



## Don't Miss the Convention... THERE'S STILL TIME TO REGISTER!



Join the glitz as we “Roar into the ‘20s” at the 40th Annual FRVTA State Convention! We’re Raring and Roaring to get things going as we assemble for the first time in two years at the tropical Wyndham Grand Orlando Resort Bonnet Creek, September 9-12.



This year’s annual conclave features a variety of informational speakers, seminars and sessions all designed to inform you how to better position your business for sky-high growth and profits. You still have time to register for this once-a-year event!

As we all know, the RV Industry is exploding both within the Sunshine State as well as nationally with hordes of new RVers seeking the latest and greatest RVs, gadgets and campsites to make their outdoor adventures complete.



To reach this growing outdoor audience, you’ll need to learn new strategies and insights to manage the growing “Roar” for success and profits. That’s why the annual FRVTA State Convention features the brightest and best minds in the RV Industry so you know what to expect and how to prosper in the coming months.

And oh! Did we mention FUN? Once you’ve registered and picked up your convention goodies and T-shirt, sponsored by Brown & Brown Insurance and New Frontier Products, the gathering opens with the exciting “*Puttin’ on the Ritz*” Welcoming Reception on Thursday evening from 5pm-7pm. This reception, sponsored by Grand Design RV and NTP-Stag, features great food, open bars, games and a chance to meet up with old friends. Entertainment comes courtesy of Airstream and Thor Motor Coach. It promises to be the bee’s knee’s!



Afterwards, attendees who still need to quench their thirst can head over to the “*Speakeasy*” Hospitality Room sponsored by Wells Fargo. Open every evening, this is a great place to unwind after a busy day of discovering how to “Roar into the ‘20s” while having an opportunity to meet new convention attendees while dipping your bill with a late night beverage.

Friday morning (and every morning!) you can savor a full breakfast buffet sponsored by Land N’ Sea and Newmar, with all your favorites starting at 7am before the convention officially starts. A nice hot cup of java gets things started right!



But shut your yap and eat fast since the convention opens Friday morning at 8am. Win some lettuce to enjoy the “Bee on Time” as the Big Cheese himself—FRVTA State President **BRIAN COPLEY**, welcomes attendees as the convention officially opens.

At 8:45, **JEFF HAVENS**, keynote speaker, brings his entertaining views in a seriously funny way on business growth, doing more with less and simplifying seemingly complex problems with a fresh perspective that is counter to the business world’s conventional wisdom.



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## PRESIDENT'S MESSAGE...

*Here we are in September and as of this letter most of Florida has been spared from any hurricane sightings. I have seen a definite uptick in storm activity, so hold on to your awnings and pray!*

*At this time, our industry is experiencing the worst supply chain and product shortage in its history. With unprecedented demand, an ever-evolving pandemic and the supply shortages, it's hard to see the end of this Covid conundrum. Many people, including myself, thought we would be getting back to normal by this time. However, right now I'm not sure if we will ever see "Mr. Normal" again.*

*What happened to all my sales reps for my products? They used to hound me for more orders or to make deals on month end product that was in the yard. I used to send them to my voicemail and wait until they contacted me four or five times to call back. My how the times have changed, I am now the one going to voicemail. They are avoiding me like people do when you cough in the supermarket. I guess I had it coming for all the times I did it to them and who could blame them.*

*In this case no news is bad news because the only time I hear from them is when they need an approval to ship. I have never been so excited to get RVs in to sell, mostly because it fills an empty hole on my front line.*

*I recently signed up to go to the Manufactures Open House in Indiana. For those who don't know, the Manufactures Open house is the largest RV Show on earth. It is where dealers go to look at the latest RVs and accessories available from manufacturers and suppliers. I would guess more than half of all orders for the year happen in that week, and usually there are thousands of RVs to look at. I am not sure what to expect, but maybe I can snag some stuff to sell!*

*September is the FRVTA Convention month to me. I cannot tell you how excited I am to see everyone! From the "Putting on the Ritz" Welcoming Reception to the "Bootleggers Ball Awards" Banquet, it's going to be a lot of fun. Please make it a point to attend this convention and enjoy all the fun, learning opportunities and friendships this Association has to offer. If you're up late enough you might even hear a stellar rendition of Frank Sinatra's "I Did it My Way!"*

*This month also marks one year as your FRVTA State President, and I have to say it has been quite rewarding. I enjoy working with the Board to figure out the best way to help and grow this Association. It is made much easier with the Board we have and I find it amazing how much talent and experience is on this board of directors. Please let them know you appreciate their service and sacrifice to the FRVTA.*

*I also am truly blessed to have these gentlemen on the executive board: Rob Cochran, Joey Schneider, Ken Lloyd, and Sean Thompson are not only friends, but great partners in all the decisions made on the Association's behalf. They always come with great ideas and keep me on track, which is not an easy task—just ask my wife!*

*I would also like to thank Dave Kelly. When Dave took over as FRVTA Executive Director, I wondered how he would do. Dave has done an amazing job helping me in my position, and he has gone above and beyond any of my expectations. I am looking forward to another year working with Dave and the Board to make this next year even better. See you at the convention!*

**BRIAN COPLEY**  
FRVTA State President



## FRVTA ANNUAL CONVENTION

CONTINUED FROM PAGE 1

Following a short break sponsored by FRVTA Region 1, members will hear from several national RV Industry leaders:



**PHIL INGRASSIA**, Recreation Vehicle Dealers Association (RVDA), will provide an update on RV retail market trends, advocacy efforts and outline RVDA and RV Learning Center programs to help dealers and their employees increase profitability and customer satisfaction.

Phil serves as RVDA's representative on the Board of Directors for Go RVing, which

developed the RV Industry's national advertising campaign. He also serves on the executive committee of the Outdoor Recreation Roundtable, which promotes policies and legislative reform needed to grow the outdoor recreation economy, conserve public lands and waterways, and enhance infrastructure to improve the experience of outdoor enthusiasts everywhere.



**JAY LANDERS**, Vice President of Government Affairs for the Recreation Vehicle Industry Association (RVIA) will provide an overview of the current political state of the RV Industry, the primary strategic initiatives for the Association, as well as key updates on current political and marketing promotions and programs



**MARC DUNBAR**, FRVTA Legislative Consultant, let's us know that although business is good, politics affects all things, so he brings in the politicians! As he's done previously, Marc will feature several Florida Legislators who have a special interest in RVing and the Sunshine State's RV Industry in particular. He will moderate a discussion of Florida politics and the Florida Legislature, and how

politics affects the RV Industry. Marc has represented the FRVTA and FARVC for many years, thus giving our RV Industry a unified voice in Tallahassee.

After all this education, *Friday afternoon* is time for leisure activities. Don't take a powder, but instead join the *"Fox Trot" Golf Outing*. Lunch will be served for this annual golfing adventure sponsored by Bank of the West.

If the outdoor heat is too much, the *"Art Deco" Sip and Paint* session may be more to your liking. Taking place

from 1pm to 4pm, this event features a variety of domestic and European cheeses, fruit chutneys, mixed nuts and assorted crackers for your enjoyment all sponsored by Jayco.

For complete relaxation, you can enjoy a spa massage or unwind by one of the many resort pools or waterpark.

Whatever you choose, be ready for the *Friday night "Great Gatsby" Costume Dinner Party* starting at 7pm. No baloney, but put on your best glad rags, grab your favorite moll and get ready to have some roaring fun! Flappers, gangsters and other '20s figures will all be there as the annual FRVTA costume party gets things going!! No clip joint here, so enjoy some bathtub gin and a variety of other giggle juices, while munching some fabulous barbecue sponsored by FRVTA Region 6. Thanks also to NTP Stag who sponsored the DJ/Music, Williams & Stazzone for the costume contests, Keller Marine for the souvenir photos and the cocktails by M&T Bank.



After all that roaring, the convention continues *Saturday morning* at 8:30am as **DAVE KELLY**, FRVTA Executive Director, briefs attendees on the many educational breakout sessions that offer specific information in smaller, more intimate classroom settings so you can obtain your personal business insights for success in the "Roaring '20s":



**SCOTT STROPKAI**, of Statistical Surveys, Inc. covers *"Retail Sales Data-What does it mean to you?"*

Retail sales are what drive the RV industry. But what do national trends and sales data mean for your business? Very little, unless you know the trends behind your specific market. We will go behind the scenes and compare what is going on nationally to Florida, providing

expert insight into the trends in Florida.



**SARA RYAN**, of Athena Armory, Inc., informs members on *"Travel Safety & Security."*

Sara, a personal defense expert and founder of Sara Ryan Firearms Instruction and Athena's Armory, holds multiple certifications from the NRA and regularly teaches personal defense and firearms classes in Southwest Florida.

Traveling creates a unique set of challenges for personal safety. Unfamiliar places

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## FRVTA ANNUAL CONVENTION

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and a constantly changing environment can leave travelers unprepared for a dangerous encounter. Join Sara as she shares tips on how to stay vigilant and be prepared for worst-case scenarios while on the road. This seminar includes a hands-on inert **PEPPER-SPRAY DEMONSTRATION!**



**ALLEN MONELLO, DPA,** Managing Member Automotive Center for Excellence, LLC (AICE) will review *“Regulations Have You Overwhelmed?”*

Safeguards Rule. Dealer Markup. Red Flags Rule. FTC. CFPB. OFAC. Are you overwhelmed? Don't worry, just attend this breakout session and for some simple guidelines

to help you navigate through all of these challenging requirements. You will be glad you did!



**TRAEANNE REYNOLDS,** Greentree Business Consulting, assists attendees on *“Surviving the Digital Jungle.”* She will provide guidance on utilizing e-commerce as online sales continue to grow and mobile price checking threatens profit margins. Many brick-and-mortar stores are struggling to grow their customer base and remain competitive in the digital

marketplace. In this presentation, you will learn how to navigate the jungle of digital and social media to find the ideal platforms for your business as well as critical social strategies to make sure your business survives and thrives.



**VERONICA HELMS, FRVTA Training Director,** reviews *“Training Culture – Embracing a Workplace Learning Culture.”*

Businesses want all their employees to take advantage of their training and educational materials, but it's quite difficult to ensure a total balance. Employees within the organization have various roles and responsibilities: some have more

intense jobs than others, some work different shifts and others are working remotely. In this session, Veronica will focus on how a business can find a balance for everyone through Blended Learning. This session concentrates on formats in which education is done digitally and in-person to give trainers a great deal of flexibility. Finally, it will cover best practices to ensure training employees is a part of the workplace culture.



**BOBBY CORNWELL, FARVC President and CEO,** updates attendees on Florida's Campground Industry.

Florida's campgrounds are being developed and expanded at a rate not seen in years. Many new campgrounds have opened recently and many more will be opening in the future to try to accommodate the boom in RV sales.

Bobby will discuss the growth of the RV Park Industry in Florida and nationally, and some of the current trends and stats. He will also talk about how RV Dealers and Campgrounds can partner together and help each other. There will be plenty of time remaining for questions and answers.

Once the breakout sessions are completed, attendees need to get ready for more fun at the *“Moonshiners Run” Game Show Luncheon.* Enjoy a delicious lunch as this popular audience participation event awards members in a variety of silly games with great prizes sponsored by Forest River. Regional awards will also be presented.

The final convention event starts *Saturday evening at 6:30pm* with the *“Bootleggers Ball” Reception* that features the *Silent Auction* and cocktail party. An annual fundraiser for the FRVTA Political Campaign Fund, the Auction is an outstanding place to obtain unusual, interesting and fun items while supporting Florida's RV Industry. Thanks to Fantasy RV for their libation sponsorship.

This year's event will be a bit different from previous years, however. All items will be on display at the convention, but bidding will take place on your phone or tablet. Be sure and pre-register and get ready to win some snazzy items. [Click here](#) for the *Silent Auction site*, where you can watch the auction grow as more items are added. When prompted, enter the name of the event: **2021frvtasilentauktion.**

Of course, the highlight of the evening is the hotsy-totsy *“Bootleggers Ball” Awards Banquet.* Attire is semi-formal so put on your best glad rags and look spiffy! A delicious dinner will be served, sponsored by Bank of America, while the evening's music and dancing entertainment is courtesy of Forest River.

Afterwards, should you need to tip a few more, you can adjourn to the “Speakeasy” Hospitality Room for more roaring fun!

*There is still time to register, so use your noodle and go to [www.frvta.org](http://www.frvta.org) or call the FRVTA State Office. Savvy? We'll see you there!!*





## FRVTA State Elections Set for September

*It's Your Chance to Make a Difference!*

*The annual election of FRVTA State Officers will take place at the State Convention (September 9-12 at the beautiful Wyndham Grand Orlando Resort Bonnet Creek, a Disney Gateway Hotel in Orlando) in accordance with the FRVTA By-Laws. The Nominating Committee would like to hear from any qualified candidates (see below) who would like to submit their name for nomination to State Office.*

*Those candidates nominated thus far are:*

**President:** BRIAN COPLEY, Copley's RV Center

**VP:** JOEY SCHNEIDER, Ocean Grove RV Resort

**Treasurer:** KEN LOYD, Keystone Heights RV Resort

**Secretary:** SEAN THOMPSON, RV Master, LLC

*Other members interested in running for state office should contact the Nominating Committee Chairman, Rob Cochran, at (407) 908-9283.*

### ARTICLE VI SECTION III

**VOTING:** Voting on all questions or issues submitted to a vote of the members, shall be done in such a manner as is determined by the person presiding at the meeting, or by a majority vote of the members. In connection with any secret ballot vote, the person presiding at the meeting where the vote is to be taken shall appoint two tellers to distribute, collect and count the ballots.

### SECTION IV

**PROXIES AND ABSENTEE BALLOTS:** There shall be no voting by proxy at any meeting of the FRVTA. Absentee ballots may be cast for the election of State Officers, which will be held at the Annual General Membership Meeting or Convention. It will be the responsibility of the Chairman of the Nominating Committee to see that absentee ballots containing the nominations for all officers are mailed to all voting members who have provided written notice that they will not attend the General Meeting.

All absentee ballots must be returned to the Chairman of the Nominating Committee in adequate time to allow the sealed votes to be presented to the teller prior to the voting at the General Meeting.

### ARTICLE VII SECTION II

**ELECTION AND TERM OF OFFICE:** All officers of the State shall be elected by a majority vote of the members present at the Annual Meeting except where previously noted. All officers will be elected to serve a one-year term of office. Any officer can be nominated for an additional term of office with no more than two (2) consecutive years being served in any one office. No member shall serve in the State Office of President, Vice President, Treasurer or Secretary unless they previously have served on the Board of Directors for a minimum of one year. Only an owner, corporate officer, sole proprietorship or its assigned designee is eligible to run for State Office.

## 2022 FLORIDA RV SUPERSHOW MANUFACTURERS SPACE SOLD OUT

The Florida RV Trade Association held the space drawing for the 2022 Florida RV SuperShow in the office via phone and internet earlier in August, and manufacturers involved in the space draw bought every square foot of

available display space. This is the second year in a row that set a new record of space sold during the initial space drawing. As before, the "Grandfathered Drawing Order" determined the order in which space was selected.

"We are very excited with the results of the space draw this year," said FRVTA Executive Director Dave Kelly. "Our Manufacturer members continue to show confidence in the SuperShow as a quality event. With

the amount of space purchased, 2022 should be a banner year for the show and the industry as a whole. We thank our manufacturers for their support, not only for the SuperShow, but for our Regional shows as well."

Industry Day at the 2022 Florida RV SuperShow will be 10 a.m. to 4 p.m., Tuesday, Jan. 18. Attendees will be treated to free coffee and donuts in the morning and lunch. Public Days will run Jan. 19-23. The Florida RV SuperShow hours are 9am-6pm Wednesday – Saturday, and 9am-5pm Sunday.

For more information on the 2022 Florida RV SuperShow or to register for Industry Day, contact the office or go to [www.frvta.org](http://www.frvta.org).





## LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

### Florida Legislative Update Featured at FRVTA Convention

*We have the honor of having several distinguished legislators join us for the legislative panel this year as we “Roar into the RV Future.”*

**SENATOR DANNY BURGESS, District 20**, serving parts of Hillsborough, Pasco and Polk counties was first elected into the Florida House in 2014. He is a 2008 graduate of the University of South Florida, a 2011 graduate of Barry University School of Law, and a 2013 graduate of the U.S. Army Judge Advocate Generals Legal Center and School. Sen. Burgess is an avid RV enthusiast. This past session he, along with his wife, three children and puppy, traveled and lived together in an RV for the entirety of session.

Sen. Burgess serves as the Chair of the Judiciary committee; a member of Agriculture; Banking & Insurance; Criminal Justice; Military and Veterans Affairs, Space and Domestic Security; and Appropriations Subcommittee on Health and Human Services.



**REPRESENTATIVE MIKE BELTRAN, District 57**, serving parts of Hillsborough County, was first elected to the House in 2018. He is a 2005 graduate of the University of Pennsylvania, magna cum laude with honors in International Relations as well as a 2008 graduate of Harvard Law School, JD.

Rep. Beltran serves on the Commerce Committee; Finance & Facilities; Insurance & Banking; Justice Appropriations and the Tourism; Infrastructure & Energy Subcommittee.

**REPRESENTATIVE ELIZABETH FETTERHOFF, District 26**, serving Volusia County, was first elected into the House in 2018. She is a 2004 graduate of Tallahassee Community College and a 2009 Graduate of the Florida State University.

Rep. Fetterhoff has been a major champion for our industry, serving as our bill sponsor for HB 343 in 2020 that clarified sections of the law related to the RV Industry and campgrounds. She serves as Vice-Chair of the Early Learning and Elementary Education Subcommittee; member of the Criminal Justice & Public Safety; Insurance & Banking; PreK-12 Appropriations Subcommittee; Judiciary and the Rules Committee.

**REPRESENTATIVE RENE PLASENCIA, House District, 50**, which serves parts of Brevard and Orange counties, was first elected to the House in 2014. He graduated from the University of Central Florida. Rep. Plasencia has been a longtime member of the RV Legislative Caucus and continues to travel, recreate and use his recreation vehicle during the Legislative Session.

Rep. Plasencia serves as Chair of Higher Education Appropriations Subcommittee and Vice-Chair of Post-Secondary Education & Lifelong Learning Subcommittee. He also serves on the Appropriations and Commerce Committees as well as the Infrastructure & Tourism Appropriations Subcommittee.

As you can imagine, calls for political contributions are reaching a high level with redistricting and statewide elections all in play in 2022. These upcoming elections, combined with an early legislative session that begins the second week of January, are stretching the PAC's capabilities. Your help will be needed more than ever at this year's Silent Auction at the convention, which is used to fund the FRVTA PAC. I have great confidence that Florida's RV Industry will rise to meet the challenge. *Thank you in advance!*

## RV Technical Institute Announces Class Schedule Through Spring 2022

The RV Technical Institute recently announced its class schedule through June 2022. Both the in-person and hybrid schedules have been posted to the website ([www.rvti.org/catalog](http://www.rvti.org/catalog)) and are currently available for registration. RV technicians, dealers, and those interested in joining the industry may now begin to plan for classes through next spring.

Current and future RV technicians can complete Level One and Level Two classes through live, in-person instruction taking place at the RV Technical Institute campus in Elkhart, IN. The Level One course is a weeklong class and the Level Two course is four-week class. Both include classroom instruction, hands-on labs and certification testing.

A hybrid class is available for the Level Two course. Learners complete three weeks of training online, meeting milestones and deadlines for quizzes and assignments, and weekly reviews and check-ins with instructors. The fourth and final week is conducted live in-person to complete all hands-on labs, activities and certification testing.

The RV Technical Institute is the gold standard when it comes to RV technician training, providing the only industry-backed training curriculum and RV technician certification and career path.

*For more information on classes, visit [rvti.org/catalog](http://rvti.org/catalog). For questions, contact [rvti-info@rvti.org](mailto:rvti-info@rvti.org) or call (574) 549-9080.*  
-RVIA



## TRAINING NEWS • by Veronica Helms, Training Director

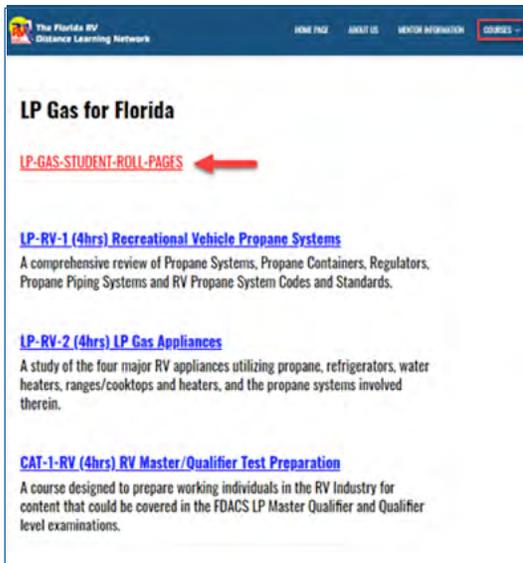
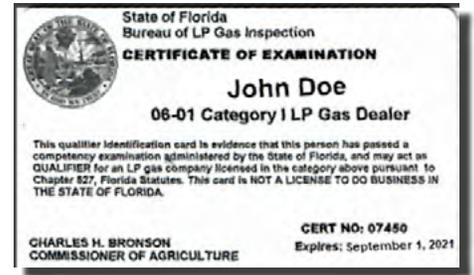
### Update on LP Gas Certification

The Category I LP Gas RV Dealer (LR) was designed for the RV Industry. We encourage all of our dealerships, service repair centers and mobile businesses to review your current business license to ensure you have the [license](#) that fits your particular business plan. Use the following Florida Department of Agriculture and Consumer Services (FDACS) page to confirm the [registration status](#) for your business. Here you will find the following information: License type, License number, Issue/ Expire date and status.

As many of you know, September 1 was the deadline for *most* LP Gas Qualifier and Master Qualifier Certification renewals. It was a pleasure working with many of our members to provide everyone with

the information and courses to help during this time. Here are a few things I would like to point out.

Once the certification is renewed you will have three (3) years to provide the state with 16 hours of continuing education. The Florida RV Trade Association has developed and published the following courses on the [RV Distance Learning Network](#). We are currently offering 12 CEUs for free to all of our members and throughout the 2021-2022 school year we will work on additional courses to build our course library to 16 CEUs.



*If you have not signed up for this FREE member benefit, please use this [application](#) to get started. The student roll page will be used to track the completed course materials. Simply send me the roll page via email and I will provide you with a Certificate of Completion!*

### A RECOGNIZED INDUSTRY CHALLENGE

Many of our mobile service technicians are facing challenges with out-of-state mobile technicians working on campgrounds and servicing RVer's without proper LP Gas licensing. We have notified the Florida Department of Agriculture of Consumer Services (FDACS) regarding this issue.

1. The state is asking for the field to file a [formal complaint](#) to ensure they can help manage the problems as everyone is out in the field.
2. In the subject area of the complaint, select "LP Gas" and then complete as much information as possible.
3. If you are filing the complaint, you are considered the "Consumer." Use the open text fields to ensure you provide the details of the situation. Do not forget to click on the submit button below.



This complaint will start the process and you will receive a reply once their investigation is complete.

*As always, if you have any additional questions, call me directly at (813) 702-1113 or send me an email at [Veronica@FRVTA.org](mailto:Veronica@FRVTA.org).*



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

### What DMV Wants You to Know

*As a licensed provider of dealer pre-licensing education, DMV occasionally sends me material they want me to incorporate into my online training programs. The fact that they sent it means they have a strong interest in*

*dealers knowing certain things because some dealers are in violation. Here's a summary:*

#### The Importance of Record Keeping

- Make sure you maintain adequate books, records and files necessary to conduct your business.
- Records must be available during reasonable business hours for inspection by DMV.
- Records must be kept in either paper or electronic form for a period of five (5) years.

#### Title Transfers

- You must transfer title to your buyer within 30 days of sale.

**NOTE:** Of all the violations committed by dealers, this one tops the chart. DMV has become aggressive in enforcing this requirement due to an increase in consumers complaining they had not yet received their titles or license plates.

#### Lien Payoffs

- You have 10 business days to pay off a lien on a vehicle that you take in on trade. Not 20 or 30 days.
- Here's the good news. Lenders who are licensed in Florida have 10 business days to release the electronic lien and/or send you a paper title once they receive your payment. Regardless of what the lenders may tell you, they only have 10 business days. *It's the law!*

#### Do Not Misuse Temporary License Plates

- Do not issue temporary plates (tags) for test drives.

- Never issue more than two temporary tags to the same person for the same vehicle.
- Never use a pre-printed (handwritten) temporary tag unless the electronic temporary registration system is down.
- Added extra: Never allow a customer to use one of your dealer plates after you have sold them the unit (because for whatever reason you weren't able to issue an electronic temporary tag or transfer a metal license plate).

#### Indicia of Ownership

- Never offer or display a unit for sale unless you have "Indicia of Ownership." This means you must have either a Manufacturer's Statement of Origin for new units or a properly reassigned certificate of title for used units. An auction slip is not considered indicia of ownership. By the way, selling a unit without a title (because you are waiting for the auction to send it) is what leads to offense number one: failing to transfer titles within 30 days.

*I hope this helps!*

Reference: [Florida DMV](http://FloridaDMV.com)

**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).*

### Latest Baird Sentiment Index Shows Dealers Still Optimistic

Results of the latest Baird RV dealer survey, conducted in partnership with the RV Dealers Association (RVDA), suggest that responding dealers are positive on both current conditions (65 out of 100) and the 3-5 year outlook (54). A reading over 50 is positive.

For comparison, the previous survey for dealer sentiment of both current conditions and 3-5 year outlook were said to be 77 and 59, respectively.—RVDA, *RVBusiness*



Ken fills the bins containing the RVer's Guide recently at the I-95 Florida Welcome Center for his monthly refill.

## Advertise in Florida's only RV Dedicated Publications!

*The 2022 RVer's Guide to Florida and Florida RV SuperShow Program are your best advertising expenditure to reach a yearlong audience of RV owners and first-time buyers.*

The RVer's Guide to Florida is our annual membership directory and is available across the state at 29 Interstate Rest Areas & Tourist Information Centers, six Turnpike Service Plazas and 26 Pilot Travel Centers in Florida and south Georgia.

The RV SuperShow Program is the official publication of the greatest RV Show in the country. The program features a complete list of participating RV Manufacturers and Supplier exhibitors, plus a pullout show map to assist consumers in navigating the show.

Our website, [www.FRVTA.org](http://www.FRVTA.org), has been designed for the RV consumer seeking information on upcoming shows, member businesses and more. Tile advertising is available on our Home, RV SuperShow, RV Shows and Blog pages for a six- or 12-month term.

Deanna Pearce of Elite Marketing handles all advertising sales. For questions, or to reserve your advertising space, contact Deanna directly at (863) 318-0193 or [dlpearce7@gmail.com](mailto:dlpearce7@gmail.com). Advertising information for the publications is also available on the website, [www.FRVTA.org](http://www.FRVTA.org). Also, page 10 of this newsletter includes a promotional page with an active link that will take you to the advertising page on the website.

## OptimumRV Awarded Grant for Renovations/Expansion

Ocala City Council members recently approved a \$150,000 economic investment program grant for renovations to Optimum RV's new headquarters in southeast Ocala. Optimum Dealership Group, which represents the RV company, now enters into an agreement with the city of Ocala for the renovations. Optimum currently operates four Florida locations and one in South Carolina.

The company indicated it would provide at least 50 positions with an average annual wage of \$50,000. The cost to renovate the building is estimated to be \$800,000. The firm also plans to construct a RV maintenance and service center that may include up to six bays.—news release, RVBusiness

## RV Women's Alliance Hires Director

Barely two years old, the RV Women's Alliance continues to make strides towards fulfilling their mission to unite, inspire, recruit and develop a more diverse workforce by supporting women with education, resources and opportunities. With membership of the volunteer-led organization topping more than 1,100 members and a robust strategic plan to bring more value to these members, the RV Women's Alliance Board of Directors recently made the decision to hire Jessica Rider as managing director to amplify the work of volunteer leaders.



"Jessica is the ideal woman for our new managing director role," said RV Women's Alliance President Susan Carpenter. "She is a rare talent with the capabilities to take a vision and bring it to life. As we continue to build our programs and strategies, Jessica will lead our volunteers and deliver value to both our members and partners."

"I am excited to be the Managing Director because it combines two of my deepest passions, the RV Industry and helping women grow," said Jessica. "This is an exciting time to bring together women of the industry to cultivate relationships while also helping to lead the next generation of RV industry leaders. I am honored to be a part."

The hiring of the new managing director role was made possible through the generous support of RV Women's Alliance Platinum Sponsors Lippert, THOR Industries, and Camping World. For more information, please go to [www.RVWA.org](http://www.RVWA.org).— news release

## MEETING DATES



*There are NO MEETINGS in September because of the 40th Annual FRVTA State Convention, Thursday, September 9 through Sunday, September 12, at the beautiful Wyndham Grand Orlando Resort Bonnet Creek. This outstanding annual event is filled with fun-filled activities and educational opportunities! See you there!*

These are the only publications dedicated to RVing in Florida.

## RVers GUIDE TO FLORIDA

Our 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.

All 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+**

*Interstate distribution of the RVers 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 31 racks in Florida and South Georgia.*

## RV SUPERSHOW PROGRAM

Celebrating its 36th 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 both show entrances)*

**Total Audience: 74,000+**

## 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 \$600, 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: 25,500**

**Avg. Monthly Page Views: 82,000+**



**SOCIAL FOLLOWING:  
13,592+**

*Source - Google Analytics, 3/31/20*

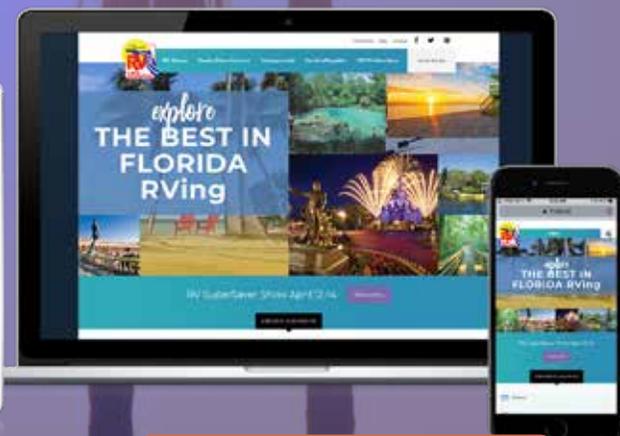
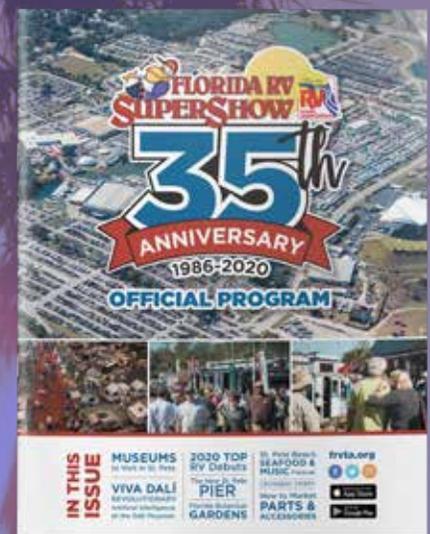
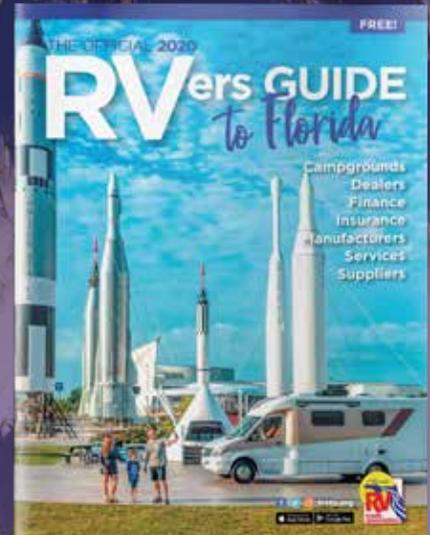


**FRVTA.org**

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

ADVERTISING Opportunities

**NO RATE INCREASE FOR 2021**



**CLICK HERE TO DOWNLOAD OUR 2021 MEDIA KIT - RATES, DISTRIBUTION, DEADLINES, AD SPECIFICATIONS**