



“RV Fiesta... Live, Laugh, Learn”

The Florida RV Trade Association’s 41st Annual State Convention headed south of the border this year as over 220 FRVTA members lived, laughed and learned together those critical techniques needed to manage the current RV Fiesta as the RV business continues to boom both in the Sunshine State and nationally.

Returning once again to the renown Sawgrass Marriott Golf Resort and Spa in Ponte Vedra Beach from September 8-11, attendees learned from a variety of industry professionals on strategies necessary to make sure their businesses are properly prepared for future growth and profits. This, coupled with an extraordinary amount of fun activities, made for an outstanding event for all involved.

“Everyone I spoke with over the weekend garnered much-needed business information that certainly will be beneficial over the coming year,” detailed FRVTA Executive Director Dave Kelly. “The learning aspects of the convention as well as the fun events made the entire effort worthwhile.”

Dave stressed that FRVTA staff members worked overtime to make sure attendees obtained the needed educational tools and expertise to properly handle the anticipated business increase as thousands of new RVers enter the marketplace.

“Attendees participated in many fun activities, but the convention is designed to enable members to have the face-to-face interaction and networking opportunities so crucial for success today,” he said. “This, coupled with learning a variety of new and interesting business methods and tactics, enabled attendees to ensure their business is ready to meet any challenges that arise in the coming months.”

This year’s convention theme of *“RV Fiesta...Live, Laugh, Learn”*, featured a variety of Mexican themed events and displays. A large, reusable insulated bag contained a variety of convention giveaways including an insulated mug, a water bottle with cooling cloth, pens, pads and other goodies. Thank you to all welcome bag sponsors, including *New Frontier Products* and *Brown & Brown Insurance*. This certainly made for a warm *“South of the Border”* convention welcome!

Opening Thursday evening at the *“Off We Go to Mexico”* welcoming reception, sponsored by *Grand Design*, *NPTStag*, *Airstream* and *Thor Motor Coach*, members enjoyed an outstanding buffet that featured sliced beef tenderloin, a taco bar, a mac & cheese bar, a variety of desserts all washed down with the cocktail or margarita of choice. *Muy bueno!*

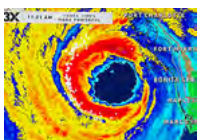
This opening event is always an outstanding way to see old friends while a *“get to know you”* bingo game helped lead to new friends and networking opportunities. Of course, all this enhanced the camaraderie that is the hallmark of FRVTA’s annual conclaves.



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The FRVTA Executive Officers and the State Staff Thank You for attending the 41st Annual FRVTA State Convention



IAN DEVASTATES FLORIDA! FLORIDA RV STRONG!!

Please send photos to alenec@embargmail.com at FRVTA News

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PRESIDENT'S MESSAGE...

Hello from your newly elected President!

As a person who started camping with his family when he was 8-years-old, I never would have imagined in my wildest dreams that I would reach the level of President of such a prestigious Association as the Florida RV Trade Association, let alone be on the Executive Board. I am truly honored to all the members, the board, the executive committee, and the staff for putting your trust in me to be the next FRVTA State President.

My wife Patty and I just celebrated our 23rd wedding anniversary on September 30. She has been with me every step of the way through this journey and has been my rock and the person who has kept me centered as we've gone through the process. Thank you!

Following Brian Copley, I have some big shoes to fill in this prestigious position and I genuinely appreciate the fantastic job he has done the last two years leading our Association through some extremely challenging times during his tenure as President. Between dealing with the COVID issue, having a new Executive Director starting at the same time he became President and many of the other challenges that have come up during these unprecedented times, Brian was an excellent leader. I am very thankful I have him to lean on as he moves into the Chairman position.

I assure you that I am going to continue to carry the baton and lead with the same determination and professionalism Brian showed during his tenure. I am going to work very hard to build the Association, continue the growth and success we continue to experience, and focus on getting our Association to the point where it is THE RV Association all others want to be involved with and emulate.

Ok, enough about that! I hope everyone had an amazing time at the convention we just held at the Sawgrass Marriott in Ponte Vedra! I know my wife and I, as well as the owner and controller from my RV Resort, did. The event went extremely smoothly and was, as always, run to perfection by our amazing staff. The owner of my RV Resort even said to me he has been to several conventions over many years and he has never seen a convention run as flawlessly as our convention. He was extremely impressed and complimentary of everyone involved in putting it together and running it.

I would like to thank our entire staff for the amazing job they did with this year's gathering, as well as all the other events they pull together for us each year. We are truly blessed to have Dave, Lesa, Patty, Jerilyn, Ana and Sharlene on our staff working as hard as they do to put together our conventions, our board meetings, our regional shows, and, most importantly, our annual Florida RV SuperShow in Tampa. They hit it out of the park every year!

I truly don't think any of us understand how tirelessly they work on all of the events, and I would ask each of you as members to make sure you tell them how much you appreciate all they do for us. It is a tireless job and I cannot think of a better group of people managing it than we currently have. Thank you to each one of you sincerely—you all are amazing!

Well, I think that is going to wrap up my inaugural letter for this month! Thank you again for putting your trust in me and I will to make all of you proud as your new State President!

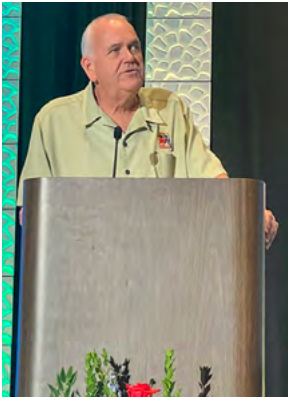
Talk to you next month.

KEN LOYD
FRVTA State President



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Afterwards, members made their circuitous way to the *“Wicked Cantina”* hospitality room, once again sponsored by *Wells Fargo*. This certainly has become an annual and welcome tradition!

FRIDAY MORNING

Following a wonderful breakfast buffet sponsored by *Land ‘n Sea and Arrow RV*, Dave opened the convention with the *“Bee on Time”* money giveaway. Congratulations to Sandy Bray of Arrow RV and Brian Copley of Copley’s RV who both won \$50, and to Cheryl Donaldson of Slone Vos Awnings—not bad for her first convention!

Dave then recognized all military veterans as well as those attendees with military family members. A moment of silence was then held in memory of the 21st anniversary of the 9/11 terrorist attacks. Afterwards, the NJR High School ROTC honor guard, one of the nation’s top ROTC programs, presented the national flag colors as the audience recited the Pledge of Allegiance followed by the national anthem. It was a moving display of patriotism on the anniversary of a very destructive moment for our nation.



On the lighter side, the FRVTA *“Five Amigas”* lady staffers cavorted down the aisles shaking their maracas while prancing to *“Livin’ La Vida Loca.”* All in good fun, Dave thanked each staffer individually for their hard work and service to the Association.

Afterwards, outgoing FRVTA State President Brian *“Jefe”* Copley welcomed attendees and thanked staff for their great efforts. He also praised Dave, saying it was amazing to work closely with him over these past two years. Brian also welcomed outgoing FRVTA State Chairman Rob Cochran to the podium.

Rob, the only FRVTA State president to never have addressed a convention due to a hurricane and then COVID canceling those events, stressed involvement in the Association and the many benefits that come

with being an active member.

Next, Dave called each sponsor to the front according to category, Bronze, Silver, Gold and Platinum, with Brian and Rob presenting thank you plaques.

Keynote speaker and best-selling author Robert Stevenson, was up next. An expert at building a high-performance culture, improving efficiency and accelerating growth, Robert stressed that in today’s highly competitive business environment you must constantly improve all aspects of what you do. Especially important is how you treat the customer—make sure they are special so they become special and deliver what customers want and expect.

He also said to use a complaining customer as a consultant to learn what’s needed to improve your business. You want to avoid the *“that’s the way we’ve always done it”* syndrome, but instead evolve and adapt to change in the relentless pursuit of excellence.

To grow, he said there is always someone to learn from so be wise and seek advice from those who are competent and have the necessary experience to avoid previously made mistakes. A *“been there, done that”* mindset so the little things don’t get in the way of your success.

Following a brief break, sponsored by *FRVTA Region 1*, Recreation Vehicle Dealers Association (RVDA) President Phil Ingrassia, addressed the convention, thanking FRVTA for their national leadership in the RV Industry. He said that current retail forecasts seem to be more in-line with historical trends following the huge sales bump experienced over the past two years during the COVID pandemic. And, while not as high as 2021 but still historically high, he expects dealer inventory levels to even out as well.

He also railed against proposed FTC rules concerning certain pricing disclosures and sales tactics he said would affect consumer pricing and marketing, while increasing overall costs.

Phil also praised the Outdoor Recreation Roundtable (ORR) that has enhanced the public-private partnership for outdoor activities. This is



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especially crucial now as thousands of new RVers seek to enjoy the great outdoors. Additionally, the Repair Event Cycle Time (RECT) will affect consumers by enabling reporting updates industry wide while working closely with both manufacturers and distributors. He also stressed becoming involved with the annual Dealer Service Index (DSI) that is sent to manufacturers to determine what they are doing right and how to improve what they are doing wrong.

Phil ended by applauding the long-term partnership with FRVTA's Distance Learning Network, a groundbreaking online course offering free to FRVTA members as part of their membership. He also hoped to see many dealer members at the annual RVDA convention this November since there will be something for every size dealer.

Jay Landers, RV Industry Association's (RVIA) vice president of government affairs, returned to the FRVTA convention with some great overall national impact numbers following the passage of both the Great American Outdoor Act in 2020 and the Infrastructure bill in 2021. Both affect the national RV industry by providing \$9.5 billion over five years to correct longtime deferred maintenance issues on the nation's campground infrastructure. Modernization will affect sewers, laundry facilities, clean water, electrical issues and more. This is critical as 11.2 million households now own an RV, many of whom plan to visit/use a park in which to camp.

As to the economic impact Florida's RV Industry has, Jay said it provides \$6 billion to our state's economy with 39,942 jobs and \$2 billion in wages. He also said the new Go RVing ad campaign, "Go on a Real Vacation" that emphasizes "Go" has been very successful.

Recreation Vehicle Training Institute (RVTI) Executive Director Curt Hemmeler was up next. He praised the institute's success thus far with over six thousand trained service technicians and thanked the FRVTA for leading training initiatives.

He stressed that the RVIA seal on every RV sold in the nation follows a strict standards and codes protocol to make sure they are built to eight industry exacting manufacturing standards. The RVTI's six inspectors have performed over 2700 surprise inspections so far in 2022 in an effort to make sure manufacturers maintain high unit standards.

Longtime FRVTA Legislative Counsel Marc Dunbar of the Dean Mead law firm next hosted the annual "Legislative and Political Round Table" discussion at the FRVTA State Convention. Marc also represents the Florida-Alabama ARVC and is in a unique position to present a unified voice for Florida's RV Industry in Tallahassee. Jen Ungru, chair of the Government Relations & Lobbying Practice for the law firm, moderated this year's panel of three Florida state representatives (Reps. Duggan and Yarborough) and one Florida state senator (Sen. Burgers). All participants are familiar with the RV Industry and several are active RVers. They informed attendees on a variety of political topics relevant to the Sunshine State, including expectations and results from the 2022 legislative session as well as various upcoming legislative initiatives. A brief question and answer session followed.

Dave then dismissed the membership to enjoy a variety of afternoon activities, including the "Speedy Gonzalez" golf outing, sponsored by FRVTA Regions 3 and 7, and the "Shake Your Maracas" dance lessons, sponsored by Jayco Inc. Many also opted to enjoy the resort's outstanding pools or just relax.

FRIDAY EVENING COSTUME/DINNER PARTY

Whatever event selected, members gathered that evening for the "Livin' La Vida Loca" costume/dinner party. The fiesta-themed party featured many banditos, señoritas and "Dia de los Muertos (Day of the Dead) costumes. The evening was notable with good food, lots of adult beverages, music and dancing, souvenir photos and costume contests for the kids, women and men. A variety of fun Las Vegas-style games were also enjoyed, including "21", roulette and craps. Winning tickets were later used to win additional prizes. It was a great time for all!

A big "Thank You" to Friday evening's sponsors—Williams & Stazzone for the Costume Contest, Keller Marine for the Souvenir Photos, M&T Bank for the





cocktails, *NTPStag* for the Entertainment and *FRVTA Region 6* for the delicious dinner buffet.

After this enjoyable event, many meandered over to the *Wicked Cantina* for more fun!

SATURDAY MORNING SESSIONS

Saturday morning came very early for attendees following all that fun! Bright and early, bleary-eyed conventioners enjoyed another breakfast buffet sponsored by *Newmar*. Everyone now got serious, as the “meat” of the convention was ready to begin via the convention’s many educational sessions.

Congratulations to the following *“Bee on Time”* winners: Tom West of Great Outdoors Solar and Lori Farrell of Lori Farrell Realtors who each won \$50, and to Steven Hudson of Digital Mark Company who won \$100.

Before the breakout sessions began, Dave again thanked all sponsors and then reviewed the qualifications needed for the annual election of statewide officers. He then called for nominations from the floor for each position. Elected via acclamation were Chair Brian Copley, Copley’s RV Center, President Ken Loyd of Keystone Heights RV Resort, Vice President Nelda Iacono of Greentree Business Consulting, Treasurer Sean Thompson of RV Master and Secretary Brett Howard of North Trail RV Center. Congratulations to the new 2022-2023 FRVTA Executive Board!

Following a break, sponsored by *Lazydays RV*, conventioners chose from a variety of topics this year, including French Brown from Dean Mead Dunbar who reviewed Florida Tax Considerations for the RV Industry; Certified Mediator Harold Oehler on Cutting Edge Strategies to Achieve Customer Retention and Lawsuit Prevention; Ejola Cook of ECook Consulting on changing Safeguard Rules; Traeanne Reynolds from Greentree Business Consulting on Surviving the Digital Jungle; FRVTA Educational Director Veronica Helms on Embracing a workplace Learning Culture; and KOA Franchise Development Manager Nichole Poisson on Campground Trends and Insights.

SATURDAY LUNCHEON

All that education needs to be fed and that’s just what the *“Rio Grande” Game Show and Luncheon* provided with a delicious baked chicken entrée all sponsored by *Forest River*.

Dave *“Gringo Grande”* Kelly acted as moderator, asking a variety of Mexican and personal trivia while handing out \$5 bills to winners. A variety of crazy game show games were staged as well, such as mini-ball in a basket toss, toilet paper mummy wrapping, seat balloon busting and Bozo basket small ball tossing. It was a loco time! Thanks to *Russ & Ursula Hunt of Aflac* for their generous donations of gift cards and other items.

Dave then recognized and thanked all regional officers who volunteered their time to make the various regions successful. He then adjourned the luncheon as new regional officers gathered for a short informational meeting.

SATURDAY EVENING BANQUET

That evening, the membership gathered at 6:30 p.m. for the cocktail hour prelude sponsored by *Fantasy RV Tours*. This allowed guests to recall the weekend’s events and share stories about their activities. Formal keepsake photos were taken as a memory of this annual get-together.

Of course, the Silent Auction room was nearby allowing attendees to get one last view of available items before the doors closed. Members needed to have previously registered online to be able to bid on a variety of great items, including trips, night vision goggles, watches, lottery tickets, an electric bike, sunglasses and much more. All money raised benefitted the FRVTA PAC Fund and is needed during this upcoming election season.

Upon entering the banquet hall for the *“Viva La Fiesta” Awards Banquet*, sponsored by *Bank of America*, members were greeted with the six-piece band *“Bay Kings,”* sponsored by *Forest River*, playing a variety of easy listening light jazz, perfect for dinnertime conversation and light dancing.



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Dave took the podium, welcoming all to the convention's final dinner and asked once again for a moment of silence to remember our military service men and women who protect our great country and to remember the 9-11 anniversary. Brad Green of New Frontier gave the invocation to start the dinner off right by recognizing both Dave and the FRVTA Staff and thanking God for all His blessings. Afterwards, guests enjoyed a delicious filet and lobster tail dinner. Birthday Boy Everett Henkel III of RV Country also celebrated his 42nd birthday—*Happy Happy!*

Dave then took time to again thank FRVTA Staff members for their great efforts in making the FRVTA the nation's leading RV Association. He also thanked his lovely wife Jody for her support in his many Association-related endeavors.

Dave also recognized the FRVTA Scholarship Committee as well as current and former scholarship winners. Over the years, this outstanding program has awarded over \$600,000 in scholarship money to over 300 recipients. *Wow!*



He also thanked all FRVTA Board of Director members and presented thank you plaques to each while announcing the 2022-23 board members.

Jen Ungru of Dean Mead then took the podium and thanked guests for their overwhelming support of the Silent Auction, which raised a new record! *Thank you!!*

This didn't stop George Grimm of Thor Motor Coach, who worked the crowd yet again to buy more raffle tickets for the final FRVTA PAC Fund kitty. He stopped only when Dave pointed out that no commission was involved—*way to go George!*

This year's winnings included \$1000 in cash for first place, a 55-inch TV for second place and a Microsoft Surface Pro for third place.

Congratulations to Cindy Pettis of Optimum RV who won the \$1000, Jeremy Drebensted of Demco Realty who won the television and Sandy Bray of Arrow RV who won (*again!*) the Microsoft Surface Pro.

Finally, Dave announced the Silent Auction winners who were then able to go and gather their winnings. He then closed the convention by thanking all sponsors for their efforts.

Guests finished their desserts, talked among themselves and danced to the wonderful band. Many also left to change from their semi-formal garb to gather again in the *Wicked Cantina* for more fun, including card games, lots of talking and, of course, more cocktails!

As the 41st Annual FRVTA Convention came to a close, attendees took with them the many valuable lessons learned in the educational seminars, as well as the contacts and friendships made and strengthened over the weekend. Future sales, profits and successes will certainly benefit, and will be realized over the coming months and years, especially since national trends anticipate continued RV Industry growth.

Mark your calendars now for next year's 42nd Annual FRVTA State Convention as we gather next year at the Marriott Harbor Beach Resort & Spa in Fort Lauderdale, September 7-10, 2023. Go RVing!



PLATINUM

*Bank of America Merrill Lynch
Forest River*

GOLD

*Brown & Brown Insurance
Fantasy RV Tours
FRVTA Region 6
New Frontier Products*

NTP STAG

Wells Fargo

SILVER

*Jayco
M&T Bank
Newmar Corp*

BRONZE

*Airstream
Arrow RV
FRVTA Region 1
FRVTA Region 3
FRVTA Region 7
Grand Design
Keller Marine & RV
Land N Sea Distributing
Lazydays RV
Thor Motor Coach
Williams & Stazzone Insurance*

FRVTA's New State President Ken Loyd



At the recent FRVTA State Convention, which took place at the Marriott Sawgrass Resort and Spa in Pointe Vedra September 8-11, Ken Loyd, general manager of Keystone Heights RV Resort, was elected the new FRVTA State President.

Ken spent more than 30 years in the grocery industry in many managerial-level positions, working all over the eastern United States. He says his first taste of “full-time” RVing came in 2010 when his company moved him and Patty, his wife of 23 years, to Florida. They decided to try the full-time RV Lifestyle and fell in love with it.

After cutbacks came with his employer, Ken decided to transition into the industry he enjoyed and began working for Camping World as a merchandiser and assisting at Good Sam Rallies, to the point where they considered putting him into a corporate role, something that eventually didn't pan out.

“In 2012, I went to work for Flamingo Lake RV Resort and became their marketing director in 2013,” relates Ken. “In 2014, I was elected vice president of FRVTA Region 6 and became president in 2016, which I held until 2020. During that time, the resort continued to grow and be successful, and I was promoted to assistant general manager and vice president. I held those positions until the resort was sold to Sun RV Resorts in July of 2020.”

At that time, Ken became the general manager of Keystone Heights RV Resort, which opened in November 2020, as well as state treasurer on the FRVTA Executive Board. The resort has been extremely successful and is currently on its third expansion with plans for a fourth, along with several other development opportunities.

Ken says he joined the FRVTA for reasons similar to why he joined FARVC. “I wanted to learn all I could about the industry from both sides so I could contribute to the overall success of the Association.

“My desire to become an officer at the region level came from the aspiration to help my region grow and let members within my region know what the FRVTA does besides put on RV shows. I also wanted to help those members get more bang for their buck. On the state level, the enthusiasm is the same, but on a much larger scale. And the only way I could do that was to become a bigger part of the picture as a state representative.”

Ken says his experiences in the grocery industry shaped his lead-by-example management style. “I always

admired the guys who went out and got their hands dirty along with their staff versus the ones who just sat in their office and said, ‘Do this, do that,’ and then took all of the credit,” relates Ken. “I think if you want to get respect and you want your people to move mountains for you, then you need to show them that you're willing to get right in there with them. Also, I try very hard as a leader to build people up and give them the power to make decisions, and try things on their own to succeed.

“The biggest benefit of membership in the FRVTA is that our members are supported throughout the state by representatives, not only from the state office, but from their regions,” he states. “Support comes in the form of legal counsel, representation of the industry in the state legislature, organized RV shows to help members move product and become better known in their communities, and assistance with industry-related educational programs for techs and dealers.”

Drawing on his own RVing experiences, Ken believes the biggest attraction for RV ownership, now more than ever, is the freedom it allows people to have in traveling at their own pace and not worrying about hotel reservations, airline delays or pandemic-related issues as they spend time with family and friends.

As the newly elected State President, he wants to do all he can to position the FRVTA and its members to promote that freedom and deliver exceptional service and support to both new and experienced RVers.

In his new position, Ken says he'll focus on several items, including continued membership growth and increased membership participation in regional shows and regional meetings. “I want us to continue moving forward with the educational and informational programs we're working on so that we're a benefit to members. I want to continue building a strong relationship and partnership with the FARVC, as I think that can only strengthen our industry on both the campground side and the dealership/vendor side.

“I also want to focus on helping the staff in our state office become even more streamlined to reduce their load so they can continue to grow. I think with the staff we have, along with the board members in place, there's no reason why we cannot be the envy of every other RV association in this country.

“My hopes for the FRVTA in the future are that the Association continues to grow and be a leading force in the industry, not just in Florida, but recognized nationally as an association that takes care of its members, moves the industry forward and stands as an organization all other RV associations want to emulate. We have a great many new and motivated members on our board as well as in our regions, and there's no reason that our strength and our growth cannot continue.”

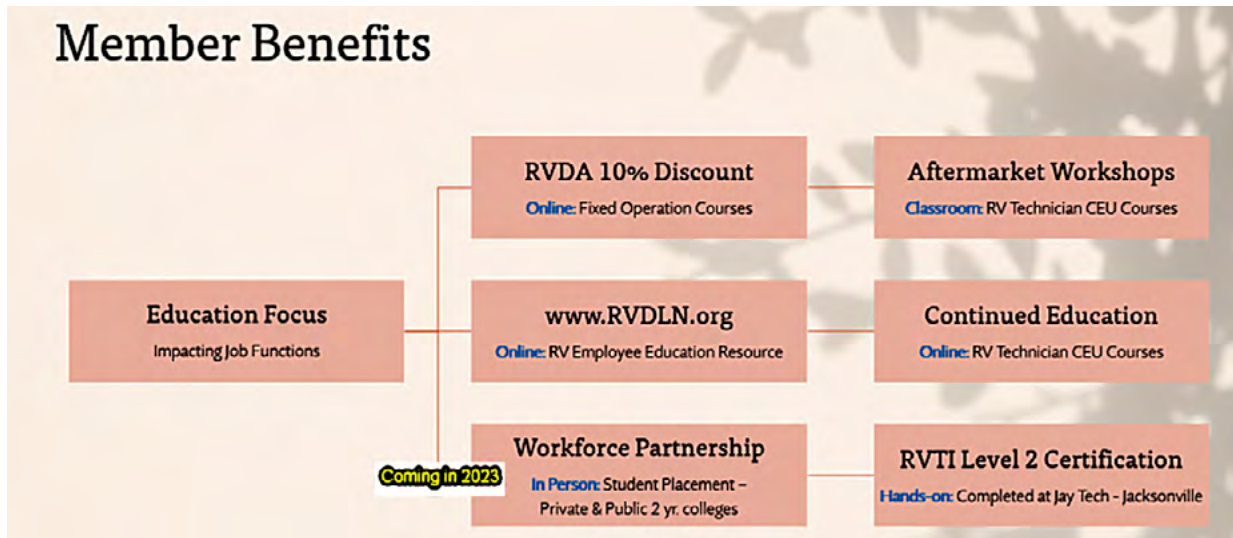


TRAINING NEWS • by Veronica Helms, Training Director

Expanded Training Opportunities

Welcome to a new member year! We are excited to share our expanded education member benefits with you. Below is a snapshot view of all the education options.

We know that training must run on all cylinders, so providing you with learning options to improve your staff is a must. You can access all our **online** training through www.rvdlm.org. Click the JOIN US button to get started.



Our new Aftermarket Workshops will start April 2023 and run through July 2023. Please send me an email if you have a particular Aftermarket Supplier you would like to see present in the workshops.

If you are interested in the RVDA 10% discount, our member discount code is FRVTA2022. RVDA has updated the following courses:

- Service Writer/Advisor Online
- Parts Specialist Online
- [Sign me up](#)

Our workforce partnerships are still in progress. Please look for more information through our newsletter and website in early 2023. We want to help drive student placement into our RV Industry!

LP GAS licensing is a critical topic in our state. We are compiling a list of companies that are not licensed in our state. As a reminder, Master Qualifier/Qualifier certifications is a part of the licensing application process. Please take a few minutes to review the [Frequently Asked Questions](#). If you need additional help feel free to contact me directly.

Avoiding fines and/or felonies from the auditing process in the State of Florida is extremely important for many of our entrepreneurs. If there is anything you need from education, please call me at (813) 702-1113 or email me at Veronica@frvta.org.

RVTI Accepting Applications for Kevin Phillips Scholarship

The RV Technical Institute (RVTI) is now accepting applications for the Kevin Phillips Scholarship for RVTI's Level 1 and Level 2 training and certification. The scholarship covers the cost of RV technician training for people new to the RV Industry, including new high school graduates, people leaving the military or those who tried college and found it wasn't for them.

"The Kevin Phillips Scholarship is a great opportunity to receive gold-standard technician training and certification at no cost," said RVTI Executive Director Curt Hemmeler. "As we continue our year of recruitment, we are looking to bring in new people to the RV industry, especially those who are interested in an alternative to traditional higher education."

The scholarship was created to honor Kevin Phillips, who provided many years of respected service to the industry, the RV Technical Institute and the RV Industry Association. This included serving on RVIA's Board of Directors executive committee from 2009 to 2018 as both secretary and treasurer. He was a true advocate for continual learning and saw vocational training as an alternative to the idea that everyone needs to go to college.

Learn more and apply for the Kevin Phillips scholarship, please go to <https://www.rvti.org/pages/scholarships>. – RVTI



LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

2022 Convention PAC and Fuel Tax Holiday

First off, I would like to thank you for your participation at this year's convention in the Silent Auction, raffle tickets and PAC contributions. The amount raised during the Silent Auction exceeded last year and surpassed our goal! We appreciate your commitment to the PAC and

awareness of how important these funds are to continue our work in Tallahassee. Thank you all for showing up to support your industry's goals.

Gov. Ron DeSantis signed a bill this past May that established 10 tax holidays, including a one-month Fuel Tax Holiday. The Florida Motor Fuel Tax Relief Act of 2022, which begins on October 1, 2022 and extends through October 31, reduces the tax rate on motor fuel

by 25.3 cents per gallon. This was passed by the Florida Legislature and signed into law by Gov. DeSantis.

The tax rate reduction applies to all gasoline products, any product blended with gasoline and any fuel placed in the storage supply tank of a gasoline-powered motor vehicle. However, the reduced tax rate does not apply to products defined as diesel fuel, aviation fuel or kerosene.

Through your PAC contributions, FRVTA is able to foster and strengthen relationships with our lawmakers. This allows us to articulate the Association's priorities to elected officials thereby moving forward our legislative agenda. Without member contributions, these efforts would not be possible.

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



SERVICE WORKS • by DON TIPTON, DTC Retail Consulting

Build Your Service Business Model

"If you don't know where you're going...you'll end up someplace else."—Yogi Berra

Unlocking the doors, turning on the lights and making a pot of coffee is not much of a plan but for many Service Departments that's exactly how they start their day. Quite a plan for a department that generates

millions of dollars in revenue annually plus has a major impact on the customer's perception of the business and typically has the most employees. The day starts with a plan to be in a "reactionary" and "fire-fighting" mode all day until the day ends. More can and should be done to attempt to plan and stay in control of some the day to positively impact customer perception (ultimately customer retention) and the financial results at month end.

Start planning by designing a Business Model for your Service Department outlining the expected results and the path and resources required to get there. I break it down to 10 major components with several sub-components within each. Listed below are the 10 major components and a few of the sub-components of building your business model.

1. Department Production Potential; facility and Technician
2. Department Analysis & Assessment; current performance and job cycle time (throughput)
3. Setting Goals; profit objective, annual forecast
4. Shop Structure & Platform; prep, maintenance, main line/repair and dispatch efficiency

5. Work Flow/ Job Tracking; job status, estimated completion date (ECD), communication
6. Operational Processes; customer handling (drop off to pick up), scheduling & shop loading, delivery/walk through, Technician efficiency
7. Pricing Structure; variable labor rates, labor time, parts matrix, job pricing
8. Measurements; key performance indicators (KPI)
9. Meetings & Training; personnel growth & feedback
10. Mobile Service; benefits, process

The items listed above are not intended to be complete but should serve as a basic roadmap and a place to start building your Service Department Business Model. When going through this process it's important to keep an open mind and see the department as you would like it instead of getting bogged down thinking about your current situation or lack of resources. After building your "draft" Business Model is the time to compare what's needed versus what's available now and possibly in the future. Begin with a blank sheet and enlist input from all areas of your business.

Happy Planning—*"If you don't know where you're going...why would anyone follow you?"*

Don has been an invited speaker addressing topics in both the Service and Parts operations for Dealer 20-groups and has conducted several workshops at the RVDA Annual Convention. As a consultant, Don has worked with RV and Automotive Dealerships from large multi-store groups to small single point stores and, because of his approach and style, enjoys long-term relationships with many of his clients. Call him at 803-917-9991 or email don@dtcretailconsulting.com.

National ARVC Forms Standards Task Force

The National Association of RV Parks and Campgrounds (National ARVC) has formed a task force focused on exploring the creation of voluntary baseline and enhanced standards for the private campground industry.

“Today’s camping consumer has a new set of expectations when camping so it is important that our industry develop these standards to meet those expectations,” said Paul Bambei, president and CEO of National ARVC.

“These standards will be voluntary, but will also go a long way toward keeping our industry free of unwanted consumer scrutiny and government regulation.”



Topics the task force are considering include health and safety; security; general operations; terminology; environmental impact; customer

experience; infrastructure and maintenance; recreation; and ethics. The voluntary standards are intended to complement the existing standards in NFPA 1194 and state codes that already exist.

National ARVC past chair and former independent campground owner Kathy Palmeri leads the task force.

“National ARVC is the trade association for the almost 13,000 parks across the United States and in that role, must take the lead in setting best practices and standards,” says Palmeri. “With the dramatic changes we have seen in the industry in the past several years, now is the time to engage a diverse and growing consumer base and their expectations, as well as those of developers. This is changing the face of the industry, and we must be bold in setting a new course.” –news release

2022 Q2 RV Market Industry Report

All segments of the RV market have moved off their respective peaks, but pricing is still strong by historical standards.

Looking at individual segments, the most recent 10 years of Class A motorhome values averaged 16.0% higher pricing in the first half of 2022 compared to the same period of 2021. Class C motorhomes averaged 21.9% higher over the same period. In trailer segments, standard hitch units averaged 25.7% higher pricing in the first half of 2022 compared to the same period of 2021.

Fifth-wheel units averaged 13.8% higher pricing over the same period, camping trailers averaged 29.1% higher, and truck campers averaged 19.1% higher.

All segments have crested the peak in pricing, we’ll see year-over-year parity followed by mildly negative comparisons going forward. Large-scale economic changes are causing markets for discretionary and luxury items to mature, but a tight supply should help keep pricing healthy going forward.

–JD Power Values, RVDA News Brief

NEW MEMBERS

ARCEYE PROPERTY DEFENSE

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Service, Region 3

EVA-DRY

Matthew Henson
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Email: mhelson@eva-dry.com
Supplier, Region 3

PPL MOTOR HOMES

Boyde McMakin
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Summerfield, FL 34491-3474
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Website: www.pplmotorhomes.com
Email: boyde.m@pplmotorhomes.com
Dealer, Region 7

THAT MOBILE RV GUY

Kyle Nosal
Green Cove Springs, FL 32043-3443
PH: 888-557-8489
Website: www.thatmobilervguy.com
Email: knosal@thatmobilervguy.com
Service, Region 6

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.

MEETING DATES



Region 1 • MEETING CANCELED DUE TO STORM DAMAGE - New Date to be Determined

Region 2 • October 5 • Duffy's Sports Grill • 11588 US-1 • North Palm Beach

Region 3 • October 11 • Sheraton Hotel • 10221 Princess Palm Ave • Tampa (New Location)

Region 4 • October 21 • Meeting Location to be Announced

Region 5 • NO MEETING

Region 6 • October 18 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville

Region 7 • October 25 • 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