

The FRVTA Board of Directors made the decision to cancel this year's 40th Annual State Convention in response to continuing concerns over the COVID-19 pandemic. This difficult decision was made since the efforts to stem the virus' spread, including social distancing and other necessary precautions, would have created a convention at which attendees would not have recognized or enjoyed.

"This was a very tough decision to make," explained FRVTA President Rob Cochran, "especially since we were forced to cancel last year's event as Hurricane Dorian hit Florida."

For those members who have already made reservations at the Marriott Sawgrass Resort, please go ahead and cancel them. If you've paid your convention registration fees, the FRVTA State Office will soon send out refunds.

We are certainly disappointed to make this announcement, especially after all the hard work that went into making this one of the best conventions ever, but we look forward to hosting you next year.

Please contact the FRVTA State Office with any questions. Thank you for your understanding.



Longtime FRVTA Marketing Director Dave Kelly Selected as New Executive Director



At their July 2020 meeting, the FRVTA Board of Directors selected longtime FRVTA Marketing Director David Kelly to replace retiring FRVTA Director Lance Wilson. Lance, a recent RV/MH Hall of Fame inductee, retires in August.

"No one wants to follow a Hall of Famer," remarked Dave upon his elevation, "but we've built an outstanding team here and my goal is to not reinvent, but carry things forward for continued success."

Dave began his career when the Association was in its infancy and served under FRVTA's first Executive Director, Terry Varvil in 1987. In fact, one of his first tasks was to dig holes to set fencing for the RV SuperShow. This event has now grown to become the largest RV Show in the nation.

"I guess you could say I learned all about this job from the ground up," the University of Florida graduate joked.

Despite the problems associated with the current virus pandemic, Dave believes the RV Industry nationally, and especially in Florida, remains strong and vibrant.

"I believe our industry will come out of this current situation much stronger than before," he stressed. "Thousands of new RVers are coming to enjoy the RV Lifestyle and that should translate into continued and increased business and success for us all."

Congratulations!



STATE OFFICERS

PRESIDENT
Rob Cochran
VICE PRESIDENT
Brian Copley
TREASURER
OPEN
SECRETARY
Joey Schneider
CHAIRMAN OF THE BOARD
Nelda Iacono

REGIONAL OFFICERS

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Everett Henkel III - PRESIDENT
Paul Graef - DIRECTOR
REGION 2
Susan Squillace - PRESIDENT
Sean Thompson - DIRECTOR
REGION 3
Snow Chamberlain - PRESIDENT
Deanna Pearce - DIRECTOR
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REGION 5
John Schuster - PRESIDENT
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REGION 7
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CAMPGROUND DIRECTOR
Lyn Hart
LEGISLATIVE AFFAIRS LIAISON

OFFICE STAFF

Lance Wilson
EXECUTIVE DIRECTOR
David Kelly
MARKETING DIRECTOR
Jerilyn Connetti
CONTROLLER
Lesia Colvin
SHOW DIRECTOR
Patty Flanagan
SHOW COORDINATOR
Ana Correia
ADMINISTRATIVE COORDINATOR
Sharlene Nelson
MEMBERSHIP COORDINATOR

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PRESIDENT'S MESSAGE...

Unprecedented Times Call for Disappointing Measures

It was great to see many familiar faces at our July board meeting, even if we could not get too close. It was my first socially distance board meeting, which took up the better part of a ballroom for proper distancing. We were all forced to use our "outside voice" to be heard across the room, but some important business took place.

The decision was made to cancel the upcoming shows until such time it was safe to do so, under guidance from our general counsel. Concern for the public's health and potential liability to the Association made it a necessary action that was disappointing to us all.

The fact that dealers are extremely busy selling RV's and inventories are getting low on dealer lots was the only positive from canceling shows. The FRVTA staff will monitor the situation and be ready to open the regional show schedule back up as soon as conditions allow.

The other heartbreaking news was the decision to cancel the upcoming FRVTA Annual Convention. It was especially painful coming off the 2019 cancellation due to Hurricane Dorian. The convention is our one industry event that mixes fun and education in an atmosphere that allows for relaxation. We were looking forward to using the convention to give our Executive Director a proper send off into his announced retirement, too. Save the date Lance, you'll be invited back next year!

The one bright spot from our meeting was the board's decision to make Dave Kelly our incoming Executive Director. Dave was the obvious choice to succeed Lance and a unanimous vote confirmed the board's confidence that he is the person for the job. A big "Congratulations!" to Dave. We all know the commitment and effort you give to our Association and we're excited about having your guidance as we move into the new RV world!

I wish everyone well as we continue to navigate through these unprecedented times. There are certainly plenty of new challenges we are facing right now, but I am sure glad I'm in the RV Industry and not one of the many others that have gotten decimated by the pandemic. I'll continue to count my blessings and look forward to life getting back to normal, one day.

Wishing you all health and success!

ROB COCHRAN
FRVTA State President



Members be Advised of a Possible LP Gas Shortage

There is a distribution issue coming out of LA and MS that the Florida Department of Agriculture and Consumer Services believes may lead to supplier issues if there is a storm event. This may last into the cold weather months. They recommend anyone who stores LP gas to pre-purchase leading up to the main storm months. FDACS will keep us posted on the situation with new information sent to members as it is received.



FRVTA State Elections Set for September via e-ballot *It's Your Chance to Make a Difference!*

With the cancellation of the annual FRVTA State Convention, the election of FRVTA State Officers will take place via e-ballot. This will be sent to all members in good standing and in accordance with FRVTA By-Laws.

Your Nominating Committee has announced the following qualified candidates for office:

- Brian Copley, President**
- Joey Schneider, Vice President**
- Ken Loyd, Treasurer**
- Sean Thompson, Secretary**

Qualified write-in candidates will be accepted via the e-ballot. For questions, please contact Nominating Committee Chairman Nelda Iacono, at (239) 693-8200, x-219 or the FRVTA State Office.

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.



2019-2020 FRVTA State Officers (l to r) JOEY SCHNEIDER, Secretary; BRIAN COPLEY, Vice President; NELDA IACONO, Chairman of the Board; ROB COCHRAN, President; and TOM WEGGE, Treasurer

FRVTA Response to Hershey Show Cancellation

“We are sad to hear of the cancellation of the Hershey RV Show,” said FRVTA Marketing Director Dave Kelly. “We continue our planning for the 2021 Florida RV SuperShow, January 12-17. It seems as though the news about the virus is good one day and bad the next. We will continue to monitor both the state and national situations, and plan on having our annual event in January.”

BOARD OF DIRECTOR'S REPORT

The FRVTA State Board of Directors met on Saturday, July 11 in Naples. The following were actions taken by the board:

- The Board voted to cancel the upcoming State Convention due to the restrictions put on us from the COVID-19 virus. There would be too many changes that would have made it hard to have the same type of convention the members have come to love.
- The Board voted to promote Dave Kelly to the position of Executive Director following Lance Wilson's retirement in August. The Board also presented Jim Carr and Lance Wilson with leather jackets thanking them for their years of service, dedication and friendship.
- The Scholarship Committee reported they had 17 students apply for only 5 openings on the full-time scholarship. This will bring the total number of students on the scholarship program to 25 full-time students and 5 part-time students, each receiving \$2,000 per year for up to 4 years. (See Scholarship article for more information).
- The Finance Committee reported that the financial situation for the State and the regions is very strong. New FRVTA Controller Jerilyn Connetti was welcomed to her first in-person board meeting. She is doing a great job continuing the work Mike Ryan did and is putting her own touch on some things to make sure FRVTA stays compliant with IRS guidelines.
- The PR Committee announced that the map search engine on the website is going to be replaced with a much more user-friendly version making it easier for the public to get in touch with FRVTA members. Sales are brisk in both the RVers Guide and SuperShow Program. Distribution of the RVers Guide remains strong in all Flying J/Pilot locations, rest areas and



Welcome Centers. The cover photo was shot at Flamingo Lake Resort in Jacksonville. The ongoing PR campaign with the Florida Outdoor Advertising Association will be reviewed as it seems we are getting less exposure. Suggestions included doing a lifestyle promotional campaign thru social media channels.

- The Nominating and Awards Committee reported that Brian Copley will run for the office of President, Joey Schneider will run for Vice President, Ken Loyd for Treasurer and Sean Thompson for Secretary. With the convention being canceled, the election will be held thru email with write-ins accepted.
- The Membership Committee continues to look into new benefits for our members. Anyone with suggestions for new programs should contact the State Office.
- The Show Committee handed out a regional show snapshot of the past few shows. It showed how much space the in-region dealers bought, attendance figures and advertising budgets. The report shows over the past few years that regional dealers are participating strongly in area shows. The space drawing for the 2021 Florida RV SuperShow will take place in the State Office on August 4-6. A draft copy of recommendations from FRVTA's Legal Counsel addressing shows and the COVID-19 virus was handed out. This will be reviewed and suggestions made before being distributed to members.
- The Education Committee reported that the new year for the Distance Learning Network begins August 1. Any dealers or service centers that want to take part in the 2020-21 program needs to contact Veronica Rivera ASAP. The new law covering LP Gas and RV Dealers and service centers was discussed. More information will be available shortly about the new guidelines that will need to be followed.

TRAINING NEWS • by Veronica Rivera, Training Director



Welcome to the New School Year 2020-2021 RV Distance Learning Network (DLN)! (August 1, 2020 – July 31, 2021)

In today's competitive marketplace, dealerships are focusing on training their technicians to ensure their service departments are effective and efficient with

their customer's needs.

The Florida RV Trade Association offers the best training option in the industry! For over 20 years we have focused our training model on the business needs of a "Dealership." Our platform is customizable to fit the size of any dealership.

Here is what you can expect from this FREE Membership Benefit:

- Web Based: All you need is a high-speed internet connection to access our video library.
- Dealership Delivered: Pick any time and place that fits your business needs.
- Instructor Lead: Master Certified Instructors with over 25+ years teaching our content.
- Mentor Managed: Select your mentor, then build strong teams that work together in service.
- Designed for Group Learning: Students can learn faster from inspiration and a highly motivated group of people.

Our model simply works!

Take advantage of courses that cover Technician



Training, Advanced Manufacture Classes, Service Advisor and RV Receptionist. We also are working on a partnership with RVDA to provide a new selection of courses for Fixed Operations.

What type of Instructors do we offer?

Our Master Certified Instructors provide your teams with the additional experience and support as they move throughout the program.

What information do we teach?

Our training content prepares each technician with the information they need to become proficient in their particular craft. We use the latest RVIA/RVTI textbooks as a foundation for learning.

Can you become an RVTI Certified Technician through the program?

Yes. If the technician decides she or he would like to certify with RVTI, our program will prepare the technician to understand their complete body of knowledge.

What tools are available to each mentor?

We offer access to RVTI textbooks (purchased separately), Industry Professional video library, Online Pre-Testing, Hands-on Skill Assessments and suggested mentor teaching tools.

Let us help you put your service training on the right track. Sign-up for FREE [here](#) or feel free to give us a call at (386) 754-4285.



RV/MH Hall of Fame Induction Dinner Postponed to December

In an emergency meeting of the RV/MH Hall of Fame in Elkhart, Ind., the executive committee voted to postpone the Annual RV/MH Hall of Fame Induction Dinner until Thursday, Dec. 3, 2020. The ceremony was originally scheduled for Aug. 3.

Darryl Searer, president of the Hall, said, "I have had better days, but we need to do what needs to be done. Postponing the Induction Dinner amid the continuing Coronavirus pandemic is the appropriate course of action."

In their decision, the executive committee believed the atmosphere to celebrate at this later date would be much more positive, health concerns would not plague the evening, and an overall feeling of peace of mind would more than likely be present.

Searer added, "And the Class of 2020 Inductees agreed. As it is their day, I have spoken with the Inductees and the overwhelming vote was to move the date towards the end of the year. They all thanked us for agreeing to move the date."

For more details or to make reservations, please visit: www.rvmhhalloffame.org/rsvp or call the Hall of Fame at (574) 293-2344 or (800) 378-8694.



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

Would You Care To Order Off The Menu?

A person is sitting at a bar having a drink. He or she is already a customer. The bartender asks if they would like to see a menu to order food. A great way to upsell. The customers look at the menu (how much or how little they look at is irrelevant) and then decide if

they want more than just a drink. No big deal. No problem.

However, it's not that simple when selling RVs or other motor vehicles. First of all, there is a great deal of profit in selling ancillary products such as service agreements, GAP, roadside assistance, etc. But there is also a legal responsibility to ensure that your finance managers offer all of the products you sell to all customers, without exception.

Why is this so important? If you don't, you could be accused of treating customers differently. For example, you might offer all your products to one customer, but you may not even mention the available products to another. Why wouldn't your finance managers do that? They might believe the customer can't afford it or they know the customer is at the maximum finance amount and the lender won't approve it.

This type of treatment could be referred to as "disparate treatment." The Equal Credit Opportunity Act (ECOA) prohibits discrimination in any aspect of a credit transaction. The ECOA prohibits discrimination based on:

- Race or color
- Religion
- National origin
- Sex
- Marital status
- Age (provided the applicant has the capacity to contract)
- The applicant's receipt of income derived from any public assistance program
- The applicant's exercise, in good faith, of any right under the Consumer Credit Protection Act.

Although the finance manager's action may not be intended to discriminate in any manner, you don't know what the overall numbers will show after reviewing these deals.

But how do you know if your finance managers are complying? Are you reviewing your deals to ensure your finance managers are presenting a menu of all your ancillary products to every buyer/co-buyer in every deal? Are they getting the buyers to sign the final acceptance and menu, clearly showing the products they accepted and the products they declined?

My review of dealership records finds, that for the most part, menu selling is being complied with. However, in approximately 18-20% of the deals (based on my experience), finance managers are falling short and placing the dealership in jeopardy.

Here are examples of what I find:

- Customers sign the Final Acceptance and Menu documents declining all products, yet customers purchase one or more products as shown on the Buyers Order and the Retail Installment Sale Contract.
- Customers sign the Final Acceptance and Menu agreeing to purchase one or more products, yet none are listed on the Buyers Order and the Retail Installment Sale Contract.

In each of these examples, conflicting information could lead to regulatory and/or legal action being taken against your dealership. In the first example, you could be accused of price packing or deceptive and unfair trade practices for selling products to buyers "that they clearly refused." In the second example you could be accused of negligently failing to add those products that the customer wanted (was this discrimination?) to the Buyers Order and Retail Installment Sale Contract.

My findings do not show that finance managers intend to defraud the customer. Instead, I find that finance managers are careless with their paperwork. The buyer may have refused the product to begin with, but later changed her or his mind. The menu should have been reprinted, with the correct information and the buyer's signature should have been obtained. The first menu should then be voided (please check with Counsel on how best to label an incorrect document).

Likewise, the buyers may have accepted the product(s) (signed the menu) and later changed their minds and stated they now don't want them. (As a side note, when these events occur, it also leads to conflicting sales tax information that is shown on the title application and the Dealer Reassignment Form because the finance manager didn't adjust the other document after the buyers' change of mind.)

To prevent sloppy practices you may later have to defend, you should not only provide the necessary training to your finance managers regarding this issue, but you should also get into the habit of inspecting what you expect.

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 or by phone at (727) 623-9075. Please visit his website at www.TheAICE.com.

MEMBER SPOTLIGHT

RV Intelligence Fits High-End Technology into Modest Budgets

In 2016, Herb and Vicky Gingold started their business, RV Intelligence, in Longwood. They design and manufacture aftermarket products for RVs. The Gingolds have been RVers for seven years and Herb says a camping trip inspired the idea for their first product.

“I had the idea of taking a smartphone sensor where you have a nice bubble level, and mounting it in the trailer, thereby making a remote. I could see the level of the trailer in my hand as I was at the jack. That was our WoBLR™ leveler. I realized there was nothing like it in the marketplace so we decided to make a business out of it.”

The main motivation behind RV Intelligence, says Herb, is to make RVing easier and more enjoyable by providing consumers with technology most often available only in higher-end RVs.

“Getting a remote control for a modest camper is expensive. Also, the system is live while you’re traveling and there are documented cases of people accidentally extending their awnings while they’re driving down the highway because they have a key-fob system. Our JAS™ Remote Control works from your smartphone. It won’t allow a jack, awning or slide to be controlled remotely while you’re in transit.”

One of the company’s other products, the Hitch PinLeash™, developed out of a common problem RVers, including Herb, have experienced. “We were at Lazydays doing a Fourth of July sale as vendors and went to see the fireworks in Lakeland. The next morning, I discovered that the hitch pin, which had been my spare pin, was gone – most likely somewhere between the Lazydays campground and Lakeland. I got the idea for a product that would save the hitch pin. With the PinLeash, we’ve driven our truck with the pin hanging down for hundreds of miles and never lost it.

“RV Intelligence has a minimum retail price policy to create a fair situation for all vendors and ensure that wherever you purchase our products, in store or online, you are always getting the best price. Our products are available at over 400 RV dealerships nationwide and in Canada, and most major RV parts distributors, including NTP-STAG, Keller Outdoor, Meyer and Cody Talbert, supply them,” Herb details.

RV Intelligence operates with a small group, notes Herb. “Aside from Vicky and me, who are owners, and Rachel and Tony, we have no direct employees. We outsource locally for most everything else we need done.”

This model works for them, in part, because they draw on their respective knowledge bases to complete the multiple tasks essential to the business. “I graduated from the University of Central Florida with a Bachelor’s degree in Information Technology,” says Vicky, who developed and designed the company’s website. “Prior to that, I was in the electronics distribution industry for almost 20 years.”

Vicky also handles the books and the operations for the company, makes videos, organizes the marketing people, puts together the bills of materials, and gets everything purchased on time and to the correct manufacturers. On top of all that, Vicky takes care of the shipping, handling and contracts.

Technological know-how is also a critical component in the products they create, and Herb is hands-on in that capacity. Herb, who earned a Bachelor of Science degree in Electrical Engineering and an MBA at UCF, does most of the engineering himself and has trusted resources to help complete the picture.

Herb notes that his and Vicky’s family members have helped them meet the ever-growing demand for their products. “It’s been a team effort, from having my 80-year-old parents helping us assemble levels to our young daughter putting the magnet in each Hitch PinLeash™.”

Herb and Vicky have been FRVTA members since October 2016. He says membership has helped them meet “the really good people in this industry,” adding that many of their fellow Region 4 members have become friends, including Traeanne Reynolds, Mike and Croix Carter and Rob Cochran.

Looking to the future, RV Intelligence is developing three new add-on products. They announced one, the smartRVcontrols, at a RVAA Conference. All of them are IoT-connected-to-the-smartphone, Bluetooth®-compatible products and include the safety features that prevent accidentally activating a jack, awning or slide while the RV is moving.

Herb says the enthusiastic feedback he receives from customers is the highest compliment. “The biggest thing that could happen is somebody could walk up to me and say, ‘Man, I used your product and you absolutely nailed it!’ When people tell me that, they just told me my kid’s good-looking and smart,” he says with a chuckle. “I get really proud.”



RV Dealer Leaders Support Annual Model Year Change

There appears to be overwhelming support among dealers for the “recommended best practice on RV model year changeover” recently approved by the RV Industry Association Board of Directors. The RVIA Board recommends “RV manufacturers make their annual model year and major product design changes between July 1 and August 31 each year.”

RVDA and RVDA of Canada support a consistent approach to model year changeover to improve the RV buying experience for consumers and inventory management for dealers.

Using the RVIA Board’s recommendation “will be good news for manufacturers, dealers and consumers” because “you won’t have customers who are unhappy because you have two different models in the same model year,” said Dan Pearson of St. Cloud, MN-based Pleasureland RV Center.



If manufacturers follow RVIA’s best practice recommendation, it will also have a positive impact on financing, according to Ron Shepherd of Camperland of Oklahoma and current chairman of the RVDA Board of Directors.

For example, if 2021 model year trailers arrive on dealers’ lots before July 1, 2020, and there is no real change in the 2021 model year units versus the 2020s, lenders may devalue the 2020 units already on dealers’ lots, making it more difficult for retail buyers to get financing.

Tim Wegge of Burlington RV in Sturtevant, WI, agreed. “For the consumer, they are getting a true new model year product with many of the new model year changes,” Wegge said. “Hopefully, the plan would be to offer the new model year floorplans, designs and equipment for the new model year introduction. This would also eliminate the situation we have right now, which is to have new 2019, 2020 and 2021 RVs currently for sale.”

“This eliminates a ton of confusion and brings a higher level of integrity to our industry,” agreed Ken Eckstein of Mount Comfort RV in Greenfield, IN. “Being more consistent with the model year roll out gives the manufacturers and dealers more credibility and should ultimately increase our trustworthiness with consumers, lenders, insurance companies and state licensing agencies.”—RVDA



RV Industry Ramps Back Up With 28,000 Units Shipped In May

May was the first month back for the RV Industry following the large-scale shutdowns to combat the COVID-19 pandemic with some manufacturers opening in early May, some not until later in the month, and none opening at full capacity.

As the economy began to reopen, RV Manufacturers and Suppliers adapted to a “new normal,” including supply chains that were still ramping up, limited production days and modified manufacturing processes. These challenges impacted production capacity early on but eased considerably as the month continued. By month’s end, wholesale shipment totaled 27,999 units, down (-29.7%) from the 39,838 units shipped in May 2019, according to the RV Industry Association’s survey of manufacturers.



“While numbers compared to last May show a 30 percent decrease, the reality is the RV Industry is very strong right now. Many RV Dealerships that were able to reopen their showrooms reported record sales, but sales were dependent on whether or not stay-at-home orders had been lifted, something that varied state-by-state throughout May,” said RV Industry President Craig Kirby. “Now that all states have reopened, coupled with continued media attention on RVs as a way to travel and maintain social distance, the outlook for the RV Industry is extremely bright.”



Towable RVs, led by conventional travel trailers, totaled 24,790 units for May, a decrease of -29.1% compared to last May’s total of 34,952 shipments. Motorhomes finished the month with 3,209 units, down 34.3% compared to the May 2019 total of 4,886 units. Park Model RVs ended the month down -28.7% compared to last May with 281 shipments.—RVIA

Florida’s 2020 Winnebago Flying W Winners

Congratulations to the following dealers who were recently recognized by Winnebago Industries for service excellence and superior owner satisfaction:

Platinum Motorhome Winner: LaMesa RV-Fort Myers

Motorhome Winners: Camping World-New Port Richey • Camping World-St. Augustine • Camping World-Tallahassee

• General RV-Ocala • Gerzeny’s RV World-Bradenton • Gerzeny’s RV World-Nokomis • LaMesa RV-Port St. Lucie

• LaMesa RV-Sanford • North Trail RV Center

Platinum Towable Winners: LaMesa RV-Port St. Lucie • Travelcamp of Jacksonville

Towable Winner: Lazydays of Tampa

Region 6 Donates to Law Enforcement Foundation



FRVTA Region 6 has donated \$2,500 to the Legacy Law Enforcement Foundation. This is a nonprofit that provides additional support to local law enforcement and the funds will be used to support injured law enforcement employees and officers.

“Our dealers feel strongly about giving back to nonprofit agencies in northeast Florida, especially when it comes to the first responders who do so much in our community,” said Region 6 President Ken Loyd.

Over the last three years, Region 6 has contributed more than \$70,000 in community donations.—*news release*

COVID's Effect on Camping and RVing

The industry is benefiting from a blitz of media coverage about RVing, publicity that is helping create a whole new segment of RVers. Dealers report serving many more first-timers this season, both as buyers and renters.

This information was compiled from KOA's "North American Camping and the Effects of COVID-19" report and Thor Industries' "North American RV Consumer Survey Report."

- Non-campers say they're now interested in camping because of the pandemic.
- Both campers and non-campers rank camping as the safest form of travel.
- Consumers are interested in RVs due to concerns about cleanliness at hotels and resorts.
- Prospective campers' top reasons for considering camping are a desire to spend time outdoors after staying home so long, the affordability of camping and the ability to practice social distancing.
- Campers will likely travel in smaller groups, will stay closer to home and will go to less crowded locations.
- Fifth wheels are the most popular RV type among those currently interested in buying an RV.
- More than half of those considering buying plan to do so by the end of August.
- Fifty-eight percent of those who intend to buy an RV are open to purchasing virtually.
- Eighteen percent of current RVers plan to buy a new unit this year.

What's ahead?

- Travel season will extend further into the fall.
- Inventory will temporarily be constrained.
- 2020 wholesale shipments are forecast to range from 340,900 units to 302,300 units.
- Low interest rates will continue working in dealers' favor.

—July Issue of RVDA's RV Executive Today

NEW MEMBERS

INTECH TRAILERS

- Keith Fishburn
- 1940 West Market St
- Nappanee, IN 46550-9045
- PH: 574-773-9536
- Website: www.intechRV.com
- Email: sales@intechRV.com
- Manufacturer, Region 10

RVUNIVERSE

- Jason Kassmeier
- 120 West Harvest Dr
- Lincoln, NE 68521-4408
- PH: 402-458-4452
- Toll Free: 844-822-7142
- Website: www.RVUniverse.com
- Email: feedback@RVUniverse.com
- Service, Region 10

SUPERSTEER

- Mike Demith
- 417 SW Henderson Ln
- Grants Pass, OR 97527-5819
- PH: 541-479-2882
- Toll Free: 800-245-8309
- Website: www.SuperSteerParts.com
- Email: mike@hendersonsonlineup.com
- Supplier, Region 10

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

MEETING DATES



Region 1 • No Meeting Until October • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda
Region 2 • August 12 • PGA National Resort • Palm Terrace Room, 400 Avenue of the Champions • Palm Beach Gardens

Region 3 • No Meeting • Westshore Grand • 4860 W Kennedy Blvd • Tampa

Region 4 • August 12 • Setting Up for Zoom Meeting

Region 5 • No Meeting • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

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

Region 7 • August 25 • Braised Onion • 754 NE 25th Ave • Ocala (provided restaurant opens)

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

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



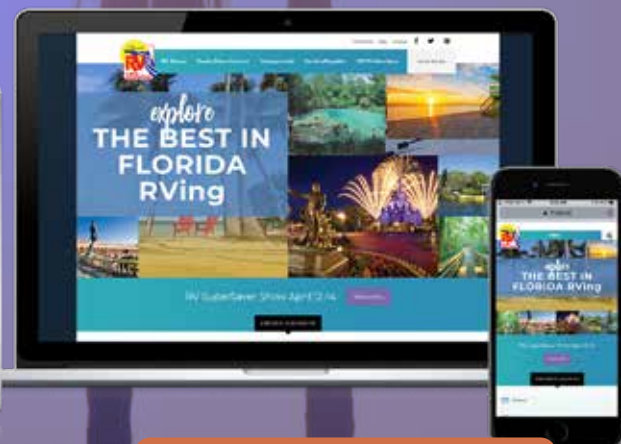
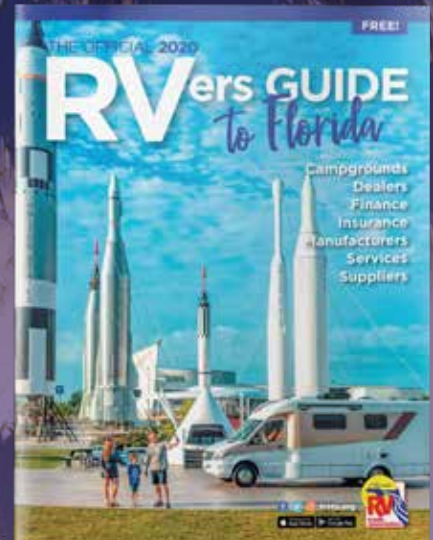
FRVTA.org

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