



The nation's RV Industry heads south as the Florida RV Trade Association hosts the 38th Annual 2023 Florida RV SuperShow, Wednesday, January 18 through Sunday, January 22. This huge annual event will again be held at the Florida State Fairgrounds in Tampa.

The 2023 SuperShow will have representation from every major RV Manufacturer as well as hundreds of accessory booths exhibitors. "We will have more suppliers' booths and every type, size and style of RV on the market," said Executive Director David Kelly. "With the addition of new entertainment and more seminars, we're again anticipating record crowds this year. We're also renewing the two-day pass so the public will have two full days to see everything at the SuperShow at no additional cost."

The theme of the 2023 Florida RV SuperShow is "Let's Hit The Road!" The interest in outdoor recreation is at an all-time high and this phase is the beginning of many RV trips and relates to the fact that the country is open again and it's time to hit the road again!

You can bring your hunting gear, fishing equipment, bikes and anything else you have room for. And if you get tired of your view or your neighbors, all you have to do is move on!

With hundreds of RVs on display and educational seminars, the SuperShow is the place to trade-in your old RV or get all the information you need to get acquainted with the RV Lifestyle. Many of Florida's finest campgrounds and resorts will have booth exhibits to show attendees the best camping opportunities found anywhere. Also, a huge display of camping accessories and supplies will be found in the General RV Store.

A favorite of all visitors to the SuperShow is the FREE entertainment. From clowns and unicycle riders to Barbershop Quartets and Bag Pipe Bands, the SuperShow has enough entertainment to keep everyone busy the entire day.

The Super Rally celebrates its 36th year at the SuperShow. This RV rally is open to any and all RV clubs and the general public. It includes a number of amenities including FREE admission to the SuperShow all five public days, meeting facilities for your club, FREE coffee and donuts every morning and seminars. Three nights of entertainment and refreshments are also included and will feature "Sunday Drive". This is a multi-Dove Award nominated group from Knoxville, TN, composed of Jeff Treece, his wife Misty and brother Dusty. The group is known for their smooth harmonies and Misty's rich, Karen Carpenter-style vocals. Another evening will feature a hilarious variety show hosted by the unpredictable Fritzzy.

Admission to the SuperShow is only \$15.00 for adults, which includes a second day admission for the cost of one day and children under 16 are FREE. The SuperShow hours are Wednesday - Saturday 9am - 6pm and Sunday 9am - 5pm. Wednesday-Friday are Senior Citizens Days with seniors receiving \$2.00 off the cost of admission (not valid with other discounts).

RV Industry Day is set for Tuesday, January 17 from 10am-4pm. Everyone involved in the industry is welcome to attend this day for FREE. Complimentary coffee and donuts will be served in the morning and lunch is also FREE. If you haven't been to a major RV show this year, now is the time to see all the new products. Register on-line or contact the FRVTA State Office.

For more information on the 2023 Florida RV SuperShow, contact the Florida RV Trade Association at 10510 Gibsonton Drive, Riverview, FL 33578, (813) 741-0488 or visit our web-site at www.frvta.org.



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PRESIDENT'S MESSAGE...

Hurricane Ian Hits Florida!

As you all are aware, Hurricane Ian struck the Fort Myers area in mid-October. It left many businesses erased from existence as well as countless homes destroyed with several thousand people displaced and looking for help from state and government agencies as well as surrounding counties and charitable organizations.

While we can all take a collective sigh of relief that Ian did not take its original predicted track through the Tampa area, unfortunately our friends in Region 1 took a direct hit. I can only imagine what would have happened had Tampa received that same impact.

Now, our attention needs to be on those Region 1 members who have been affected by the storm and do whatever we can do as an Association to help wherever we can. I have spoken to FRVTA Executive Director Dave Kelly as well as FARVC President Bobby Cornwell regarding those member dealers and campgrounds that have been damaged or destroyed by the hurricane.

Dave tells me that the only RV Dealer impacted is our friends at RV One in Fort Myers and, while their damage is extensive, they will be able to get back to business and move forward. Unfortunately, while the dealership is salvageable, some of their employees have suffered losses ranging from minor to extreme.

Bobby informed us that our friends at Peace River Campground have suffered catastrophic damage and, while they plan to rebuild and reopen, they have no timeframe as to how long they will be closed and how long it will take to get back to doing business.

Bobby also informed us that Red Coconut RV Resort on Fort Myers Beach was extensively damaged. The preliminary word is that the damage is so extensive that they do not expect to reopen, which leaves many in the local RV/Campground industry without jobs on top of having to deal with whatever losses they suffered to their homes.

Dave also expressed concerns, and newly elected FRVTA Secretary Brett Howard confirmed, that the Lee County Civic Center is being used to stage and shelter first responders that have come from all over to help with the recovery process. This could potentially put the long running Fort Myers RV Show in jeopardy, We will keep everyone posted.

There are many great Florida organizations, along with Federal and State Government assistance plans now offering help. Thank you to Bobby Cornwell for supplying the following link to me for a disaster assistance program that provides up to \$2 million to assist with physical damage and economic injury: <https://www.sba.gov/funding-programs/disaster-assistance/physical-damage-loans#section-header-17>

Areas eligible for SBA disaster loans:

The Florida counties of: Charlotte, Collier, DeSoto, Flagler, Hardee, Highlands, Hillsborough, Lake, Lee, Manatee, Orange, Osceola, Pinellas, Polk, Putnam, Sarasota, Seminole, Saint Johns and Volusia.

For economic injury ONLY in the contiguous Florida counties of: Alachua, Bradford, Brevard, Broward, Clay, Duval, Glades, Hendry, Highlands, Indian River, Marion, Miami-Dade, Monroe, Okeechobee, Pasco and Sumter.

Application filing deadlines:

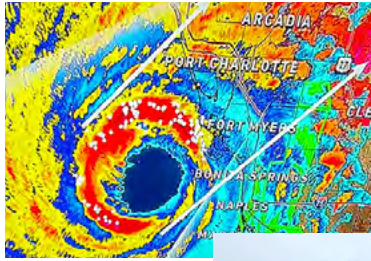
- Physical damage: November 28, 2022
- Economic injury: June 29, 2023

Before I conclude this month's letter, please join me in wishing Lesa Colvin a speedy recovery after an accident that dislocated her ankle and broke a couple of bones. She has had surgery and is being required to keep weight off it for a few weeks. Please join me and keep Lesa in your thoughts and prayers.

Until next time!

KEN LOYD
FRVTA State President





HURRICANE IAN DEVASTATES SOUTHWEST FLORIDA

No one living in Southwest Florida will ever forget September 28. This is when powerful Category 4 Hurricane Ian came ashore in Lee County, destroying the offshore isles of Sanibel Island, Captiva Island, Pine Island and Estero Island (Fort Myers Beach) with 155-miles-per-hour winds before moving northeast across Lee and into Charlotte County.

Along the way, the huge 35-mile-wide tempest brought wind damage and flooding to Collier (Naples), Glades, DeSoto (Arcadia) and Hendry counties before weakening as it moved toward Volusia (Daytona) County. Flooding was reported as far north as Orange (Orlando) County. Gov. DeSantis previously had declared all of Florida a disaster area in anticipation of the storm's fury with the legislature allocating an additional \$360 million for relief projects.

The ensuing storm surge did much of the coastal damage as white-capped waves flowed through many of the coastal streets and structures. Roofs were stripped, telephone poles and trees snapped in half, and over 100 people died before Ian left Florida and headed north into the Atlantic towards South Carolina.

Damage estimates range from \$30 billion to over \$60 billion, making this storm one of the costliest and deadliest in Florida's history. State officials fretted over the ability of the Sunshine State's insurance companies, as well as the state-backed Citizens Insurance, to manage the anticipated claims from both homeowners and businesses.

The historic damage caused by Ian flooded and destroyed the homes and livelihoods on both coasts of Florida, knocked out electricity to 2.67 million Florida homes and businesses and destroyed or damaged numerous bridges, including those to Sanibel and Pine islands in Lee County.

In the aftermath, 29 RV parks and resorts remain temporarily closed throughout the region as they assess the damage and prepare for what will be long-term repairs and re-building. With the winter snowbird season approaching, many are wondering where they will stay and what type of accommodations will be available since coastal hotels also suffered damage.

Bobby Cornwell, executive director and CEO of the Florida Campground and RV Park Association, said it will take a while to determine how much time the affected parks will need to reopen. "The majority of the affected parks are in Lee and Collier counties," he detailed. "There are a few parks that received extensive damage due to the storm surge and will require a total rebuild." Park updates are being posted on www.facebook.com/campflorida.

FRVTA Executive Director Dave Kelly said the storm created a great deal of anxiety for his organization. "We had no idea where it was headed," he said. "We thought it was coming right toward Tampa!"

So far, Dave said, dealerships he's contacted seem to have largely escaped severe damage. He noted that many of the RV Dealers in Southwest Florida are located near I-75, which is 20-plus miles from the coastline. The next step in the process is recovery, and he stressed FRVTA will work to bolster the RV Industry's role in becoming part of the solution as the state emergency management agency ascertains what is needed, as far as units, size requirements and where they are needed.

Nevertheless, the road to recovery will be a long and costly one requiring the coordination and resources of a variety of agencies, including both government and private. Here is a listing of a variety of government agencies, state and federal, that are available to provide assistance as needed:

FRVTA received this information from the Florida Procurement Technical Assistance Center (PTAC) about how to register with FEMA to do business with them. Here is a link to the YouTube video presentation and the Power Point presentation used in the video. <https://www.youtube.com/watch?v=K44IQviCX0Q&t=167s>

We have heard that FEMA will first house hurricane victims in hotels and motels. After that they will explore bringing FEMA trailers and RVs. We will notify all members once we hear what type and how many units they will need.

Just in case you were unable to attend the FEMA webinar, a recording of the webinar and slides will be available. A link will be shared via our [Florida LinkedIn](#) page. Please select «Follow» on our page for automatic notifications of new postings. Meanwhile, here are a few helpful resources:

- The Maryland PTAC recently hosted the "How to Do Business with FEMA." An on-demand recording is available. <https://youtu.be/K44IQviCX0Q>
- Govology is offering free access to "How To Get Involved With Hurricane Season Recovery Projects." <https://govology.com/product/hurricane-season-recovery-projects/>

Our PTAC specialists can assist with the process and questions related to your particular business. Please visit <https://www.ptac-us.org/> to find the PTAC center nearest you. If you have any questions, please let me know how I can be of assistance.—Dave Kelly, FRVTA Executive Director, (813) 741-0488





LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

Hurricane Ian Impacts Southwest Florida

September 28, 2022 will forever be etched in the minds of Floridians. Hurricane Ian, an intense Category 4 storm with winds of 150 mph, made landfall in Lee County (Fort Myers). It was the fifth strongest storm to ever hit the US.

Many RV parks and campgrounds experienced complete devastation. And while some parks are wiped out and will take time to recover, the industry has united and certain areas will reopen in the coming weeks.

The efforts of our industry to support each other have been tremendous. We have had consistent communication with the Florida Emergency Operations Center and have been working on long-term housing needs. We have also been able to put several needy individuals in contact with dealers to potentially purchase an RV since their homes have been decimated. Many of the campgrounds in Lee and surrounding counties are still uninhabitable, so finding places to set the RV's has been difficult.

As in every disaster, difficult times bring out the goodness in people. Many have rallied together to make sure our neighbors in Southwest Florida feel supported and not forgotten. Additionally, FEMA continues to work with federal, state and local partners to support survivors and communities in their recovery. Storm cleanup and recovery will take some time.

Floridians affected by Hurricane Ian can apply for assistance online at www.DisasterAssistance.gov or 800-621-3362.

Thank you all for your continued support of our industry and the PAC. Through these contributions we have had success building relationships and ensuring our industry has a seat at the table and involved in statewide issues such as Hurricane Ian's disaster recovery and response.



Florida & U.S. Small Business Emergency Loan Programs

Florida businesses damaged by Hurricane Ian – either physically or financially – are eligible for short-term working capital loans intended to “bridge the gap” until they can secure longer term recovery funding, including federal or commercial loans, insurance claims and other resources.

Gov. Ron DeSantis recently announced in Fort Myers that \$50 million is available for the Bridge Loan Program. Loans are on a first-come, first-served basis, but businesses in Lee, Collier, Charlotte and Sarasota counties will be prioritized.

LOAN TERMS:

- Amount: up to \$50,000 • Interest rate: 0%

LENDING GUIDELINES:

- Employees: 2 to 100 • Credit score: 600+

For more information, please call 833-832-4494 or email EmergencyBridgeLoan@deo.myflorida.com.

Visit <https://deosera.force.com/RebuildFloridaBusinessLoanFund/s/> to apply online.

The Small Business Administration offers many loans to assist businesses impacted by federally declared disasters.

ECONOMIC INJURY DISASTER LOANS:

- Eligibility: small businesses, agricultural cooperatives or nonprofits that are unable to obtain credit elsewhere
- Purpose: provide working capital to help small recipients until normal operations resume after a disaster
- Amount: up to \$2 million
- Terms: no more than 30 years, no more than 4% interest

PHYSICAL DISASTER LOANS:

- Eligibility: businesses of any size
- Purpose: repair or replace real estate, equipment, fixtures, inventory and leasehold improvements
- Amount: uninsured losses up to \$2 million
- Terms: no more than 30 years, no more than 4% interest

Visit <http://disasterloan.sba.gov/> to apply online.

From Lee County, here's a list offering disaster relief information to those who and are in need of assistance:

https://www.fema.gov/sites/default/files/2020-08/fema_help-after-disaster_english_trifold.pdf

<https://floridadisaster.biz/>

<https://www.sba.gov/funding-programs/disaster-assistance/hurricane-ian>

<https://www.disasterassistance.gov/> or 800-621-3362

<https://www.usa.gov/disaster-area-help>

<https://www.usace.army.mil/Missions/Emergency-Operations/Blue-Roof-Information/>



DEALER DETAILS • by EJOLA COOK, J.D.

Mark Calendar for December 9—Safeguard Rules Change

Are you ready for December 9? If your next thought is what is happening December 9, then you might already be behind the eight ball. This December the Safeguard Rules are changing. One of the biggest changes now will be that you must have reports, process and procedures in writing.

If you hold information on 5000 or more customers, you will have to comply with these new changes. The rule defines customer information as any record containing nonpublic personal information. It does not matter whether you keep this information on paper, electronic or other form. This includes information that is handled or maintained by or your behalf by any of your affiliates or employees.

If you fall within this definition, then you will need to set up or put into writing, an Information Security Program (ISP). There are nine (9) elements to setting up the ISP program:

1. The first thing you will need to do is designate a “Qualified Individual” to implement and supervise the ISP program. This person can be either an employee or a designated provider. The “Qualified Individual” does not have to have a specific degree or title, but must have knowledge as to how your business is run. This person must at least report annually, in writing, to the governing body of your company, whether it’s the owners, board of directors or shareholders.

The report must include the overall assessment of your company’s compliance, the risk assessments done, the risk management and control decisions, the arrangements with service providers, the results for any testing, and if there were any security events and how they were handled. The Qualified Individual should also provide any changes for the ISP to keep it current. If you do decide to use an outside provider, you will still be responsible for overseeing that person’s work. This requires that a senior member of your staff would need to supervise and be responsible.

2. The second item is to conduct the risk assessment. This relates to both your Information Technology (IT) and physical testing. For example, as part of the IT testing you should conduct penetration testing into your system. Also, to access the authentication and authorization of your customer’s information—who and how do people access it? There are several third-party companies that offer this service, making the testing more cost effective. Don’t assume because you have an IT department or

technicians, that they can handle these types of tests.

Furthermore, it would be good to go outside your company to see the true vulnerabilities and not just assuming what your own team reports. For the physical testing, you will want to look at how your company handles the information. For example, how your deal jackets are handled, do you have shredder bins and locked drawers? Do you have any current training for staff?

3. Make sure to design and implement safeguard controls to combat the risks identified in your risk assessment. Here is an important aspect of the new rule—all of these should have written procedures. Such processes should include the disposal of customer’s information, a policy to encrypt customer information in your system and how the information is transmitted. Also, provide a procedure for periodically reviewing access controls, including how to identify who should have access to the information with a log of authorized users.

4. You’ll need to regularly test the effectiveness of your processes. Again, do this in writing and keep some form of reporting system in place so that you document the processes for monitoring your system.

5. All employees are required to be trained annually on your safeguards processes and procedures. This can be done either internally or through online programs. Document in writing both what is covered during the training and also who attended the training.

6. Be sure to monitor your service providers. You are responsible not only for what happens within your company, but also how your providers handle your customers’ information. The best practice is to at least annually have your vendors provide you with their safeguard policies and document in writing into your own recording keeping what those processes are so you have them. You should ensure that your service providers processes and protections meet or exceed the policies you have to protect your customers’ information.

7. This is a very important one. You must create, in writing, an incident response plan. Under the rule, this plan must include, in writing: the goals of the plan; the internal process your company will activate in response to a security event; clear roles, responsibilities and levels of decision-making authority; communication and information sharing inside and outside your company; process to fix the weaknesses and controls in your system; procedure for documenting and reporting the security events; and a postmortem of what happened and any necessary revisions to your ISP.

8. You must keep your ISP current. At least annually, review and provide revisions to the ISP, especially if software, processes or vendors have changed. The ISP

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DEALER DETAILS

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should always be up-to-date with changes within your company.

9. The Qualified Individual must report to the Board or governing body at least annually about the ISP. Reporting items are listed above, but this is also a good time to review and revise the ISP to keep the policy current. These reports should be in writing, and part of your company's record keeping to provide a history of safeguards compliance of your company.

If this seems like a lot, well it is! Whereas before much of this responsibility lay with the banks and other finance companies, these rules have now expanded over any

dealer who directly or indirectly extends financing or credit to consumers. Now is the time to start getting ready. Once it is set up, it should be straightforward to maintain. **Don't delay—start your preparation now!**

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, (954) 990-3622.



TRAINING NEWS • by Veronica Helms, Training Director

New Training Opportunities

Members, we are two months away from the end of the fiscal year. As you approach this new season, develop a plan to keep training at the top of the list. Our new RV Distance Learning Network (DLN) is a great place to find resources that are helpful for your employees. You can access all our online training through www.rvdlm.org.

Technician Training: Online Continue Education Courses are available and are FREE to you as an FRVTA member. You can earn up to 14 CEUs and apply them to your industry certification through RVTI.

- Atwood Water Heaters: 2 CEUs
- Aqua-Hot Water Heaters: 1.5 CEUs
- Coleman Mach 8 Slim Line Heat Pump AC: 1 CEU
- Dometic Furnace: 1.5 CEUs
- Kwikkee RV Steps: 2 CEUs
- Suburban Cooking Products: 1 CEU
- Suburban Furnace: 1.5 CEUs
- Micro-Air Easy Start: 1 CEU
- RV Lemon Law: 1.5 CEUs
- RV WFCO Power Sources: 1 CEU

Technician Training Workshops! We are hosting several Aftermarket Supplier workshops next year from April – July 2023. Complete the questionnaire [here](#) to tell us which suppliers you are interested in. Technicians will earn CEUs for each workshop attended.

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

RV Learning Center Launches Online Course for Parts Specialists

The Mike Molino RV Learning Center has launched a new online course for parts specialists. It will help front line dealership fixed operations professionals handle service after the sale as the industry deals with the record number of first-time buyers. The online course is priced at \$150 per student and is an ideal way to prepare for parts specialist certification through the RV Learning Center, which is available for an additional fee.



The Parts Specialist online course provides instruction on:

- Store merchandising
- Inventory management
- Online sales
- Seasonal promotions
- Over-the-counter sales
- Marketing parts and accessories

The training includes assessments to track progress throughout the course. Pilot testers for the training included experienced and new parts specialists and both groups were enthusiastic about the training contained in this new program.

The RV Learning Center offers five fixed operations training and certification programs that will help the RV industry improve its ability to support customers. All these educational efforts are geared toward helping the industry increase efficiency and improve its record on Repair Event Cycle Time (RECT). –RVDA



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

What now, Coach?

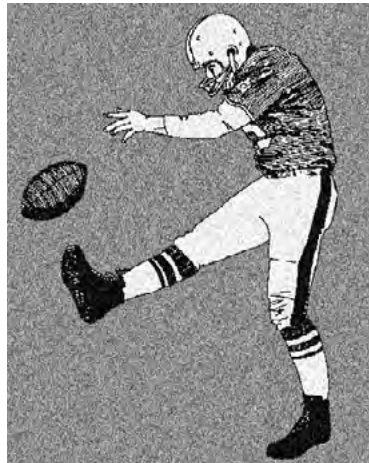
I love watching and playing football, and I remember one night my junior year when we were getting thumped. Our defense had tried every defensive strategy we knew, and the other team was still ahead with about three minutes to play in the 4th quarter.

Now, it was 4th and 17, we had the ball on our 12-yard line when the coach whistled us to the sideline. After burning our butts, it got real quiet. Our quarterback looked at the coach as if he had an answer. Then I heard “it” for the first time.

The coach thought for a minute and then said...“PUNT”! Over the next 59 years I have often heard that phrase from clients answering my question, “If you wake up tomorrow morning and your friends and cohorts are at work, and you aren’t because you have been in a serious accident or told you have a condition or disease that will keep you from working for at least the next six months...probably longer, what are you thinking? Your honey looks at you and says what are we going to do? And you...you clever, ambitious and hardworking Dude (or Dudette) say...“PUNT”?”

Are you crazy? You haven’t addressed this? “PUNT?” she says! “Is that the best you’ve got? Will you still get your paycheck?” your honey says. “Of course”, you say... PROBABLY until I get back to work.” Yeah, good luck with that. “REALLY? Your employer is able and willing to pay you while you are not working AND compensate the person taking your place?”

Gosh, that sounds great! But, most likely your employer will neither be willing nor cannot afford to pay YOU not to work while paying SOMEONE ELSE to assume the duties of YOUR job. And, I wonder if “Harvey” one of the guys in your department, could do your job. What if he can do it better? Like when the quarterback is injured and the back-up comes in and immediately throws three touchdown passes to win the game. Remember Tom Brady and Drew Bledsoe on September 23, 2001. How did that work out?



Well, the 7-Super Bowl, 7-time World Champion had quite a career. Drew Bledsoe? Not so much. This however, is not about football, it’s about the real world you and I live in. The reality is most working men and women are only one or two paychecks away from major financial distress if disabled. Did I say ‘major’? How about CATASTROPHIC!!! Yeah, where is the money going to come from to pay your rent/mortgage, utilities, phone, taxes, insurance, medical bills and groceries going to come from? Surely, you don’t think it will fall out of the tree in your backyard, do you?

Well, most often, the real world just doesn’t work that way. Instead, without careful planning for that type of event, you will probably lose your home, auto, television, as well as your appetite for extreme risk. Odds are you are one of the many who haven’t prepared for a scenario such as this.

There is a solution, you know. There are insurance companies that will cover this risk for you. The hang-up? You have to PAY for the coverage, much like you pay for the extended warranty on your auto, hot water heater, refrigerator, washer, dryer and more. Look...if you have a family this is not just about you. Your family depends on you and your income to keep them in the comfort of the world they know, not purgatory.

There is a rather high probability that you will miss 90 or more days of work during your career. We’re not talking about the odds of pulling the winning Lotto ticket. So, what to do? Run, do not pass Go or collect \$200! Contact your insurance agent, financial consultant or advisor NOW!! Not tomorrow, not next week or next month.

There are affordable solutions to address this type of risk. And, if your agent, consultant or advisor has never discussed this with you, you may want to see what else they’ve missed.

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 (cell) or 813-769-1829 (office). You can also reach Jerry online at Jerry@mann-benefits.com.



RVDA Dealer Satisfaction Index (DSI) Survey Recognizes Winners

RVDA is honoring 19 RV manufacturers/brands with Quality Circle Awards for achieving the highest scores in the association's 28th Annual Dealer Satisfaction Index (DSI) survey. These brands/manufacturers received at least 15 dealer responses and scored 4.25 or above on a 5-point scale in overall dealer satisfaction in the association's survey conducted June through September.

The towable RV manufacturers/brands receiving awards are (in alphabetical order by manufacturer): **Airstream; Alliance RV** (Avenue, Paradigm, Valor), **DRV** (Mobile Suites, Full House); **Dutchmen** (Aspen Trail, Kodiak); **East to West** (Alta), **Forest River** (Flagstaff travel trailers, fifth wheels and Shamrock expandables, Rockwood travel trailers, fifth wheels and Roo expandables, Sandpiper, Sierra, Cedar Creek, Riverstone); **Grand Design RV** (Imagine, Momentum, Reflection, Solitude, Transcend); **Gulf Stream Coach** (Vintage Cruiser, Vista Cruiser) **Jayco; Keystone RV** (Cougar, Montana, High Country, Raptor, Carbon); **KZ RV** (Durango, Durango Gold, Venom, V-Series); **Starcraft, and Venture RV** (SportTrek, Sonic, Status).

The motorized RV manufacturers/product categories receiving awards are (in alphabetical order): **Airstream; Dynamax; Entegra; Gulf Stream Coach; Jayco; Leisure Travel Vans/Triple E; Newmar; Pleasure-Way; and Winnebago** (Class A's, B's and C's).

When rating their brands/manufacturers, RVDA asks dealers to confidentially express their level of satisfaction on four core issues: **Reliability/quality • Parts • Warranty • Sales**

"The DSI results recognize top-rated manufacturers in several important areas of dealer and customer support, which is more important than ever as the industry works to reduce Repair Event Cycle Time," said RVDA Chairman of the Board Mike Pearo of Hilltop Camper and RV in Fridley, MN. "Thanks to all the dealers who responded to the survey and congratulations to the manufacturers who earned Quality Circle Awards this year."—RVDA

Retail Registrations at 39,723 in August 2022, Down 18%

There were 39,723 retail registrations in August 2022, which is down 18% compared to the 48,473 recorded in the same month last year, according to Statistical Surveys Inc., which provides retail and consumer data to the RV industry. Year-to-date there have been 339,926 retail registrations, which is down 23.7% versus the 439,900 total from the same period in 2021.

August is the second month in a row that retail sales decidedly surpassed wholesale shipments, which were reported at 33,783 by the RV Industry Association's (RVIA) survey of manufacturers. July's retail sales (41,535) outpaced July's wholesale shipments (29,647) by an even greater percentage, but the trend certainly suggests that the industry is selling through its current inventory.

Before July, there were two months in a row where retail sales were mostly in balance with wholesale production. Total RV shipments in June were 44,793, a difference of just 2,023 units compared to the 46,821 retail sales for the same month. May's 47,309 figure for retail sales also suggested a production-vs.-retail balance in comparison to the 50,529 wholesale shipments reported for the month.

Travel Trailers: 24,393 retail registrations in August 2022 (29,094 in August 2021; down 16.2%). Market share leaders: Thor Industries (42.1%), Forest River Inc. (35.6%), Grand Design RV Co. (8.1%).

Fifth-Wheels: 5,911 (9,016; -34.4%). Market share leaders: Thor (41.6%), Forest River (30.9%), Grand Design (18.7%).

Camping Trailers: 633 (651; -2.8%). Market share leaders: Forest River (56.6%), Aliner (17.2%), SylvanSport LLC (6.6%).

Park Models: 223 (230; -3.0%). Market share leaders: Skyline Champion (32.3%), Cavco Industries (18.4%), DNA Enterprises Inc. (13.5%).

Class A: 884 (1,210; -26.9%). Market share leaders: Thor (56.2%), Forest River (16.0%), Newmar Corp. (11.1%).

Class C: 1,652 (2,035; -18.8%). Market share leaders: Thor (50.8%), Forest River (26.0%), Winnebago Motorized (10.9%).

Class B: 1,220 (1,037; 17.6%). Market share leaders: Winnebago (41.4%), THOR (34.8%), Forest River (6.4%).—RVBusiness

RV Retailer Among 'Gold Business Excellence' Award Winners

RV Retailer LLC was among the winners as the Globee Awards, organizer of the world's premier business awards programs and business ranking lists, announced the winners in the 12th Annual 2022 Business Excellence Awards.

RV Retailer was a winner of a Gold Business Excellence Award, according to a news release from the organization.

The coveted annual Business Excellence Awards is the world's premier awards program honoring the best employers, employees and HR achievements. The awards recognize the world's best employers, employees and human resources professionals, teams, achievements, and HR-related products, services, training and consultants who help to create and drive the best places to work. All organizations private or public, corporations, nonprofits, associations, vendors, and government organizations worldwide are eligible to enter.

Judges from a broad spectrum of industry voices from around the world participated and their average scores and inputs determined the 2022 award winners.—news release, RVBusiness



NEW MEMBERS

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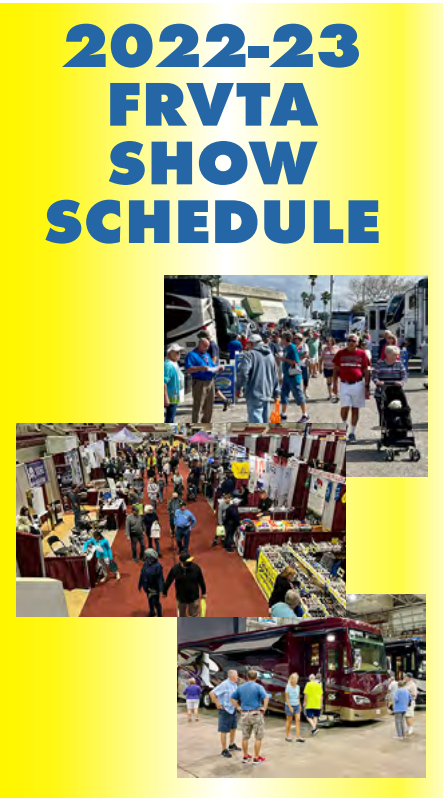
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Manufacturer, Region 10

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



TAMPA BAY FALL RV SHOW • November 10 – 13

Florida State Fairgrounds • 4800 US Highway 301 North • Tampa, FL 33610
2021 Attendance – 9,038

WEST PALM BEACH FALL RV SHOW • November 10 – 13

South Florida Fairgrounds • 9067 Southern Blvd. • West Palm Beach, FL 33411
2019 Attendance – 3,974 – (most recent show attendance)

FLORIDA RV SUPERSHOW • January 17 – 22

Florida State Fairgrounds • 4800 US Highway 301 North • Tampa, FL 33610
2022 Attendance – 84,600

FORT MYERS RV SHOW • January 26 – 29

Lee Civic Center • 11831 Bayshore Road • Fort Myers, FL 33917
2022 Attendance – 11,471

JACKSONVILLE RV MEGASHOW • February 9 – 12

Jacksonville Equestrian Center • 13611 Normandy Blvd. • Jacksonville, FL 32221
2022 Attendance – 8,854

WEST PALM BEACH RV SHOW • February 16 – 20

South Florida Fairgrounds • 9067 Southern Blvd. • West Palm Beach, FL 33411
2022 Attendance – 7,031

OCALA RV SHOW • March 2 – 5

Florida Horse Park • 11008 US Highway 475 South • Ocala, FL 34480
2022 Attendance – 8,002

TAMPA BAY SUMMER RV SHOW • June 8 – 11

Florida State Fairgrounds • 4800 US Highway 301 North • Tampa, FL 33610
2022 Attendance – 6,854

Shows Still Being Discussed • Region 2: Spring Show, May 2023

MEETING DATES



Region 1 • November 3 • New Location: Cypress Lodge, Babcock Ranch • 43511 Bluebird Trl • Punta Gorda

Region 2 • November 16 • Duffy's Sports Grill • 11588 US-1 • North Palm Beach

Region 3 • NO MEETING

Region 4 • November 16 • Gochi Japanese Kitchen • 14195 W Colonial Dr • Winter Garden

Region 5 • November 15 • Zoom Meeting to be Announced

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

Region 7 • November 22 • 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