

# FRVTA News



NOVEMBER 2021

MONTHLY NEWS CONCERNING  
FLORIDA'S RECREATION VEHICLE INDUSTRY



*The Florida RV Trade Association hosts the 37th Annual 2022 Florida RV SuperShow, Wednesday, January 19 through Sunday, January 23. The Florida RV SuperShow will again be held at the Florida State Fairgrounds in Tampa. Tuesday, January 18 is Industry Day.*

The 2022 SuperShow will have representation from every major RV Manufacturer as well as hundreds of accessory booth exhibitors. "We will have more Supplier booths and every type, size and style of RV on the market," detailed Executive Director David Kelly. "With the addition of new entertainment and more seminars, we're anticipating record crowds again 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 interest in outdoor recreation is at an all-time high and with this being the 37th year of the SuperShow, the public not only knows the show is coming again, but they have bought out the entire rally and are already buying tickets online.

RVing allows the flexibility of bringing everything with you, your hunting gear, fishing equipment, bikes and anything else you have room for. No more "roughing it," you'll travel with all the comforts of home. 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 obtain all the information you need to get acquainted with the RV Lifestyle. And some 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 camp store and other booths. 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.

Take advantage of the FREE shuttle service inside the SuperShow that will carry visitors from exhibit to exhibit. Seminars are presented throughout the day at the SuperShow making it easy to attend the ones you want to see.

The Super Rally celebrates its 35th year at the SuperShow. This gigantic RV Rally is open to any and all RV clubs as well as the general public. The Rally offers 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 "The Rivoli Revue" music by Kay and Ron Rivoli, a wonderful night of family entertainment by Kenny Evans and a fun night of music with the Malt Shoppe Memories.

Admission to the SuperShow is only \$12.00 for adults and that includes a second day admission for the cost of one day with children under 16 FREE.

SuperShow hours are Wednesday – Saturday 9am – 6pm and Sunday 9am – 5pm. Wednesday, Thursday and Friday are Senior Citizens Days with seniors receiving \$2.00 off the cost of admission (not valid with other discounts).

*For more information on the 2022 Florida RV SuperShow or to register for Industry Day, contact the Florida RV Trade Association at 10510 Gibsonton Drive, Riverview, Florida 33578, call (813) 741-0488 or visit our website at [www.frvta.org](http://www.frvta.org).*



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## PRESIDENT'S MESSAGE...

### A Time to Give Thanks

*November is here and I smell the end of the summer heat, rainy season and hurricane scares. College and NFL football are in full swing, baseball playoffs are happening and the snowbirds are heading south.*

*It's a great time of year to be a Floridian and to be in the RV Industry. November is one of my favorite months with so much emphasis on family time and food. I am the king turkey (maker) in my house and usually cook two turkeys, one in the smoker, the other in the oven.*

*I'll let you in on my secret to the ultimate juicy turkey—while many people wet-brine their turkey, I like to dry brine mine. So instead of soaking it in water you rub salt and herbs on it several days before the big day. I have had a lot of luck with this method and recommend it to anyone.*

*Okay, turkeys aside, this year, just like last year, has been a struggle for many people caught up in the shutdowns, layoffs and failed policies caused by the COVID pandemic. Please remember that this is a great time of year to help those who are less fortunate or have fallen on hard times. Our industry has been very fortunate during this time, and I believe we should seek ways to help our community through donations or service. It's not just money, but time that can help someone get through the coming holiday season.*

*November is not just about getting together with family and friends, but also about giving thanks. This last year and a half we have all been busy trying to keep our businesses going, struggling through COVID problems, losing employees and trying to make sense out of this world that seems to be changing by the minute.*

*Giving thanks does not come natural to all people, but is one of the easiest ways to show appreciation and connect to the human spirit. Being thankful is usually used in the family context and I am very thankful to have a loving and supportive wife who can deal with my craziness.*

*There is so much more to it, however. First, as business owners and coworkers we should be grateful for all the people who work for you or make up your team. Remember, they come to work every day and must deal with you. Happy employees always make for happy customers, so give them thanks and be grateful.*

*November 11 is also Veteran's Day. I would like to remind all to give thanks to our military, past and present. Without their brave sacrifice and commitment to freedom, the very foundation of our country would be in jeopardy.*

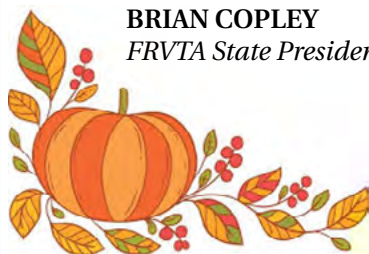
*And don't forget the police and first responders who run to danger instead of away from it. Please make it a point to reach out whenever you see them.*

*Lastly, always thank your customers. Not just at the time of sale, but anytime you see them. Maybe establish a customer appreciation party, send them a birthday or anniversary cards.*

*Giving thanks to others can be just as rewarding for you as it lifts the recipient's spirits as well. With that in mind I am very thankful to all who read this newsletter. I hope you have a great November and a Happy Thanksgiving. Now get out there and thank someone!*



**BRIAN COPLEY**  
FRVTA State President



## SUPERSHOW FRAUD CALLS

As we enter our fall show season and the 2022 Florida RV SuperShow approaches, we are hearing about more and more scammers contacting our vendors and members.

Some members have received emails or phone calls from people selling attendance lists or asking about their attendance in our shows claiming they will lose their booth if payment isn't made.



We wanted to reach out and let you know that they are in no way affiliated with FRVTA. Any email correspondence or phone call to our members 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.*

**THE PHONE CALL GOING AROUND RIGHT NOW IS FROM SOMEONE CLAIMING TO BE BRIAN COLEY/COPLEY. THESE CALLS ARE FRAUDULENT!**

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 feel free to contact us at our office directly at 813-741-0488.



## TWO FLORIDIANS INDUCTED INTO RV/MH HALL OF FAME

The State of Florida scored a double win this past August with the induction of two Floridians who have mightily contributed to both the success of the RV Industry in the Sunshine State as well as on the national level.



**Robert "Bob" Parish**, *Wells Fargo Vice President of National Accounts*, is well known for his many years of commercial finance. He began his career with ITT Commercial Finance in 1983. Back then he also worked financing in a variety of industries, including manufactured housing, marine, motorcycles, appliances and even computers.

As he built relationships within the RV Industry, he realized he wanted to work mostly with RVs and the manufactured housing industries. He became involved with FRVTA and other state organizations, eventually gaining a broader industry outlook as he joined national organizations. Finally, Bob joined the RVIA Board of Directors rising to become the group's chairman.

As chair, he tried to set the national organization's agenda while addressing the needs of the entire industry. That's where efforts with the RV Technical Institute (RVTI) came to fruition as service training has been a critical industry need for many years. His contributions to improve this critical aspect of the industry will be a lasting achievement.



**Jeffrey M. Hirsch**, *CEO of multi-location dealership Campers Inn*, is well known for being humble despite his business success. The story of Campers Inn is known to many with his parents starting their own dealership in 1966 following a bad experience at trying to buy a unit. So, with four tent campers in the front yard, Campers Inn was born.

It was a family business from the start, with he and his brothers doing what was needed while his dad worked two jobs until things took off. Countless hours later and much hard work has proven to be the ticket to success with Campers Inn now one of the top five unit volume dealers in the country. Now based in Jacksonville, the small business has grown to nearly 30 locations nationwide that employ over 900 people.

But besides his business success, Jeff continues to make sure Campers Inn remembers its humble beginnings by donating much time and involvement to a variety of charitable institutions and causes so he can give back and pay forward. He also praises the company's many stakeholders, manufacturers, lenders, employees and even campgrounds as part of those that have contributed to the success of dealership. – *RVBusiness, RVPro*



## LANCE WILSON HONORED

*Retired FRVTA Executive Director Lance Wilson accepts an appreciation award from the Florida State Fair Board for his many years of outstanding work on both the RV SuperShow and the regional shows staged at the fairgrounds. Besides the award, Lance and his wife Joy will also enjoy a restaurant gift card to the Hard Rock Casino.*

***Congratulations!***



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

**Traditional IRA or Roth IRA/Roth 401(K)... Save Money Now!**

Many of you may remember the catastrophic financial events of the 1970s and early to mid-1980s. If you don't, here is a short primer.

Traditional IRA's, which are tax deductible, have been around since 1974 when Congress passed the

Employee Retirement Income Security Act of 1974 (ERISA), Public law 93-406. In the beginning, contribution limits were quite modest (\$1,500). However, today the limit for those under age 50 is \$6,000, for those 50 and over the limit is \$7,000.

The theory at the time was to take the tax deduction now, rather than later, because one is likely to be in a lower tax bracket when they retire. A great concept, but today... maybe not so much.

For the last 20+ years we have been in a period of relatively low tax brackets. But a new day has dawned and an ugly monster has reared its head. Our national debt is approaching \$30 trillion, which is certain to raise tax levels. And the current administration is advocating federally-funded social programs that will increase the debt even more if enacted.

So, what does this mean to taxpayers? Simply put, if there was ever a time to pay close attention to tax and financial matters, this is it. Mistakes made today will likely prove to be very costly in the future.

What are you to do? Milk every conceivable deduction possible from earned income and consider the use of a program that was introduced in 1997 called the Roth IRA and its 401(K) cousin, the Roth 401(K) Plan. The Roth

401(K) Plan made its debut in 2006, and unlike its IRA cousin, offers limits that are significantly higher.

Does this mean traditional 401(K) Plans are bad? No, it means you now can defer as much as \$19,500 if they are under age 50 and \$26,000 if over age 50. While Roth contributions are non-tax deductible, money can be withdrawn tax free after age 59½.

Just imagine, a fountain of tax-free income during retirement years. Did I mention TAX FREE! Do I have your attention? 401(K) Plan sponsors have been slow to implement Roth provisions, so approach the Trustee of your Plan and inquire why they have not done so.

Does this mean you should abandon Traditional IRA's and 401(K) Plans? Not necessarily, but it does allow you to hedge your bets. You see, you don't have to use just one approach or the other, you may make contributions as a Traditional one or as a Roth. While traditional IRA's and 401(K) Plans have Required Minimum Distributions as early as age 70½, Roth plans do not. Add to the fact that withdrawals prior to age 59½ (of principal) are not subject to income tax and you have an excellent source of "emergency funds."

The top tax bracket for single taxpayers is now 37% starting at \$523,601. For married taxpayers, the 37% top tax bracket starts at \$628,301. Can you imagine what top rate brackets may be in future years? Don't wait, talk to your advisor as soon as possible about what approach you should consider and why!

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](mailto:Jerry@mann-benefits.com).

**RV Shipments Projected to Reach 600,000 Units in 2022**

RV wholesale shipments are projected to reach an all-time high in 2021 then continue to trend upward through 2022, according to the fall issue of RV RoadSigns, the quarterly forecast prepared by ITR Economics for the RV Industry Association (RVIA).

"The remarkable production from RV Manufacturers and suppliers is nothing like we have ever seen before, and our new forecast shows the record-breaking streak will continue," said RVIA President and CEO Craig Kirby. "Over the past year, millions of people discovered that RVs are the best way to experience the great outdoors and the many benefits of an active outdoor lifestyle. The demand from these new RV owners, as well as our returning customers, is driving the increased RV production we will continue to see through the remainder of 2021 and into 2022."

The latest forecast for year-end 2021 RV shipment ranges between 567,000 and 587,400 units with a most likely year-end total of 577,200 units, a 34 percent gain over 2020's year-end total of 430,412 units. It would be a 14.4 percent increase over the current comparable record high of 504,600 set in 2017.

Industry growth is expected through 2022 with shipments ranging between 586,300 units and 614,100 units with a most likely total of 600,200 units, a four percent rise over 2021.

Continued robust demand for RVs, the need for RV Dealers to restock historically low inventories, the strong financial standing of consumers and sustained interest in the outdoors will work to keep RV shipments elevated, RVIA said. RV shipments are projected to reach an all-new high in 2022, but there will be lower RV shipment growth rates in comparison to 2021 because of supply chain issues, inflation, rising interest rates, and slowing economic growth later in 2022.—RVIA Fall 2021 RV RoadSigns



## TRAINING NEWS • by Veronica Helms, Training Director

### FRVTA RV Distance Learning Network (DLN) and RVTI

As the 2021 training year ends, many of our technicians are wondering, “What is RVTI working on and how does it impact my certification?” To ensure we can help you with answers, here is a recap of the current certification program.

The RV Service Training program on the Florida RV Distance Learning Network is still available to any of our members who are interested in training technicians and helping them sit for the industry certification through RVTI.

We are updating our training videos starting this Fall and through the first quarter of 2022. Our videos will align with the new RVTI textbooks upon completion. Until then, the training videos online are still relevant and can be used to support your training efforts for the Level 1 and Level 2 exams.

Click [here](#) to start the process if you are interested in FREE training as a member benefit.



**Level 1 and Level 2:**

1. Water Systems
2. Electrical Systems
3. Propane Systems
4. Chassis
5. Body
6. Appliances
7. Generators



### RVTI RECERTIFICATION

#### Level 1

Certification is awarded for life—there is no need to recertify for this level.



#### Level 2

Certified technicians who were grandfathered into this level will need 24 hours of CEUs earned in a five-year period. Our RV Distance Learning Network provides 14 CEUs for the technician FREE of charge with our Advanced Manufacturer Specific Classes.

Look at the details of the RV Technician Levels [here](#). If you are interested in taking the Level 1 exam(s) click [here](#) to sign up.

If you have any questions please call me directly at (813) 702-1113 or send me an email at [VeronicaR@FRVTA.org](mailto:VeronicaR@FRVTA.org). I am here to assist you!



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

***New Florida Law Regarding Telephone Solicitation***

*Many people get annoyed by sales and automated solicitation calls. The Florida Legislature took notice and passed a much more restrictive law regarding telephone solicitations. If your dealership conducts telephone solicitations*

*directly or through a third party, you need to be aware of Senate Bill 1120, which took effect on July 1, 2021. Here is a summary of the new restrictions:*

- You must obtain “Prior express written consent” from the customer. The consent must bear the signature of the called party.
- The consent must clearly authorize the person making or allowing the placement of a telephonic sales call (your dealership or your marketing company) by telephone, call, text message, or voicemail transmission to deliver or cause to be delivered to the called party a telephonic sales call using an automated system for the selection or dialing of telephone numbers, the playing of a recorded message when a connection is completed to a number called or the transmission of a prerecorded voicemail.
- It must include the telephone number to which the person (signatory) authorized a telephonic sales call to be delivered, and
- It includes a clear and conspicuous disclosure that he or she is not required to directly or indirectly sign the written agreement or to agree to enter into such an agreement as a condition of purchasing any property, goods or services. (Signature includes an electronic or digital signature).

- Calls cannot be made before 8 AM or after 8 PM (previously 9 PM).
- You may not make more than three calls from any number to a person over a 24-hour period on the same subject matter or issue, regardless of the phone number used to make the call.
- You can’t use technology that deliberately displays a different caller identification number than the number the call is made from to conceal the true identity of the caller. Using such technology is a misdemeanor of the second degree.
- If you violate this new law the called party may recover actual damages or \$500, whichever is greater, from your dealership. To make things worse, if a court finds that you willfully or knowingly violated this law, the court may increase the amount of the award to an amount equal to not more than three times the actual damages.

*As you can see, things have gotten tougher when it comes to telephone solicitation. You will want to make sure your staff and marketing company are aware of this new law.*

REFERENCE: Florida Senate Bill 1120

**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](mailto:Allen@TheAICE.com) or by phone at (727) 623-9075. Please visit his website at [www.TheAICE.com](http://www.TheAICE.com).*

***U.S. To Lift Canada, Mexico Land Border Restrictions for Vaccinated Visitors***

The Biden Administration has decided to open the northern (Canada) and southern (Mexico) borders to vaccinated travelers in early November. This ends historic curbs on non-essential travelers in place since March 2020 to address the COVID-19 pandemic. Unvaccinated visitors will continue to be barred from entering the United States from Canada or Mexico at land borders.



Officials emphasized the White House would not lift the "Title 42" order put in place by former President Donald Trump's administration that has essentially cut off access to asylum for hundreds of thousands of migrants seeking to enter from Mexico.

The opening follows sustained pressure from the Northern Border Caucus and others noting the economic and familial strains caused by the continued restrictions at the U.S.-Canada border. Members of the RV Caucus, including Sen. Angus King (I-ME), Sen. Gary Peters (D-MI), and Congressman Tom Emmer (R-MI-6), were integral in the efforts to reopen the border.

Additionally, the RV Industry Association Federal Affairs team discussed our priorities with key stakeholders including the Canadian American Business Council. The Department of Homeland Security, Canadian authorities and the Council of State Governments were receptive to RV Industry border crossing concerns, which contributed to helping safely lift the restrictions.—RVIA News & Insights



## *RVDA's Ingrassia: Forecasters Eye Continued Sales Growth*

**EDITOR'S NOTE:** *The following was written by Phil Ingrassia, president of the RV Dealers Association (RVDA), and published in the most recent edition of RV Executive Today.*

With continuing uncertainty surrounding the pandemic and its impact on the U.S. consumer spending, it appears that one sector of the economy will continue to be strong into 2022 – the RV industry.

“We see no indications that U.S. RV retail/consumer demand is going to slow down in 2021 or the first half of 2022,” said Jason Krantz of Strategy Titan. “If manufacturers are able to continue bringing units to the retail channel at a solid pace, we still feel it is realistic that there will be 550,000-plus retail units sold in the US in 2021. This would represent a double-digit percent increase over 2020.”

Krantz is an experienced forecaster who works with several industry clients, including suppliers, who need to understand the dynamics of the RV market when they are making production decisions. Strategy Titan updated its RV retail sales forecast last month and the complete report can be accessed at [www.strategytitan.com/rv](http://www.strategytitan.com/rv).

Craig Kennison, who follows the RV industry for investment firm R.W. Baird, also notes that manufacturers were building RVs at an annualized rate of nearly 600,000 units over the past several months. The firm forecasts shipments to reach a record 580,000 in 2021. RVDA partners with Baird on a monthly dealer sentiment survey, which helps shape these forecasts.

### Access to Local Data

While national forecasts are important, what's happening in local markets is where the rubber meets the road. Strategy Titan gives RVDA members access to data and analytics that can assist dealers with inventory planning, marketing, sales, and other management processes through its association-endorsed Sales Forecasting Program.

For dealers, Strategy Titan provides towable and motorized product forecasts at the national, regional, state, and at the localized Metropolitan Statistical Area (MSAs) level.

“While all levels of forecasts are valuable, forecasts by MSA can help provide clarity on local consumer demand and drive better inventory management decisions,” Krantz said. “More than 90 percent of all RV unit sales flow through MSAs.”

### Enduring Appeal of RV Travel

U.S. Census data shows the steady growth of RV dealerships in recent years. The most recent data shows annual sales at RV retailers of more than \$26 billion, compared to \$14 billion in 2012. That

number is sure to climb when the 2021 data is released.

“The appeal of the RV lifestyle continues to grow,” Krantz said. “The number of new entrants to the RV lifestyle over the past 18 months suggests that the industry's unit floor over the next two years has raised considerably.”

Certainly, supply chain and labor shortage remain a challenge for the industry, but even in the midst of these problems, dealers, manufacturers, and suppliers have done a tremendous job of appealing to a wide range of consumer interests and travel preferences.

*Have a great fall selling season!*



## **Addams Family RVing in Hollywood!**



Lights, camera, SNAP! Family RV trips are synonymous with summer, but this fall a family favorite movie franchise is extending the travel season in a spooky way.

“The Addams Family 2” animated sequel sees the mysterious and kooky family taking a very “Addams” RV across the country, visiting iconic American landmarks.

Go RVing teamed with Metro Goldwyn Mayer (MGM) to promote Addams Family 2, available in theaters and via at-home viewing since early October. Go RVing produced a new commercial in Wyoming using RVs to recreate the famous “Snap, Snap Song” and will be seen and heard across various broadcast television outlets and social media channels, including the newly-launched TikTok.

Watch the trailer here: <https://www.youtube.com/watch?v=Kd82bSBDE84>

–Go RVing Marketing Minute

## NEW PHONE MARKETING APP NOW AVAILABLE!

In a special arrangement, the Florida RV Trade Association has joined with the FL-AL Campground Association (FRVCA) to team up with Digital Mark Company, LLC to offer all FRVTA members the chance to reach RVers via their most closely held device—their mobile phone!



Digital Mark, an active member of FRVTA Region 6, originally worked with FRVCA to assist that organization on the website for their 2020 conference. During this process, the concept of creating a phone app that featured all 430 FRVCA member parks and the “Camp Florida RV App” was born. The app was soft launched in May 2021 and introduced by FRVCA President Bobby Cornwell at their association’s annual conference in Orlando this past spring.

Now properly vetted, FRVTA Executive Director Dave Kelly was able to negotiate with Digital Mark and secure greatly discounted prices for all FRVTA members. He made this announcement at the Association’s recent Orlando convention.

Since launching a targeted marketing campaign in early September to promote the app to consumers, the Camp Florida RV App has already gained almost 1,000 active users as well as rave reviews from the RV community.

### FRVTA members can choose from several discounted pricing options:

**OPTION 1** – Allows you to engage with every RV traveler using the app throughout Florida. Your business would be featured on every one of the 430 RV campgrounds within the app so no matter where the RV traveler is headed, they will see your dealership/business. Below is an example of how the banner actually looks on the individual campgrounds and it can be hyperlinked to either your website or the landing page you desire.

**OPTION 2** – Allows you to micro target your marketing efforts to individual geographical areas by placing a business listing and banner ad on the “Local Service” page of just the parks in your specifically targeted area.

*For pricing information, advertising opportunities or more details, please call Stephen Hudson at (877) 770-1777 or email him at [Stephen@digitalmarkco.com](mailto:Stephen@digitalmarkco.com). You may also visit their website at <https://campfloridarvapp.com>.*



## Wildwood RV Village Campground Expands

Mike Wood and Armando Alonso, owners of the Wildwood RV Village Campground located in Wildwood, are expanding again.



Due to the success of their phase 2 expansion, the partners decided to move forward on phase 3. This will add an additional 159 sites equipped with full RV hookups that can accommodate either 30 amp or 50 amp RVs. Additionally, the new phase will offer a second full-size heated swimming pool, a second laundry facility and a third shower house.

Armando Alonso states, “The RV Industry is at an all time high. We are seeing a huge surge of full timers and tons of families traveling, so the need to expand is there.”

At this time, the partners also have phase 4 in the works. This expansion will offer 130 sites, onsite ready-to-purchase Park Models, a community clubhouse, another swimming pool, plus covered RV and boat storage.

Mike Wood details, “We plan to create a safe and beautiful housing community.

Our focus between the campground and phase 4 is to accommodate everyone—from every day RVers to permanent residents and storage.”—*news release*

## FOUNDER OF LONG VIEW RV SUPERSTORES PASSES



Fran Roberts, founder of Long View RV SuperStores located in Leesburg, Kissimmee and Dover as well as in Massachusetts, Connecticut and New York, recently passed away according to the New England RV Dealers Association (NERVDA).

Calling him the “patriarch of the New England RV dealers and a true legend in the RV Industry,” NERVDA officials announced Roberts’ passing saying, “We wanted you to know that Fran Roberts, one of the nicest, funniest and experienced RV dealers has passed away.”

Fran and his wife, Shirley, founded Long View RV in Greenfield, Mass., in 1959 that was relocated to a five-acre site in Northampton, Mass in 1984. Besides this store and the ones in Florida, other locations are in Windsor Locks, Conn. and Canaan, N.Y.—*RVBusiness*



## NEW MEMBERS

### BIGFOOT MOBILE RV SERVICE

Roger Malone  
1328 NE Highway 351  
Cross City, FL 32628-3180  
PH: 352-356-2600  
Website: [www.bigfootmobilerv.com](http://www.bigfootmobilerv.com)  
Email: [roger@bigfootmobilerv.com](mailto:roger@bigfootmobilerv.com)  
Service, Region 7

### BILL SMITH INC

Cindy Cochran  
1651 Fowler St  
Ft Myers, FL 33901-0284  
PH: 239-334-1121  
Website: [www.billsmith.com](http://www.billsmith.com)  
Email: [ccochran@billsmithinc.com](mailto:ccochran@billsmithinc.com)  
Supplier, Region 1

### DOMETIC SERVICE

Jay Vaarre  
1679 Riverside Dr  
Lexington, NC 27292-7984  
PH: 336-239-5565  
Website: [www.dometic.com](http://www.dometic.com)  
Email: [jay.vaarre@dometic.com](mailto:jay.vaarre@dometic.com)  
Service, Region 7

### EAGLES PRIDE ASSOCIATES, INC

Justin Thibeau  
108C Plantation Dr  
Titusville, FL 32780-2569  
PH: 321-383-0288  
Website: [www.eaglespriderv.com](http://www.eaglespriderv.com)  
Email: [eaglespriderv@yahoo.com](mailto:eaglespriderv@yahoo.com)  
Service, Region 4

### FARMERS INSURANCE

Bob Adams  
2555 Lakewood Ranch Blvd  
Bradenton, FL 34211-4949  
PH: 941-893-4422  
Website: [www.thebobadamsagency.com](http://www.thebobadamsagency.com)  
Email: [bob@thebobadamsagency.com](mailto:bob@thebobadamsagency.com)  
Insurance, Region 1

### NORTHTIDE NAPLES RV RESORT

Janice Riccio  
3100 North Rd  
Naples, FL 34101-4807  
PH: 239-488-6222  
Website: [www.northtidenaples.com](http://www.northtidenaples.com)  
Email: [janice@tharakanconsulting.com](mailto:janice@tharakanconsulting.com)  
Campground, Region 1

### ONE SOURCE RV

Kenneth Blackmon  
2004 Wood Court, Ste C  
Plant City, FL 33563-6308  
PH: 407-908-1133  
Website: [www.onesourcerv.com](http://www.onesourcerv.com)  
Email: [kenny@onesourcerv.com](mailto:kenny@onesourcerv.com)  
Supplier, Region 3

### OPTI-LUBE ADDITIVES & LUBRICANTS

Sean Conk  
1646 W Business Park Dr, Ste B  
Orem, UT 84058-2225  
PH: 801-491-3717  
Website: [www.opti-lube.com](http://www.opti-lube.com)  
Email: [sales@opti-lube.com](mailto:sales@opti-lube.com)  
Supplier, Region 10

### RV AUTOMATIONS

Mike Adams  
Naples, FL 34120-4302  
PH: 918-210-6127  
Website: [www.rvautomations.com](http://www.rvautomations.com)  
Email: [info@rvautomations.com](mailto:info@rvautomations.com)  
Supplier, Region 1

### TALONA RIDGE RV RESORT

Emily Amaya  
723 Highland Pkwy  
East Ellijay, GA 30540  
PH: 706-636-2267  
Website: [www.talonaridgervresort.com](http://www.talonaridgervresort.com)  
Email: [emily@talonaridge.com](mailto:emily@talonaridge.com)  
Campground, Region 10

### THE ORIGINAL SAFETY SIPHON

Michael Ryan  
PO Box 81  
Latrobe, PA 15650-0081  
PH: 724-344-4864  
Website: [www.safteysiphon.net](http://www.safteysiphon.net)  
Email: [mike@safteysiphon.net](mailto:mike@safteysiphon.net)  
Supplier, Region 10

### TSD LOGISTICS

Clayton Pykiet  
Texarkana, TX 75503-5126  
PH: 800-426-7110  
Website: [www.myopenroads.com](http://www.myopenroads.com)  
Email: [cpykiet@gmail.com](mailto:cpykiet@gmail.com)  
Supplier, Region 10

### VIRTUAL RV SALES INC

Phillip Orenstein  
Port St Lucie, FL 34986-2197  
PH: 772-577-0510  
Website: [www.virtualrvsales.com](http://www.virtualrvsales.com)  
Email: [phil@virtualrvsales.com](mailto:phil@virtualrvsales.com)  
Service, Region 2



*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](mailto:davekelly@frvta.org) in the State Office.*

## MEETING DATES



*Region 1 • No Meeting • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda*

*Region 2 • November 10 • PGA National Members Club, 400 Avenue of the Champions  
• Palm Beach Gardens*

*Region 3 • No Meeting • Florida State Fairgrounds • 5025 Orient Road • Tampa*

*Region 4 • No Meeting*

*Region 5 • TBA • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin*

*Region 6 • November 16 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville*

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

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

# ADVERTISING Opportunities

**CLICK HERE**

to download the  
**2022 MEDIA KIT**  
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 can have a FREE logo added to their member listing when a full-page ad is purchased. 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: 110,000+ 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 2014, FRVTA and Pilot Flying J Travel Centers began a rack program that continues to be a valuable and ongoing partnership with over 26 racks in Florida and South Georgia.



## RV SUPERSHOW PROGRAM

Celebrating its 37th 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:**  
**14,000+**



## 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. We have added a rate for FRVTA members that only want to advertise on the website.

**Avg. Unique Monthly Users: 25,317**  
**Avg. Monthly Page Views: 76,309**

*Source - Google Analytics, 3/31/2021*



FRVTA.org

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