Florida RV SuperShow, we are seeing more and more scammers contacting our show vendors and members. Some members have received emails or phone calls from those selling attendance lists or asking about their attendance.

They look official by using our logo, so please always be sure the emails come from an FRVTA.ORG email address. Any email correspondence or phone call to our members/exhibitors will only come from someone on our staff.

The only authorized company outside of FRVTA that will contact our show exhibitors will be ExpoCad. They handle the online advertising for our exhibitors.

Below is the fraudulent email that is sent out recently

Dear Exhibitors,

Thanks for Participation in Florida RV SuperShow 2022.

Florida RV SuperShow 2022 valuable leads are Available Now.

The complete contacts are available for a small investment, with unlimited usage rights, you can use this list for your regular marketing campaigns too.

Interest? — just reply back as “Send Counts and Cost”.

Regards,

XXXX XXXX— Events Specialist

PS--Please forward this email, if you think I should be talking to someone else on this.

If you receive a phone call or email that seems suspicious please ignore or decline the call.

If you ever have any questions or concerns, please contact the FRVTA Staff immediately. Call 813-741-0488 or email us at info@frvta.org

2022 FRVTA REMAINING SHOWS



Ocala RV Show*

MARCH 3- 6 • Florida Horse Park
11008 US Highway 475 South • Ocala, FL 34480
2020 Attendance – 8,254

Tampa Bay Summer RV Show*

JUNE 9-12 • Florida State Fairgrounds
4800 US Highway 301 North • Tampa, FL 33610
2019 Attendance – 6,103 • 2020 – SHOW CANCELED

Shows Still Being Discussed:

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

*Exhibitor space still available-[contact anac@frvta.org](mailto:anac@frvta.org)



If you have a story or item of interest concerning your business that you would like to share with the FRVTA membership, please contact FRVTA Executive Director Dave Kelly at davekelly@frvta.org in the State Office.

MEETING DATES



Region 1 • March 3 • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda

Region 2 • March 9 • Duffy's Sports Grill • 11588 US-1 • North Palm Beach

Region 3 • March 8 • Florida State Fairgrounds • 5025 Orient Road • Tampa

Region 4 • March 16 • Virtual Zoom Meeting @ 4PM – Details to Follow

Region 5 • NO MEETING

Region 6 • March 15 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville

Region 7 • March 22 • Braised Onion • 754 NE 25th Ave • Ocala

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