

# FRVTA News



JUNE 2020

MONTHLY NEWS CONCERNING  
FLORIDA'S RECREATION VEHICLE INDUSTRY

## IT'S AN RV JUNGLE OUT THERE!



*"In the jungle the mighty jungle the lion sleeps tonight."*

*There's not going to be many lions sleeping at the 40th Annual FRVTA State Convention at the beautiful Marriott Sawgrass Resort in Ponte Vedra, just south of Jacksonville. This will be the second time the FRVTA State Convention will be held in this beautiful resort. Many will remember this was the site for the 2017 convention when Hurricane Irma forced the event to be canceled. Convention dates are Thursday, September 10 through Sunday, September 13.*



FRVTA Staff has picked up where things were left from this past year with the same speakers and events. Even the theme has remained – *"It's an RV Jungle Out There."* So get your compasses out and make the trek for some learning, adventure and fun!

This year's convention will feature the brightest and best minds in the RV Industry to bring FRVTA members up-to-date on the state of the industry and what to expect in the coming months.

The *"Watering Hole"* Hospitality Room is a great place to unwind after a busy day of exploring *"The Jungle"* while relaxing with fellow industry professionals from around the state and country.

Everyone comes together at the *"Welcome to the Jungle"* Reception on Thursday evening. This wonderful reception will include light snacks, open bar and fun games to help everyone mix and mingle!

Friday morning the convention kicks off with the general session. RVIA and RVDA representatives will update everyone on the record-setting year the RV Industry had started prior to the pandemic as well as what everyone expects will continue to be a growth year as consumers seek to avoid crowded travel options. A representative from KOA also will talk about the ever growing Millennial market and how to attract them.

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

Whatever you choose to do that afternoon, be ready to ACT LIKE WILD ANIMALS at the *"Jungle Boogie"* Costume/Dinner Party. Music, food and the most outrageous jungle creatures you've ever seen will all be on hand. Quite possibly a hunter or two will appear! Can you say *"Bwana!"*

Saturday morning the breakout sessions will bring detailed information to attendees in smaller, more intimate classroom settings. Allen Monello will cover Dealer Compliance Issues, Statistical Surveys will take a look at industry numbers and other sessions will cover Business and Personal Safety, and topics of concern for everyone.

If you're looking forward to a nice quiet lunch on Saturday you are going to be very disappointed as *"Safari Dave"* presents *"Grab a Tiger By the Tail,"* a fun and prize-filled Game Show Luncheon. Contestants will try for cash and prizes and maybe answer some *"Jungle Trivia"* and "Name that Jungle/Animal" songs. This is always a fun and lively luncheon!

The convention wraps up that evening with the *"King of the Jungle"* Awards Banquet and Silent Auction. The Silent Auction benefits the FRVPC Fund and will feature such items as weekend getaways, iPads, eReaders, iWatches and Disney Gift Certificates among lots of other great items.



**SPONSORSHIP OPPORTUNITIES AVAILABLE** (see page 9 for details)



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FLORIDA RV TRADE ASSOCIATION  
10510 Gibsonton Drive  
Riverview, Florida 33578  
(813) 741-0488 • Fax (813) 741-0688  
e-mail address: info@frvta.org  
website: www.frvta.org

## PRESIDENT'S MESSAGE...

### Soft Reopening Begins for RV Business

*It was a welcome sight to see several OEM's reopen and resume production this week. By all indications, RV sales are happening and the demand is predicted to rise in the coming months. RV Share is boasting a 650% uptick in bookings and campgrounds are reopening only to find they can't keep up.*

*This is certainly welcome news for our industry and it only makes logical sense that Americans will now want to experience recreation in a more intimate setting for the foreseeable future. I think there is a good reason for optimism here.*

*It would be difficult, however, to ignore the impact this pandemic will cause on our economy. Millions of jobs have been lost and many will never return as companies choose to shutter operations indefinitely. My heart goes out to those people and industries that are severely impacted. It hits close to home as my Marriott-employed son is one of them. Those losses will most certainly have a ripple affect on the overall economy and put a lot of would-be RV buyers out of the ownership picture.*

*On the flip side of that, many industries are flourishing because of the pandemic and are opening up new opportunities. Some industries are struggling to keep up with the newfound demand. And commerce is happening in a big way, judging from every rest area I saw on my way to Tennessee this week packed with semi-trucks.*

*My gut tells me the demand for RV's will increase from the still-employed faster than the potential losses from the unemployed. When it comes to selling, delivery and service, dealers that get creative and think outside-the-box will be the biggest winners here. I've seen restaurants and other services thrive while others shrank, simply because they could quickly adapt and find a way to meet the current need in a new way. I also think that, like any past recession, things tend to balance themselves out over time and the job market will reopen with new opportunities.*

*How long will that take? It's anyone's guess... at least until a vaccine is produced and introduced.*

*Wishing you all the best during this difficult time,*

**ROB COCHRAN**  
FRVTA State President



## LAST SHOW OF THE SEASON!



Tampa Bay Summer RV Show

JUNE 18-21

Florida State Fairgrounds

4800 US Highway 301 North • Tampa, FL 33610

**POSTPONED**





## *FRVTA Executive Director and Hall of Famer Lance Wilson Announces Retirement*

*Lance Wilson, Executive Director of the Florida RV Trade Association (FRVTA), recently announced his upcoming (August) retirement from the position he's held since 1993. Among his many duties, he's the man behind the extremely popular FRVTA Florida SuperShow, possibly the most successful trade show in the RV Industry. With attendance by RV owners and prospective buyers who travel to Florida for the event from all over North America, and even Europe and the Middle East, the show is a "win-win" for both customers and exhibitors.*



*Lance (front left) with 2019 RV/MH Hall of Fame inductees.*



*Lance and Joy Wilson with their sons at RV/MH Hall of Fame (l to r) Mark, Chris and Travis.*



*2019 FRVTA Staff at Annual FRVTA State Convention.*

Lance's career in the RV Industry started in 1971, when his father-in-law bought Foss RV Sales, an RV sales and storage facility in Florida. The company started out selling travel trailers and later added park models.

Lance started working part-time doing sales, service, and whatever else needed doing. In 1974, he moved to full-time and then became the General Manager in 1976. Lance became president of Foss RV Sales in 1982 when his father-in-law passed away. By 1993, he had become the full-time director of FRVTA, so his wife Joy ran the business while it was on the market for sale. The business sold in 1994.

Among the many pies Lance has his fingers in, he is a member and past president of the RV Executives Council. The council is growing. Michigan, Indiana, Pennsylvania and Florida have always been active participants, but other states, such as Oklahoma, California and Texas, have recognized the merit of inclusion and have joined in. RVIA, RVDA, RVDA Canada plus several Provinces have been longtime members. Lance has also served on the Go RVing committee since its inception.

Although Lance's achievements in the RV Industry are the reason for his induction into the RV/MH Hall of Fame in 2019, he wants everyone to know that his proudest accomplishment is his family. He and his wife, Joy, have been married 49 years and are the proud parents of three sons, Chris, Mark and Travis, and grandparents of six. He knows he wouldn't be where he is without their love and support.

To sum up, Lance said, "Someone once said, 'Do something you love and you'll never work a day in your life.' I tell people all the time that if I weren't doing this, I'd have to get a real job. The RV Industry is so exciting and vibrant. The people are just the best."



*Lance giving directions at FRVTA SuperShow information booth.*



## FRVTA Scholarship Applications Due June 5!

Applications for the annual FRVTA Scholarship are due June 5. This is another great membership benefit from the Florida RV Trade Association.

The FRVTA Scholarship Committee encourages members to alert all employees so their dependents can apply for this outstanding program.

### Here are the requirements for a student to be considered:

1. Applicant must be an employee or dependent of an employee.
2. Employer must be an FRVTA member in good standing on the date an application is submitted.
3. Applicant must have and maintain a 3.0 or better GPA and/or hold a 1000 SAT score if a high school senior.
4. All accredited two- and four-year Florida universities are acceptable.
5. \$2000 awarded per applicant per year for a maximum of four years.
6. For undergraduate study towards a bachelor's degree only.
7. Applicant can be a full-time student (nine or more hours/semester) or part-time student (eight or fewer hours/semester).
8. Applicant must submit a copy of their most recent high school or college transcript.
9. Applicant must submit an essay of not more than 500 words entitled "My Goals and Objectives for Attending College."
10. Scholarship effective Fall 2020 semester.
11. Must show proof at the end of each semester to verify GPA to retain the Scholarship Award.
12. Applications must be received by June 5, 2020. Awards presented by **JULY 31, 2020**.

*Thank you for your help in making our scholarship program successful!*



### Dr. Richard Curtin Forecasts "Long and Bumpy Road" to Recovery

While the RV Industry is resilient and eventually will recover from this pandemic-induced downturn, any signs of meaningful economic improvement won't be seen until 2021 at the earliest, said Dr. Richard Curtin, a longtime RV industry analyst and director of the Survey of Consumers at the University of Michigan.

Curtin recently refrained from offering a forecast of wholesale shipments in 2020, saying it will likely bottom out in the current second quarter. But any improvement through the rest of the year will hardly approach the 406,100 units that were shipped 2019.

"The most important point is consumer preference for the RV Lifestyle will prevail, but the road back to record sales will be slow and bumpy," Curtin said. "The desperation among both consumers and small businesses has rarely been seen on the American landscape. No recession, not even the Great Recession of a decade ago, comes close," he added.

Right now, he suggested, consumers feel that health is their No. 1 concern, not their financial situation. Consumer confidence will return only when people feel safe, he said repeatedly.

"At some time in the future, consumers will move from mainly being concerned about the health impacts of the pandemic to the financial impacts of the pandemic. But

that's not happened yet," he continued. "I have no doubt that medications will be forthcoming to limit the health consequences and a vaccine will be developed that puts an end to this crisis."

The line graph charting this recession, Curtin suggested, will be "unlike any other past recession you've experienced. Most people talk about a 'V recession' where we have this tremendous fall-off in economic activity, and we'll have a tremendous return as soon as the third quarter starts. I don't think that is true," he said. "What we're more likely to see is an 'extended U,' where the downturn exists through most of this year and it starts to improve slightly and consistently in the next year. But it will hardly be higher than it was in 2019," he added.

Because of this, he predicted that consumer demand for an RV loan will be less than the lenders' supply of available loans.

"Family finances have been devastated, and delayed payments on rents, mortgages, or other loans that face consumers will continue their financial difficulties long after they've regained their lost jobs," he said.

He noted there will be an increase in the used RV market as families, financially concerned yet still intent on buying an RV, might gravitate toward the lower cost of a previously owned unit. Similarly, cash-strapped families might look to sell their RVs, he said.

As such, Curtin suggested manufacturers look to build less expensive RVs. He said consumers, especially Millennials, will still expect technology in RVs. But the extraneous "bells and whistles" can be eliminated in favor of cost reductions.—RVIA, *RVBusiness*



**RV INDUSTRY REMAINS POSITIVE IN RESPONSE TO PANDEMIC**



**Craig Kirby, RVIA President reveals  
"RV Industry Well-Positioned to Move Forward"**

Like so many industries and businesses across America and the world, the past six weeks have been a difficult time for RV businesses. While our daily lives and routines have been upended, I am confident as we look to the future.

Next week, many RV businesses are returning to work. In talking

with dealers across the country, many are reporting that sales are starting to improve. Additionally, more campgrounds are beginning to open as well – a great sign for consumers eager to get back outdoors.

Now we still have work to do, and we aren't going to return to normal overnight or uniformly across the country. But, as an industry, we are well positioned to move forward as we emerge from this health crisis, because while we have faced vast uncertainty and the unknown, there is a foundational truth that provides reassurance.

Resiliency has always been a hallmark of the RV Industry. Over the course of the last 40 years, the RV market has been marked by peaks and valleys, with a trend line that persistently ascends.

Following the gas and credit crunch of the late 1970s, the RV market totaled 107,200 units in 1980. Over the next four years it doubled in size to 215,700 units. The RV market rallied in the eight years after the Persian Gulf War from a low of 163,300 units shipped in

1991 to reach 321,200 units, a 97% rise. On September 11, 2001, terrorists attacked the United States. At yearend, shipments fell to 256,800. That was followed by a five-year growth period that saw shipment totals reach 390,500 units, an increase of 52%. Finally, following the Great Recession, RV shipments bottomed out at 165,700 units in 2009 and rose steadily over the next eight years to an all-time industry high of 504,600 units in 2017.

Together, we have weathered the normal ebbs and flows of the business cycle as well as cataclysmic economic and societal incidents. Why? Because the exceptional benefits RVs provide are woven into the fabric of America.

Americans love the freedom of the outdoors and the enrichment that comes with living an active outdoor lifestyle. Our vehicles allow people to be in control of their travel experiences, going where they want, when they want. RVs allow us to spend time outdoors pursuing our favorite activities, creating cherished memories, and most importantly, to deeply connect with family and friends.

I see great promise for the RV Industry because we have emerged stronger from tough times before. I have no doubt that the magic of RV travel will once again bring people together.

I wish you, your families, your businesses and employees good health.



**Phil Ingrassia, RVDA President is  
Upbeat as Interest in RVing Rises**

RVDA is encouraged that a recent study shows that demand from cooped up consumers – including many first-time buyers – led investment firm Robert W. Baird & Co. to raise its 2020 RV shipment forecast to 340,000 to 350,000 units, up from 325,000

In partnership with RVDA, Baird surveyed 121 dealers in May and found a high percentage of dealers believed their inventories were in good shape, despite low sales volumes during the second half of March and a portion of April.

Among towable RV dealers, 42 percent felt their inventories were "about right" as of late April/early May, and only 23 percent believed they were "too low." For motorhomes, 37 percent of dealers felt their inventories were "about right" and 22 percent believed they were "too low."



Dealers' long-term outlooks are fairly upbeat. KOA's "North American Camping Report" issued in May shows a third of leisure travelers who have never camped before say they are now interested in doing so. All this is just another strong reason for overall industry optimism.

*continued on page 6*



## **Bobby Cornwell, Executive Director of Florida ARVC says Florida RV Park Owners “Fortunate”**

Bobby Cornwell, executive director of both the Florida Association of RV Parks and Campgrounds, recently said that business overall has been “OK” as park owners work through the COVID-19 crisis.

“As far as snowbird traffic, parks aren’t seeing many snowbirds this time of year,

most left in March, and pretty much all Canadians had to get back across the border by the end of March,” he explained. “However, there have been some parks that have reported some of their snowbirds, who typically would have left by now, are staying put until the virus passes and the stay at home orders are rescinded.”

Cornwell noted that some park owners have seen a decrease in numbers due to the COVID-19 crisis, but that others are doing well and some have even reported increases over 2019.

“Those parks that are mostly true vacation parks and depend on tourism, weekend business or overnight travelers are down,” he explained. “For those that have a good seasonal (long-term)

business, and offer monthly accommodations, they seem to be doing well.

Cornwell said it is difficult to know for sure what the average occupancy rate statewide is, but that from reports he has received and other feedback he estimates the current occupancy rate is around 50%, which he noted isn’t too bad for this time of year.

“April is typically a relatively slow month for many owners in Florida anyways,” he noted. “We’ve been fortunate overall, but if this drags on much longer we are likely to see more declines.”

Cornwell said the association has focused on helping



park owners adapt to the situation, and working with hospitals and medical staff to connect them with RV parks who are donating vacation rentals to doctors working on the front lines of the COVID-19 crisis.

“It’s been great to have our industry step-up and be a part of the solution,” he said. “In addition, our focus is to make sure our industry and our RV parks are ready for when the travel and vacation rental bans end. We feel RV parks and campgrounds offer the best opportunity to travel and

visit a destination in the safety and comfort of your own RV. We are going to continue to push that message.”—*Woodall’s Campground Management*



## **Garry Enyart, RVIA Chairman announces Task Force Meets to Re-launch RV Industry**

The COVID-19 pandemic brought a vibrant RV Industry to a sudden and sustained halt, and is likely to bring significant changes to how people travel in the coming months. To address this, a collaborative industry re-launch task force has been formed to develop an industry-

wide and coordinated plan to increase dealer sales and campground stays nationwide by spreading the message of the benefits of RVing and an active outdoor lifestyle through national channels.

“This task force will deal specifically with how we assist our industry partners with meeting the needs of our current and future end customers,” said Enyart. “The group recently began meeting and includes key stakeholders from RV OEMs, suppliers, distributors, dealers, campgrounds and finance companies.”

Initial conversations focused on the status of the industry and industry segments across the country to lay the groundwork for developing messaging for

how Go RVing can promote the virtues of RVing as we emerge from this national crisis to drive consumers to dealerships.

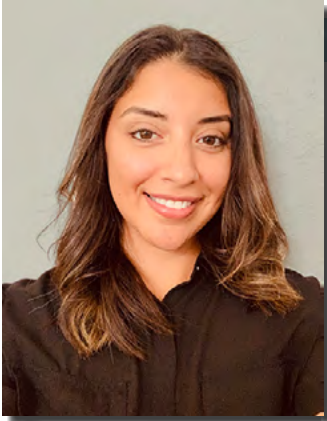
**The goals of the task force are to:**

- Re-launch the RV Industry
- Drive RV Dealership Sales
- Increase Campground Stays Nationwide.

The task force will accomplish these goals by connecting industry stakeholders with the information and resources to re-launch the industry and creating consistent messaging and collaboration with industry stakeholders on timelines, target audiences, deliverables and execution.

“The task force is an outgrowth of regular meetings that have been taking place since mid-March between the RV Industry Association, the RV Dealers Association, and the National Association of RV Parks and Campgrounds to discuss issues related to the RV Industry in response to the COVID-19 pandemic,” said Enyart. “The collaboration has been amazing to see – It’s what sets us apart from other industries and will help us emerge stronger than ever before.”—*RVIA*





## TRAINING NEWS • by Veronica Rivera, Training Director

### *New Training Year Starts Soon—Sign Up Today!*

The Distance Learning Network is your one-stop-shop for relevant industry training. Take advantage of this valuable member benefit today!

We are two months away from closing out our 2020 school year,

which ends on July 31, 2020. The challenges we all have faced with the COVID-19 pandemic has been tough, but we are still here to help you and your dealership train technicians to ensure your business rebounds with a strong start.

#### *The DLN offers your dealership:*

- Onsite Training
- Mentor-Led Training
- No travel time or expenses
- Self-determined pace based upon dealership

It is a FRVTA member benefit FREE to all members, so sign up today to take advantage of this important training opportunity!

#### *Our training program encompasses the following:*

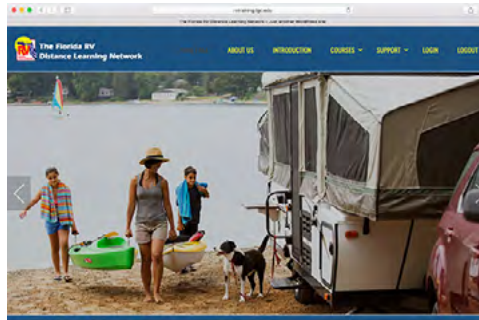
- Training Prep towards RVTI Industry Certification
- RVDA Fixed Operations Certification
- Advanced manufacturer and supplier courses to maintain current Certifications and CEU's
- And so much more!

Traveling to each dealership is an important part of what we do when it comes to training. Throughout the year, I will schedule visits with all mentors to meet on a monthly or bi-monthly basis. Judy and I stand ready to assist you in any way we can.

During the year we will send you monthly training updates, provide you with the latest Advanced training classes as Manufactures and Suppliers place their

programming on our network, training tips and Industry information. We keep you in the know and try to make your life simpler.

Whether or not this is your first year or you are a returning dealer, we encourage you to sign up now. You'll be glad you did!



#### *Training Program Contact Information:*

- Veronica Rivera, Training Director, Email: [VeronicaR@frvta.org](mailto:VeronicaR@frvta.org)
- Judy Wilson, Assistant, Email: [Judy.Wilson@fgc.edu](mailto:Judy.Wilson@fgc.edu)
- Phone: (386) 754-4285
- <http://rvtraining.fgc.edu/>

*Here's to the best you can be!*

## TECH CERTIFICATIONS EXTENDED TO DECEMBER 31

With the impact that the coronavirus is having on the availability to travel and acquire needed training hours, all certifications set to expire in calendar year 2020 have been extended until December 31, 2020. This should allow technicians to obtain the 24 hours of continued education (up from 20) required to maintain their Level 2 RV Technical Institute certification (previously RVDA/RVIA Certified Technicians).

Valid certifications as of December 31, 2019 under the RVDA/RVIA Certification Program were automatically transferred into the new RV Technical Institute program. Registered Technicians were transferred to Level 1 Certified Technicians and do not need to recertify. The Level 1 Certification is good for life and only requires technicians to check-in on an annual basis.

Certified Technicians were transferred to Level 2 Certified Technicians and will need 24 hours of approved continuing education over the past five years to recertify.

Many Level 2 Certified Technicians may have training (in the past five years) that also qualified them for one or multiple Level 3 Specialist Certifications. 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 transferred to Level 4 Master Certified Technicians and will need 24 hours of approved continuing education over the past five years to recertify.

Technicians will receive emails (to their email on file) once their account has been created and their credential has been transferred. Email addresses in the new system need to be unique to each technician; if there is no email or no unique email on file, a letter will be sent.—RVIA



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

## *Documentation: Your Key to Survival*

*How well you do during and after a DMV investigation depends on the amount of documentation, or lack thereof, that you possess. The DMV places a lot more weight on what you can prove and show, rather than what you say. In other words, documentation*

*could be everything. I witnessed this again with a client just several days before writing this article.*

But before I describe the scenario, I want to lay a more solid foundation. Documentation is critical, whether you are selling motorized or towable units, new or used. But many of the greatest issues I have observed over the years involve complaints over used units, especially those sold “AS IS.”

This example involves a used motorized unit. The customer had been shopping over the internet and had already spoken to several sellers who advertised on Craig’s List. The customer also found the dealer’s unit on the internet and made contact with the dealer and ultimately appeared at the dealership. The unit had several mechanical problems that the dealer had repaired by an outside repair shop. The customer asked several questions about mechanical reliability and the dealer showed him documentation of the repairs, but reminded the customer that the unit was being sold AS IS. The dealer told the customer he could have his mechanic inspect the unit before deciding to purchase it.

The customer said he would think about it. His next stop was to the repair shop that made the repairs for the dealer. The customer questioned the shop mechanic to determine if there were any other problems with the unit that weren’t repaired. The mechanic said that other diagnostics could have been performed on the unit, but the dealership chose not to proceed due to the high cost of the diagnostics.

The customer returned to the dealership and purchased the unit AS IS. After a couple of weeks, the unit had an oil leak. The customer returned to the dealership asking the dealer to repair the leak. The dealer reminded the customer that the unit was sold AS IS and that it was the customer’s responsibility to have the leak repaired. Obviously, the customer left the dealership in a very unhappy state of mind.

Within a week, the dealer was notified by the DMV that a consumer complaint had been filed and that the consumer alleged that prior to the purchase he asked the dealer if the unit had any oil leaks and the dealer stated to his knowledge it did not. The consumer further alleged

that the mechanic who repaired the unit for the dealer stated that he notified the dealer that there was an oil leak, but the dealer chose not to have that repaired due to the high cost of repairing it. Since the consumer allegedly asked the dealer prior to the consummation of the sale whether the unit had any leaks and the dealer stated that it did not, the dealer was under investigation for deceptive and unfair trade practices.

The dealer responded to the DMV via an email explaining all that had happened. The DMV supervisor thanked him for the response, but stated he was not interested in what he (the dealer) says. Instead, he wanted the dealer to show him documentation.

The dealer showed the repair receipt to the DMV. The receipt showed the several mechanical issues found with the unit and the repairs that were made. There was no mention of an oil leak. (NOTE: There were several other issues the customer raised, but due to limited space, I will not address those). The customer still stuck to his story that the mechanic said there was a leak and that he told the dealer, and that the customer asked the dealer prior to the purchase if there were any leaks and the dealer said he “knew of none.” There is one other very important fact that goes along with this – the customer was always alone when in contact with the dealer.

So how did this end? Based on the documentation provided by the dealer, the DMV closed its investigation. Documentation saved the day. But this situation could have been further complicated if the customer had a spouse, friend, etc. with him during the times he was at the dealership and during the visit to the mechanic who would have corroborated what the customer alleged was stated concerning the oil leak.

But having sufficient documentation isn’t the only necessity. Sales and finance associates should be well trained (and monitored) to ensure they never say anything that is deceptive. Even with proper documentation, DMV could place some weight on what the customer alleges and what the customer’s witness confirms.

**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).*





## Go RVing Ready New Post-Crisis Marketing Campaign

As most states begin looking at plans to reopen their economies on some level amid the COVID-19 crisis, Go RVing, the 22-year-old marketing campaign to attract people to the RV Lifestyle, is gearing up a new campaign that looks to encourage people to emerge from the stay-at-home

restrictions with a desire to go camping.

“Go RVing will provide a lot of the paid marketing messages that will be sent to consumers,” said Go RVing Vice President of Brand Marketing and Communications Karen Redfern. “We’re working on a new campaign that we will start pushing out as we come out of this. Then we will also be doing a lot of the public relations efforts, working alongside the RV Industry Association (RVIA), the Recreational Vehicle Dealers Association (RVDA) and the National Association of RV Parks and Campground (ARVC), so we have a unified and collaborative approach when reaching out to consumers.”

Redfern explained the marketing push will be done in a scalable way given that states and even counties may be opening up their economies in different ways and at different times.

“That’s obviously the difficulty because you can’t form a call to action that says it’s time to go RVing, because it may not be time to RV everywhere at the same time,” she mentioned.

“As you probably noticed, because the national media can’t send their reporters out, they are turning a lot of the stories that appear in local markets into a national story,” Redfern added. “We’re going to be putting together materials to try to help the local RV dealers and campground owners and guide them on what they should be talking about. Obviously, the tone is going to be paramount. We’ve got to balance everything that we’re doing. But we know that people are itching to hit the road and we know that they want to be out camping again.”

Redfern said she is aware of the sensitivity in some areas to welcoming back transient campers and that some state campground associations have managed to find a sweet spot of sorts when it comes to dealing with local officials. She noted

that everything Go RVing does will be well vetted and include all parties involved before any marketing campaign begins in a local area.

“We are working with ARVC and non-ARVC partnered states, and we will be taking the concerns of everyone involved into consideration,” she noted. “We will also be enlisting them to help be those contacts with the local media and to help get the story out in their local areas that dealers and campgrounds are open for business. We’ll be helping to provide them with talking points and messaging that is unified.”

Redfern said that any marketing messaging would be rolled out slowly and in multiple stages.

“The messaging will change as we go along,” she noted. “It won’t be one campaign. It will definitely be released in stages and as the temperature and tenor of the public changes then we can keep ramping it up until we are at full force.”

The messaging is aimed at driving consumers to both RV dealerships and local campgrounds. Go RVing is working with a new ad agency to develop marketing assets, but Redfern noted that the group isn’t quite ready to release specific details yet.

“They’ve come up with some dynamic new campaign material and as soon as we can announce who it is and what they’ll be doing for us, we will definitely share it with the industry because it’s very exciting,” she explained.

Before the COVID-19 crisis Go RVing was preparing to launch its second annual “Kickoff to Camping Season,” but Redfern said that anything being done in 2020 would not be flying under that banner.

“We won’t be having a really big kickoff this year,” she explained. “It’s not a true celebration at this point. It’s going to be more of the individualized celebration of we can get out of the four walls of our home and go out and do a little exploration, probably a little bit closer to home, probably for a shorter duration of time.”

“I think consumers are going to just be dipping their toe into the idea of getting back out and it’s going to be a slower return,” Redfern explained. “But we see that RV travel is poised to be the right answer to what a lot of Americans are going to be looking for.”—RVIA, *RVBusiness*

# Go RVing

## RV Learning Center College Scholarship Applications Due July 7

The application for the Mike Molino RV Learning Center College Scholarship Program is now online and is available to RV dealership employees (or their dependents) who are undergraduates majoring in business, finance, accounting or other RV-related fields. The \$2,500 award will be applied to the cost of tuition for the 2020-2021 school year.

One of the factors considered when choosing the recipient is whether he or she has previous experience working in the RV business or a desire to do so after graduation. Individuals must be a rising sophomore, junior or senior at an accredited four-year school and have a 2.8 or better GPA.

The program is made possible by the generosity of Joanne and Newt Kindlund, co-founders of Holiday RV Superstores, the first publicly traded RV dealership.

For more information on the Mike Molino RV Learning Center, go to [www.rvlearningcenter.com](http://www.rvlearningcenter.com), send an email to [info@rvda.org](mailto:info@rvda.org) or fax to (703) 591-0734. The center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations. —RVDA



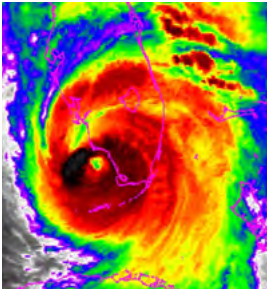
## NEW MEMBERS

### CERTIFIED MOBILE RV REPAIR INC

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1103 Royal Troon Ct  
Tarpon Springs, FL 34688-6327  
PH: 727-748-6097  
Toll Free: 800-920-6902  
Website: [www.certifiedmobilervrepair.com](http://www.certifiedmobilervrepair.com)  
Email: [Scott@certifiedmobilervrepair.com](mailto:Scott@certifiedmobilervrepair.com)  
Service, Region 3

### EXPRESS FLEET & RV SERVICE, INC

Dave Allen  
4539 County Road 218  
Middleburg, FL 32068-4851  
PH: 904-708-1673  
Website: [www.expressfleetandrvc.com](http://www.expressfleetandrvc.com)  
Email: [expressfltrv@gmail.com](mailto:expressfltrv@gmail.com)  
Service, Region 6



## 2020 Atlantic Hurricane Season Forecast to be Active

As if the COVID-19 pandemic wasn't enough, AccuWeather's forecasters are anticipating an active season for 2020 that officially starts on June 1. This comes after an active 2019 storm season that marked the fourth consecutive year of above-average activity and was tied with 1969 for the fourth most-active hurricane season on record.

The 2019 season featured hurricanes Dorian, Lorenzo and Humberto as well as Tropical Storm Imelda and resulted in 18 storms overall that caused more than \$11 billion in damage. Especially hard hit were Puerto Rico and the Bahamas.

Led by Dan Kottlowksi, AccuWeather's top hurricane expert, meteorologists are calling for 14-18 tropical storms during this upcoming season, which ends November 30. Of those storms, 11 are forecast to become hurricanes and four are predicted to strengthen into major hurricanes.

"It's going to be an above-normal season," Kottlowksi said. "On a normal year, we have around 12 storms, six hurricanes and roughly three major hurricanes."

Early in the season, meteorologists keep a watchful eye on parts of the Caribbean Sea and areas east of the Bahamas, where the water is already very warm. Water temperatures in the Caribbean hit 80 degrees in late March, according to data from a NOAA station.

"Warm water is what drives a lot of seasons," Kottlowksi said. "So those will be areas to keep an eye on for early-season development." He urged businesses and residents living on or near the coast to make their hurricane preparedness plans now.

#### Names for the 2020 hurricanes are:

- Arthur • Bertha • Cristobal • Dolly • Edouard • Fay • Gonzalo
- Hanna • Isaias • Josephine • Kyle • Laura • Marco • Nana
- Omar • Paulette • Rene • Sally • Teddy • Vicky • Wilfred

– AccuWeather, NOAA



## 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.*

## MEETING DATES



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

*Region 2 • June 10 • TENTATIVE • PGA National Resort • Palm Terrace Room, 400 Ave 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 • June 16 • TENTATIVE • Bonefish Grill • 10950 San Jose Blvd • Jacksonville*

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

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