

Welcome to the jungle we've got fun and games!! Attend this year's 40th Annual FRVTA State Convention at the beautiful Marriott Sawgrass Resort in Ponte Vedra, September 10-13.



If you've never been to the FRVTA Convention this is a three-day conference designed to bring fellow industry friends and members together to build leadership, expand knowledge, develop new ideas and share experiences that will help your business become more successful. This is one of the best ways to meet FRVTA members from around the state and country in a casual and comfortable atmosphere.



All our members are welcome including RV Dealers and Manufacturers, Campground owners/operators, Supplier companies, Financial institutions, Insurance firms and Service providers, as well as their spouses and management employees. During this convention we hold the annual meeting and witness the installation of the incoming Board of Directors. Come see why "It's An RV Jungle Out There" and get to know your Association!



We have assembled a variety of speakers that will supply you with ideas and information to make your business more effective and profitable. Special functions are planned throughout these three days along with plenty of leisure time for you to enjoy some fun activities or simply lay by the pool. *This industry will continue to move forward and grow because of your participation, so let's SAFARI ON!!*

HOTEL INFORMATION

Located just south of Jacksonville in beautiful Ponte Vedra, the outstanding Marriott Sawgrass Resort provides a relaxing atmosphere that is the location for many national golf tournaments while offering excellent access to the Atlantic Ocean. These offerings, plus the many hotel amenities, all make for a great location for our 40th annual get-together!



REGISTRATION PROCEDURE

Complete the Registration Form (www.frvta.org/members/state-convention) in full by indicating the names of all attendees and their participation in the functions as this allows us to plan accordingly for meals and activities. (Changes may be made at a later date, if needed). Children 12 and under will receive alternate kids meals. Full registration fees are required with registration form. If you wish to pay by credit card, contact our state office to obtain a payment form.

NOTE: Many regions provide reimbursement, so check with your region treasurer for their policy.

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TREASURER
OPEN

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PRESIDENT'S MESSAGE...

More PDI Facilities Coming to Elkhart

I saw an announcement recently that General RV was opening a new PDI facility in Elkhart. I have seen a few of these types of announcements in the last year or so and I cannot help but think there must be a better solution. It's been a long time since I worked at a RV Dealership, but the last I checked, PDI, or Pre-Delivery Inspection, was the inspection that was done prior to delivering the RV to the customer—not the dealership. So, it got me thinking about the process...

I remember when a delivery driver would show up to the dealership. We usually knew what day they were coming, but we never knew what time they would arrive. So, in they would come, and we would stop what we were doing to do an immediate inspection of the general condition of the RV. We would simply walk around the unit and then take a good look inside to make sure there was not any major damage. Then we would release the driver and schedule a thorough "PDI" check for a later date.

During the PDI, it was not uncommon to find 20-40 items that needed to be addressed on a new unit from the factory. I didn't give it much thought at the time, as it was our job to find and fix these items prior to the customer taking delivery. It did, however, become a problem when the unit was sold prior to the inspection being done, or the parts needed to fix the issues that we found wrong had not yet arrived. Of course, that is when we started stealing parts from other "non-sold" units to fix the one that had to get out the door.

Any guess as to what unit would sell next? Yep, the one we just stole parts from! It was a constant shell game to keep up with which unit needed what parts. We even had "cannibalization sheets" to track the mess we were forced to make. But again, it was just part of the job and we got paid a lot of warranty dollars to fix all the stuff the factory would let leave that way.

Now that dealerships have consolidated in large numbers, it has become much easier to have this process take place, in one place—Elkhart, Indiana. It only makes sense to get all this pesky stuff done before the customer can see the unit, and maybe you can get that needed part a little quicker to solve the problem before it leaves town. It also allows the unit to get returned to the factory very quickly if there is a major problem, such a sidewall delamination or a slide-out falling out of the hole.

I guess the question I have is "Why do the factories let RV's leave their facility in need of a PDI to find all that is wrong?" Would it not be easier to take a little more time to build them better? Would it be smarter to pay one of their employees \$30 an hour to fix the problems instead of paying the dealer \$140 an hour to fix those same issues? And wouldn't you know what issues were coming off the assembly line sooner to take corrective action before they build the next one?

I'm not close to this process anymore and I'm sure I must be missing something here. I would be very appreciative of anyone that could step forward and enlighten me.

I hope all of you are staying safe and prosperous during these most difficult of times.

ROB COCHRAN
FRVTA State President



FRVTA CONVENTION

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REGISTRATION DESK

This is where you'll pick-up your credentials, get all your questions answered and buy some raffle tickets. The desk will be open the following hours:

Thursday: Noon - 5PM
 Friday: 7:30AM - Noon
 Saturday: 7:30AM - Noon



HOSPITALITY ROOM

The "Watering Hole" Hospitality Room is the best place at the convention to make new friends and catch up with old ones. Take pleasure in a complimentary beer, cocktail or soft drink, enjoy snacks and get to know fellow industry members in a laid back atmosphere.

Thursday: 1PM - 5PM • 7:30PM - Midnight
 Friday: 1PM - 6PM; 10PM - Midnight
 Saturday: 10PM - Midnight



SILENT AUCTION

This is one of the highlights of the FRVTA Convention. Check out numerous fun and useful items and place a bid. Proceeds benefit the Political Action Committee (FRVPC). Doors will close prior to Awards Banquet on Saturday night.



WELCOME RECEPTION

Thursday 5pm-7pm

Meet the FRVTA staff and fellow members at "Welcome to the Jungle Reception". Enjoy cocktails and hors d'oeuvres in a relaxed and social atmosphere.



Be sure to bring your phones/cameras as you never know what kind of "jungle animals" might show up!

AFTERNOON ACTIVITIES

Friday afternoon will be time for leisure events, including the fantastic "St. Augustine Safari" and the "Monkeying Around" 9-hole golf outing. Or you can just enjoy all the amenities the resort has to offer.

COSTUME DINNER PARTY

Friday Evening

We're taking the party INTO THE WILDERNESS this year! The "Jungle Boogie" Costume Dinner Party will feature the weirdest animals, hunters, wildlife and the wildest jungle creatures you've ever seen! Food, Drinks, Games and Prizes make this a fun evening.

GAME SHOW LUNCHEON

Saturday Afternoon

Get ready for more excitement with the "Grab a Tiger by the Tail" Game Show Luncheon. Cash and prizes could be yours during this delicious lunch. Regional Awards will be presented.



AWARDS BANQUET

Saturday Evening

Join us for a lovely dinner as we wrap up the weekend and announce our new State Officers at the "King of the Jungle" Banquet. The winners of the Silent Auction items will be recognized and raffle winners will be drawn.

SPONSORSHIP OPPORTUNITIES AVAILABLE



The 40th Annual FRVTA State Convention is the perfect opportunity to increase your company's recognition through reaching a targeted audience of RV Dealers, Manufacturers and Suppliers. Sponsorship opportunities and prize donations for both the silent auction and the game show luncheon are now available. For more information or to make a donation, contact the Florida RV Trade Association at (813) 741-0488.



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 10-13) at the beautiful Marriott Sawgrass Resort in Ponte Vedra in accordance with FRVTA By-Laws.

The Nominating Committee would like to hear from any qualified candidate. Members interested in running for state office should contact the 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



Curtin: RV Shipments Will Rebound From Pandemic Shutdown

RV shipments are expected to rebound through the summer from the shutdown in RV manufacturing from late March through early May due to the COVID-19 pandemic response.

According to Dr. Richard Curtin in the Summer 2020 issue of RV RoadSigns, RV wholesale shipments will range from 340,900 units to 302,300 units this year with the most likely final total being 321,600 units.

Towable RV shipments are anticipated to range 308,800 to 273,300 units with a most likely total of 290,800 units for the year. Motorhome shipments are projected to span 32,600 to 29,000 units with a most likely total of 30,800 units.

Curtin believes RV shipments will be both constrained by the economic impact of the coronavirus pandemic and benefit from the reputation that RVs provide a secure travel environment for families to enjoy outdoor recreation. Low interest rates will also benefit RV dealers and consumers.

He also reports the pandemic has significantly transformed people's travel and recreational preferences. While the shift in preferences will generally benefit RV purchases, it will not favor some standard uses, such as at jamborees, at sports and racing events, and the like. It will bolster a broader interest in RVs across a wide range of other recreational and travel activities.—RVIA



It's Been A Great Ride... Thank You! by **Jim Carr, Senior Training Director**

There comes a moment in everyone's life when one must face the reality of time. The reality of the finite number of days left in this great life and the challenge of all the great plans one has for the future, all of which requires the decision to close one chapter and get on with the next one. It's now time!

I will be turning the page to the future on July 31, 2020 and look forward to it with all the usual plans—more time with the grand kids, travel, chores around the farm, golf and even using that great RV I bought last year.

It's been two years coming and my assurance to the Florida RV Trade Association Board was that I would stay until we could find a dynamic replacement who could bring us into and beyond the 21st Century, and work with that replacement until all were sure there would be a seamless transition. *Thank you Veronica Rivera and welcome aboard!*

I have been the Training Director for the Florida RV Trade Association since June 1999 when we developed and launched our first iteration of the Florida Distance Learning Network (DLN). We aired live programming from the University of South Florida in Tampa every Wednesday afternoon from 4:30-6:00 p.m., with seven Florida dealers and their satellite dishes on the roof. *Thank you Steve Roddy for a great run.*

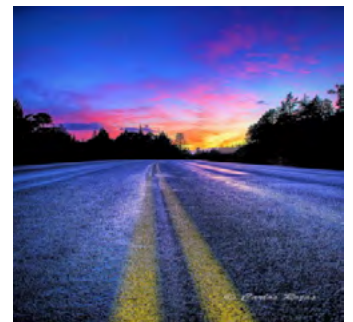
In 2001, we went national and our numbers jumped to 26 in Florida and 37 coming on board from throughout the nation and Canada. Our big jump happened in 2003 when the University decided to transition their satellite programming into a web-based archive system where we could store all of the RV Technician Certification Test Prep training videos and deliver to the dealers via E-Learning 24/7.

Our numbers have jumped exponentially since that time and to date we have over 259 dealers accessing training for their Technicians and other service personnel with our average student count between 1,500 to 2,000 per year over the past 8-10 years.

Naturally I have many many folks to thank for this great run, especially *Lance Wilson our Executive Director, Judy Wilson my assistant* with whom I couldn't have functioned, great support from the FRVTA Board and Staff over all of the years, and as mentioned earlier, Steve Roddy, who really became the face of our program. All travels require great guides and I'd be remiss if I didn't shout out to *Rick Horsey, Steve Evenson and Bruce Hopkins* for your great guidance and friendship.

I have been fortunate to have experienced two great careers: Hillsborough (Tampa) School District for 30 years and the RV Industry for another 22. Yes, I've achieved what in some cultures my be known as a Revered Elder status . . . some cultures, maybe. Along the way I've worked with some of the greatest professionals, made lasting friendships and been rewarded with many great experiences that certainly will last my lifetime. Education and training has been my mission for over 50 years and I couldn't have picked a more rewarding road to travel.

I leave with no regrets, no stone unturned, and of course, with a head full of great memories and a heart full of gratefulness for all the wonderful people I've met along the way. May our paths cross again in my future travels. Thank you all for a great ride and I can't wait to get on the road again. (Thanks Willie!).





TRAINING NEWS • by Veronica Rivera, Training Director

Certification Transfers Underway

We are slowly coming to the end of another great training year! Many of you have questions about the changes from RVDA/RVIA to RVTI. As we work together to ensure our DLN RV Training Program is aligned with RVTI's educational

requirements for certification, I wanted to take this time to ensure all dealerships are aware of what is currently happening with Certifications.

Certification and Recertification

If a technician's RVDA/RVIA certification has expired, are they grandfathered into the new RV Technical Institute program?

Valid certifications as of December 31, 2019 were transferred into the new program. Any technician due for re-certification between January 1, 2020 to June 29, 2020 will be extended to December 31, 2020.

Technicians can visit www.RVTI.org to login and record their training and attach their certificates. The RV Dealers Association and RV Technical Institute's staff are working together to transfer past certified technician data while creating new records and credentials for the new website portal. Technicians will receive notices (to their email on file) once their account has been created and their credential has been transferred. If there is no email or no unique email on file, a letter will be sent to the technician.

Can a technician register for the new Level 1 and Level 2 Certification Exams?

RVTI is planning to have Level 1 and Level 2 exams ready before August. We know there are two parts to the exam: Part 1–Written and Part 2–Practical. Level 1 testing has a one-time cost of \$200 for both exams and a one-time cost of \$75 for a retake exam (unlimited tries).



How do I transfer my RVDA/RVIA certification to the new RV Technical Institute certification?

Certifications under the previous RVDA/RVIA Technician Certification Program were automatically transitioned to the RV Technical Institute. *RVDA/RVIA certifications were transitioned to the following designations under the new RV Technical Institute's program:*

- Registered technicians were re-designated as a Level 1 Certified Technician. Level 1 Certification is good for life.
- Certified Technicians were re-designated as a Level 2 Certified Technician.
- Certified Technicians with proof of required supplier training completed within the past five years will be granted the corresponding RV Technical Institute Level 3 specialty and re-designated as a Level 3 Certified Technician and/or a Level 4 Master Certified Technician, as appropriate.
- Master Certified technicians were re-designated as a Level 4 Master Certified Technician.
- Current Registered, Certified or Master Certified technicians can expect to receive their new RV Technical Institute credentials, at no charge, during the 2020 transitional year. All expiration dates remain the same for current certifications.

We will keep you in the know as we learn more about the certification and recertification details for 2020 and beyond. Our new school year starts August 1 and we look forward to serving you next year!

Your FRVTA Training Team: Veronica Rivera, Jim Carr and Judy Wilson

Registration Now Open for 2020 RV Dealers Convention Expo



Come celebrate the 50th anniversary of helping dealers achieve and maintain success at the 2020 RV Dealers Convention and Expo at Caesars Palace in Las Vegas, November 9–13. Register now at www.rvda.org/convention.

RVDA, the RV Learning Center and the Convention/Expo Committee are working hard to bring you a fantastic convention. While RVDA is still confirming some of the details, the convention will be a great place to connect with fellow dealers and business partners, while acquiring knowledge from leading industry experts. You'll learn the latest tools and expertise to implement within your dealership. –RVDA



LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

Legislative Candidates Seek Your Vote

Candidate qualifying for state and local political races across Florida ended on June 12 and you should expect to have multiple races to vote for in both your primary and general elections this year.

Republicans have controlled the state Senate since

1994. Democrats, however, have cut back the GOP's 28-12 margin in 2010 to 23-17, thereby ending Republicans' veto-proof majority. This year, Democrats are aggressively recruiting to chisel away even more power from the Republican stronghold. Republicans still hold a 73-47 advantage in the House.

The Florida Democratic Party has qualified 140 candidates for the 141 state Legislature seats open for this upcoming November elections. Brad Drake @, who carried the RV Campground legislation last year, stands as the only Republican not to face general election opposition this year.

Republicans too, filled out a robust candidate sheet,



although they opted not to run candidates in four Senate seats and 18 House seats.

Campaigning during a pandemic has proven to be an additional challenge for many of these candidates. Many haven't had much time to introduce themselves to voters before the first absentee ballots start dropping for the crowded primaries.

Expect campaign messages to saturate your mailbox, social media and your phone lines as the season begins to heat up. Your government affairs team in Tallahassee continues to participate in candidate forums via Zoom in an effort to get to know the new candidates running for these important seats. This is crucial to continue to

build those valuable relationships for future legislative success for the Association.

With crowded fields during a presidential election cycle, these non-traditional campaigns will carry a hefty price tag due to having to rely on forms of voter engagement outside of person-to-person meetings. Our ability to support candidates and speak with a unified voice for our industry is dependent on your continued contributions to the PAC. Thank you for your continued support of our efforts.

46 Million Americans Plan To Go RVing

RV travel and camping provides an appealing vacation option for American families according to recent Ipsos research examining consumer interest and planned actions on travel choices in light of the COVID-19 crisis. According to the research, 46 million Americans plan to take an RV trip in the next 12 months. This positive news for RV Manufacturers, Dealers and Campgrounds reinforces what US dealers are already seeing at the retail level.

"As states across America continue to open up, more and more consumers are looking for ways to get outdoors and recreate responsibly," said RV Industry Association President Craig Kirby. "RVs provide a great way for consumers to enjoy vacations with their families, while still adhering to social distancing policies that are likely to remain in place in some fashion moving forward. The RV Industry is seeing both very strong retail traffic, as well as sales, especially with first time buyers. There is such a variety of RV products that there truly is an RV for every consumer at every price point."

While overall interest in travel in general remains tepid among many consumers, RV camping leads in consumer

confidence and interest across all age groups, with the highest rate of interest among those 18-34 years old.

Additionally, 20 percent of US respondents are more interested in RVs as a recreational travel option in the aftermath of COVID-19 – the highest of any option tested – over car/tent, cruise, car/rental stay, air/rental stay. Fifty-one percent of those that plan to take any RV trip this year reported that current health concerns increased their interest in RV camping – much higher than any of the other travel options.

That strong interest is reflected in findings focused on planned RV actions. In total, 1 in 4 respondents plan to take some kind of RV action in the next 12 months. Specifically, 18 percent plan to take an RV trip. Another 18 percent plan to research more RV information online. Eleven percent plan to purchase an RV; 12 percent will visit an RV Dealer; and 13 percent plan to rent an RV.

Kirby added, "RVs provide consumers the opportunity to travel where they want, when they want. That freedom and personal control over the travel experience opens up all sorts of possibilities for outdoor recreation and adventure, all while connecting with family and friends."—RVIA





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

Off-Site Sales and Deliveries: Trickier Than You Think

Covid-19 has changed a lot of things – the way we live and the way we do business. Dealerships have had to adapt to a new normal – customers who are afraid to come to the dealership and want the

unit brought to their home or place of business for a test drive. This could lead to a couple of issues.

If the sale is totally negotiated between your customer and representative through the internet and the telephone, and then the paperwork along with the unit is delivered to the customer for signature without negotiations, then there should be no problems.

But, if the unit is delivered to the customer and then negotiations are conducted at the customer’s home or place of business, two legal issues arise.

The first issue involves where the sale was “consummated.” If negotiations occurred at the customer’s home and an agreement to purchase was reached, this may be viewed as a sale at an unlicensed location. The sale was not consummated at your dealership or at an RV show where you have a Temporary “Supplemental” License for An Off-Premises Sale. The DMV would determine if this was an unlawful sale.

The other issue is whether this sale would fall under the FTC Home Solicitation Sale Rule and the Florida Home Solicitation Sale statute (Chapter 501.021, Florida

Statutes). If so, you would be required to obtain a home solicitation sale permit (s. 501.022, Florida Statutes) and you would be required to provide the buyer with a written agreement (including a right to cancel) that states:

“This is a home solicitation sale, and if you do not want the goods or services, you may cancel this agreement by providing written notice to the seller in person, by telegram or by mail. This notice must indicate that you do not want the goods or services, and must be delivered or postmarked before midnight of the third business day after you sign this agreement. If you cancel this agreement, the seller may not keep all or part of any cash down payment.” (s. 501.031, Florida Statutes)

So before making home deliveries, you might want to consult with counsel.

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.

Survival Tsunami – Marketing Trends

To help organizations determine what strategies to take in the weeks ahead, the Observer Media Group, publisher of the Business Observer, hosted a marketing webinar lead by performance advisor Ryan Dohrm, the founder of media strategy firm Brain Swell Media.

Highlights of the session include:

- Don’t necessarily follow the lead of other businesses. They might not be making good decisions;
- Consumers are restless. Most of them have jobs; they’re just changing how they engage with businesses;
- Businesses should focus on delivering promises made to their core customers first. Existing customers are more likely to buy from a company again;
- To reward current customers, consider offering loyalty programs, upgrades to VIP services and deferment of payments. Be proactive by getting in front of customers with messaging.
- During a crisis, advertising copy should change. Businesses should thank customers for their loyalty,

invite customers to buy from them online, provide alternative hours and tell customers the company cares about them;

- Companies that continue to market through a crisis will come out ahead. When the crisis is over, companies top-of-mind will be flooded with business;
- Partnerships are key. Work with industry associations, media partners and other business owners. Businesses can push customers back and forth among one another. Live where customers live during a crisis by aligning with media newsletters and websites;
- Businesses should segment their email list into specific, focused groups. This is not a time for mass email marketing—customization is king. If possible, reach out to customers on a first-name basis;
- Consider educating customers buy offering a webinar about an area of expertise.

–reprinted with permission from the April 10, 2020 Business Observer

NEW MEMBERS

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Hall of Fame Induction Dinner to be Held on Schedule

Darryl Searer, president of RV/MH Heritage Foundation, recently announced that despite the disruptions caused by the COVID-19 pandemic, the RV/MH Hall of Fame's Annual Induction Dinner celebrating the Class of 2020 will be held on schedule on Monday, August 3, 2020.

Searer said, "We are adhering to Indiana Gov. Eric Holcomb's schedule for re-opening the state. On July 4, the state will be in Stage 5 of the plan and there will be no restrictions on crowd sizes for social events. So, we are confident that our August 3 celebration of the Class of 2020 can be safely held."

Those being inducted in the RV/MH Hall of Fame Class of 2020 include:

RV Inductees (to date)

- MARK BEECHER, RV Retail Finance, South Dakota
- GARTH W. CANE, RV Service Technician; professor, Cobourg, Ontario, Canada
- DAVID FOUGHT, RV Manufacturer, Indiana
- JEFF PASTORE, RV Dealer, Ohio
- DAVE SCHUTZ, Supplier, Indiana

Manufactured Housing Inductees (to date)

- STEVEN P. ADLER, Manufactured home community owner/operator, Florida
- BURT DICKMAN, Manufactured home communities, Ind. (Deceased)
- RON DUNLAP, Association executive, Virginia
- GEORGE PORTER, Manufactured housing resources, Delaware
- JERRY RUGGIRELLO, Manufactured home community owner/operator

The 2020 Induction Dinner celebration begins at 5:30 p.m. with a cash bar cocktail party, followed by the dinner and induction ceremonies at 6:30 p.m.

Searer said, "These inductees deserve to be honored by their peers. I hope all the friends and colleagues of the inductees and industry members will join us in honoring these outstanding industry leaders and pioneers who have had a major impact on our professions and lives."



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

MEETING DATES



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

*Region 2 • July 15 • 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 • No Meeting • Tony Roma's • 8560 International Dr • Orlando

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

Region 6 • July 21 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville

Region 7 • July 28 • Braised Onion • 754 NE 25th Ave • Ocala

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



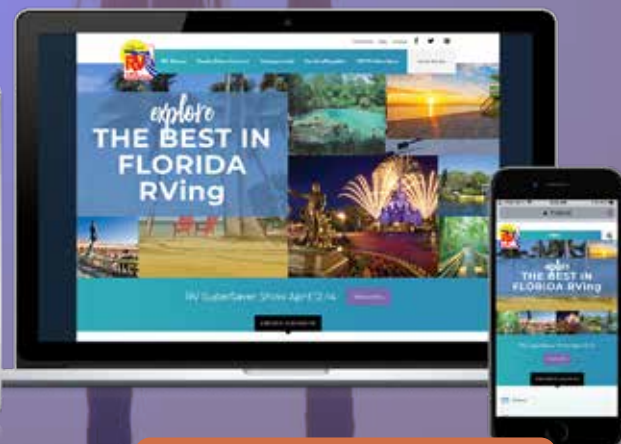
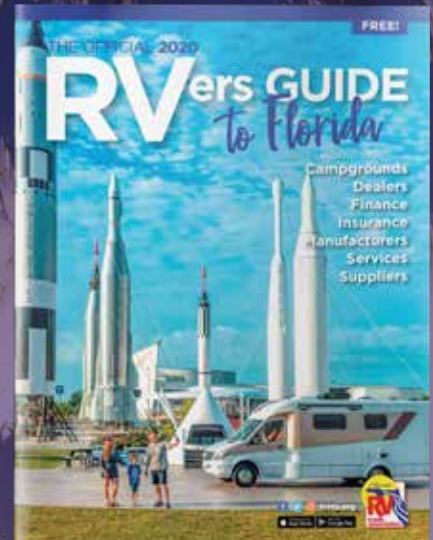
FRVTA.org

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