



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY

DON'T MISS THE 2017 CONVENTION... There's Still Time to Register



Blast off and "Enter the New Frontier" at the 37th Annual FRVTA State Convention, Thursday, September 7 through Sunday, September 10 at the outstanding Sawgrass Marriott Golf Resort & Spa in Ponte Vedra Beach (just south of Jacksonville).

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

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

To reach this growing outdoor audience, you'll need to learn new strategies and insights to "Enter the New Frontier" for success and profits. That's why the annual FRVTA State Convention features the brightest and best minds in the RV Industry so you know what to expect in the coming months.

And oh! Did we mention FUN? The convention opens with the exciting "Launch Pad" Welcoming Reception on Thursday evening. This out-of-this-world reception features a spray paint artist creating stunning space scenes using nothing more than spray paint and newspaper. It promises to be a great read!

Afterwards, attendees should set their course warp speed to the "Area 51" Hospitality Room. This is a great place to unwind after a busy day of discovering the "The New Frontier" while relaxing with fellow industry professionals from around the state and country. It's a great chance to meet new interstellar visitors that may offer you a galactic tour! Make it so Number One!

Friday morning begins the "right stuff" of the convention at which you'll actually start to "Enter the New Frontier." Hall of Fame keynote speaker, **JASON HEWLETT**, will deliver a powerfully motivating and inspiring message on keeping "The Promise."

Next will be an interesting update on the national RV Industry from several national RV Industry leaders:

PHIL INGRASSIA, Recreation Vehicle Dealers Association President—Phil joined the staff of RVDA in 1996 and became president in 2012, after serving as the association's vice president for communications and communications director. RVDA is the national association representing the interests of RV Dealers, rental companies and RV AfterMarket stores. Phil also serves



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IacoNOTES...

Dear Member:

If you've followed the recent news stories about all types of companies having their computers hijacked by online extortionists, this information may and should be of interest to you. I know this material is quite detailed and the recommendation is to consult with an IT expert, but I've read horrifying stories of companies and individuals that have had their data held for ransom.

Provided by the CPA firm REHMANN from their BWD FLASH newsletter:

"7 Ways to Protect Yourself Against Ransom-ware Today"

As the latest cyber attack impacts users around the world, it's a good time to remember that the advancement of technology brings with it the advancement of criminal hacking techniques. Hackers can steal credit card numbers, tax records and passwords, or even completely disable your device. How can you protect yourself, your colleagues and your company? Start by following these tips:

GENERAL

1. Inform clients and employees about the attacks and reinforce security measures. This includes reminding users about clicking on suspicious links and opening attachments from strangers in e-mails.
2. Install an emergency Windows patch: Microsoft has issued one-off security fixes for three operating systems that it no longer supports: Windows XP, Windows Server 2003 and Windows 8.
3. Refresh your memory about key protective measures.

TECHNICAL

1. Install MS17-010: One way the SMB flaw, targeted to install WannaCry ransom-ware, can be fixed is for individuals to install the MS17-010 fix issued by Microsoft this past March. It is critical that all available OS updates are installed to prevent exploitation by the MS17-010 vulnerability. Any systems running a Windows version that did not receive a patch for this vulnerability should be removed from all networks.
2. Disable SMBv1: If it is not possible to apply either patch, disable SMBv1.
3. Block SMBv1: Alternately or in addition, block SMBv1 ports on network devices—UDP 137, 138 and TCP 139, 445.

LAST RESORT

As a last resort, shut down the system, take it off the network and contact a cyber defense firm immediately.

It is important to be aware of potential risks when engaging in online activities. Speak with an experienced information technology professional if you feel you or your organization is at risk."



I'm looking forward to seeing you all at the Sawgrass Marriott Resort in Ponte Vedra for our annual convention- IT WILL BE OUT OF THIS WORLD! So, make sure you don't miss a great educational and FUN time!

NELDA IACONO
FRVTA PRESIDENT

FRVTA CONVENTION

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as RVDA's representative on the Board of Directors for Go RVing, which developed the RV Industry's national marketing campaign. Prior to joining RVDA, he served as director of communications for the Recreation Vehicle Industry Association (RVIA) from 1991-96. He earned the Certified Association Executive (CAE) designation from the American Society of Association Executives in 2005. Phil received the Joan Barone Shorenstein Congressional Fellowship awarded by the American Political Science Association in 1989. He holds a B.S. in Mass Communications and Political Science from St. Cloud State University in St. Cloud, MN. He and his wife Jill reside with their son Anthony in Vienna, VA. Phil will provide an update on RV retail market trends, protecting dealer-assisted financing, dealership compliance issues, and outline RVDA programs to help dealers and their employees increase profitability and customer satisfaction.



FRANK HUGELMEYER,
Recreation Vehicle Industry Association President—Frank is a 28-year recreation industry veteran with extensive experience in retail, brand development, R&D, public policy and association management. With offices in the D.C area and Elkhart, Indiana, RVIA provides trade services for a who's who of the

world's leading RV Manufacturers and suppliers including iconic brands such as Winnebago and Airstream. Prior to joining RVIA, Frank was the longtime president and CEO of the Outdoor Industry Association and visionary leader behind the renowned influence campaign that defined the economic importance of the \$646B outdoor recreation industry. In 2012, he was recognized by The White House as a Champion of Change. Frank has served on numerous advisory boards including the American Recreation Coalition, The Outdoor Foundation, The Sustainable Apparel Coalition, America's Highway Users Alliance, The National Forum on Children and Nature, the Western Governors' Association and President Obama's America's Great Outdoors.



Rounding out Friday's morning session will be a special appearance by **ADAM PUTNAM, Florida's Commissioner of Agriculture.** Mr. Putnam is an announced Republican candidate for next year's governor's race and has served Florida in a variety of governmental capacities. We look forward to having him as our honored convention guest!

Afterwards, *Friday afternoon* will be time for leisure events, including a shuttle bus trip to the "First Frontier"—historic St. Augustine. There will also be the "Black Hole"

golf outing or you can just enjoy all the amenities the Marriott resort has to offer.



Whatever you choose to do that afternoon, make sure you're ready to have an out-of-this world adventure at the *Friday evening "Space Odyssey"* Costume/Dinner Party. Music, food and the most outrageous space creatures you've ever seen will be there. It's a time for you to let your inner space alien out and enjoy what outer space offers for this fun event!

Saturday morning the breakout sessions will offer specific information to attendees in smaller, more intimate classroom settings so you can enter your personal business frontier full of insights and success:

SCOTT STROPKAL, of Statistical

Surveys, Inc., covers "Retail Sales Data—What does it mean to you?" and discusses the current retail market Nationally, Regional and for Florida. Taking over from longtime presenter Tom Walworth who recently retired, Scott will talk about retail sales and how it drives the RV Industry. But what do national trends and sales data mean for your business? Very little, unless you know the trends behind



your specific market. He will go behind the scenes and compare what is going on nationally to Florida, providing expert insight into our local trends here in the Sunshine State.

SARA RYAN, from Athena's

Armory, Inc., will discuss Small Business & Personal Safety Awareness. Sara is certified by the NRA in Basic Pistol, Personal Protection in the Home, Certified Chief Range Safety Officer and Refuse to be a Victim. On top of the certifications, she has completed hours of advanced training on Florida Statutes pertaining to self-defense law.



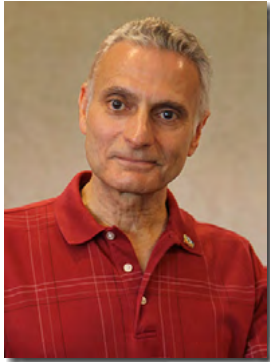
She will lead a 45-minute seminar to help identify the most common threats faced by business owners and help you understand the safety concerns of regular people on a day-to-day basis. This includes identifying threats and to think like a criminal. Next, she will tackle home security, building on the criminal mind and ways they take advantage of us in our homes. She will also provide simple tips and solutions that can help fortify the premises. This smoothly transitions into business security. Finally, she will cover personal safety while out

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and about. She will discuss situational awareness, strategy and basic safety tips that can be accomplished by anyone. What types of training or awareness need to be further established? What can the average person do to avoid becoming a victim?



S. ALLEN MONELLO, DPA – *Managing Member of the Automotive Industry Center for Excellence, LLC (AICE)* will discuss “Are You in The Right “Form?” With all the forms you use in a deal, have you ever wondered if you are missing any? You might think that’s not possible since you already use more forms than is probably necessary. But, you might still be missing one or more! There is probably no limit to the number

of forms a dealership may use in a deal, but the question is: which forms should a dealership use? This session will review all the common forms used by dealerships in a deal, as well as those you may not be using (and should be using) that could better protect your dealership. A discussion of some of the less common forms will also be included. Please attend this session and get inFORMed!



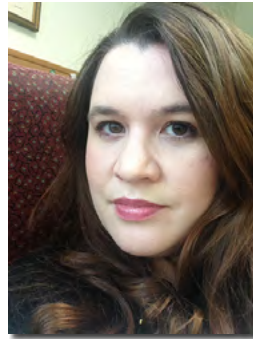
SHEREE ROTTERMAN, with Ally Academy Trainer, will discuss “Hiring Winners.” Every hiring manager has shaken hands with a dream candidate, but once that employee starts the job, they just didn’t fit into the company culture. Recruiting, interviewing, and hiring are essential to your company’s success. “Hiring Winners” will show you how and

where to create job postings that attract the attention of top talent, especially among millennials. You’ll explore interviewing techniques that help you identify candidates who fit into your company culture. One new hire at an auto dealership costs an average of \$16,000! You’ll take away the understanding that creating an onboarding plan for new hires helps reduce costly turn over, which could save your bottom line.

DALE BLACKBURN, OSHA Outreach Trainer, will discuss “Workers’ Compensation Fraud.” Emphasis will be given to the importance of proper and prompt reporting, details, eyewitnesses, fraud indicators, etc. Dale is a Senior Safety Engineer at A1HR, a Florida-based



Professional Employer Organization. Dale is an authorized OSHA Outreach Trainer in Construction and General Industry and has worked with Loss Control/Safety/Risk management for 38 years.



COURTNEY ROBEY, RVIA Social Media Coordinator, will review how to better target potential RVers. More than ever, Americans are tapping into their wanderlust, ready to hit the open road. You’re hoping they will take that journey in an RV. So is Go RVing! Join Courtney to learn more about how Go RVing targets potential RVers through traditional media, social media, hands-on events, partnerships and

more. Find out how to leverage this important knowledge to funnel your audience through the path to purchase and beyond.



Following the morning of in-depth learning and insights, you’ll need some out-of-this-world food to keep ground control stable. That’s where we’ll join “Astronaut Dave” as he launches “Houston We Have A Problem.” This will be a fun and prize-filled Game Show Luncheon as contestants compete for cash and prizes just like the old “Let’s Make a Deal” game show. “Space Trivia” and “Name that Space Song” will be a part of a very lively lunch.

The convention wraps up **Saturday evening** with the “To Infinity and Beyond” Awards Banquet and Silent Auction. The Silent Auction benefits the FRVPC Fund

and will feature such items as weekend getaways, I-pads, E-readers, I-Watches and Disney Gift Certificates among lots of other out-of-this-world items. *Don’t forget to bring lots of space credits!*

SPONSORSHIP OPPORTUNITIES AVAILABLE



There are still a few sponsorship opportunities, and FRVTA is still taking prize donations for the silent auction and the game show luncheon.

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 7-10 at the beautiful Marriott Sawgrass Resort and Spa in Ponte Vedra) in accordance with the FRVTA By-Laws. The Nominating Committee would like to hear from any qualified candidates (see below) who would like to submit their name for nomination to State Office.

Those candidates nominated thus far are:

President: NELDA IACONO, North Trail RV Center
Vice President: CHRIS MORSE, Skip Eppers RVs
Treasurer: ROB COCHRAN, Camping Connections
Secretary: BRIAN COPLEY, Copley's RV Center

Other members interested in running for state office should contact the Nominating Committee Chairman, Rob Rothenhausler, at (904) 797-5732



FRVTA State Officers: (l to r) ROB ROTHENHAUSLER; Chairman of the Board, NELDA IACONO; President, CHRIS MORSE; Vice President, ROB COCHRAN; Treasurer, BRIAN COPLEY; Secretary,

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.

RVIA Releases 2016 Annual Report

The Recreation Vehicle Industry Association released its 2016 Annual Report that details the show attendance numbers, finances, shipments, economic impact and other related trends and numbers from 2016 in the RV Industry.

Last year, the RV Industry extended the industry's robust growth since emerging from the Great Recession of 2008-09, charging to its best performance in nine years with shipments reaching 430,691 units, up 15.1% over 2015's figure of 374,246 units, and the highest total in 10 years.

This strong performance — which represents a total retail value of \$17.7 billion and a 7% gain from the \$16.5 billion in 2015 — continued the longest period of sustained growth for the RV industry, now at seven years.

Those figures and much more were part of "Industry Profile 2016," a report by RVIA detailing a wide range of trends and statistical compilations that offer poignant insight into the ever-evolving marketplace.

The report was presented to members and guests attending the Market Information Committee meeting during the June RVIA Committee Week in Washington D.C. Committee Chairman Dave Schutz, senior vice president, RV OEM sales, Dometic Americas RV Division, told RVBUSINESS.com that the information always proves valuable to.

"In summary, business is good," Schutz said, adding that the committee will also recommend the Executive Committee approve a new Demographics Study since the most recent one was done in 2011. "We now have the Millennials coming in so the demographics are really changing, and this new study should really support that and give us a view into the future." —RVBusiness



TRAINING NEWS • by Jim Carr, Training Director

MENTOR UPDATE

Greetings everyone!

Welcome to the monthly update to our Distance Learning Network (DLN) Mentors. Herein lies all the news, both old and new, that will help make your program successful. It will also give you the peace of mind needed to know that you're on the right path to successful training that will make everyone's life a

bit easier around the dealership.

A sincere welcome to all of the new dealers joining the DLN for the first time and a hearty welcome-back to those returning for another round of training the troops. We appreciate your involvement and look forward to working with you closely to insure your training goals are met. And the news is:

1. NEW SCHOOL YEAR and new DLN streaming platform at Florida Gateway College off to a great start. Everyone



involved here at the College has worked very hard over the past six months to insure a seamless transition from USF to FGC for our streaming platform conversion. The new website (<http://rvtraining.fgc.edu/>)

looks great and the content is

amazingly clear and bright delivered in HD. Thanks for the outstanding reviews we've received so far.

2. BUT WAIT! We're still seeing some of the same "old programming" and some "coming soon" notices – what's up with that? Since we still have not received the new curriculum or text updates from RVIA we're left with transitioning some old programming into HD while we work on updating everything. Here's what's already in the can and on the net as soon as we finish editing. These are or will be available now:

- a. TRUMA Water Heater, Furnace and Cook Tops class recently held at the College, designed to introduce their product and update skills necessary to service and repair as needed. Billy DiDonato does a great job and this will be housed on our Advanced Program programming section of the website.

- b. SURBURBAN Furnace and Water Heaters with Ronnie Ellerson, another advanced program offering.

AND scheduled and committed to filming during August:

- c. PDI – a complete bumper-to-bumper towable PDI with updates soon added for a motorized version.
- d. A totally new Mentor Training Program.
- e. DOMETIC FURNACE with Mike Williams. This will be a generic program for our Professional (Certified) level.
- f. PROPANE: Steve Roddy and Kenny Blackmon were in the studio and re-did and updated the entire Propane section of the Basic (Registered) level.
- g. Look for a total re-do of ELECTRICITY set for September.

3. WHAT TEXTBOOKS DO I USE? Until new ones are published, keep the same ones you have even if they're ancient. Much of the same (or close to) diagrams and graphics are used in all the versions. Although they may be on different pages, you'll be able to follow along. We are updating obvious material and when we get the new RVIA texts we have the editing capability here at FGC that allows us to update videos quickly. When those new texts do come in we'll encourage everyone to update their library with a new set.

4. SO WHAT'S NEW ON THE DLN? Other than what I mentioned above, TWO major changes that you'll notice immediately:

- a. Video Sign-off sheets. We've filmed all of the actual procedures required for completion of the 14 Sign-off sheets designed for review prior to completing live procedures at the dealership AND can and should be an excellent review of material prior to testing.
- b. Cross-referenced Answer Keys: We are not going to film end-of-chapter test reviews as we have in the past. You, the mentor, can do this review and use it as an excellent time to discuss what was learned, etc. To make this more effective and efficient for you, we are including all the Answer Keys cross referenced to the textbook where the correct answers to each question can be found, even down to the page number!

Enough for now. Please call us at 386-754-4285 if you have any questions about anything—except Mark Crowder in Tennessee, we don't know who's going to win the Florida/Tennessee game! Have a great month and talk with you again soon. Thanks for joining us.


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

Updates on Consignment Sales and Buyers Guides

Consignment Sales

A member recently contacted me regarding a consignment sale. She told me her customer was told by her insurance company that her RV would not be covered while on the dealer's lot for a consignment sale unless she had "consignment insurance."

This customer also told the dealer that her regular insurance would not cover any damage or loss. I asked the dealer which insurance the customer had and she told me Geico.

I contacted the RV Division of Geico and learned that they do not in fact cover vehicles on consignment sales and that their customer would have to contact an insurance broker to obtain "consignment insurance." I asked the Geico representative if this was industry-wide or just her company, but she didn't know.

To protect yourselves against liability, you want to be certain that your customers who consign with you are in fact covered.

And while we are discussing consignments, here is a quick review of what the DMV requires for consigned vehicles:

- Secure Power of Attorney ([HSMV 82995](#)) authorizing you to complete the paperwork on behalf of the seller;
- Clearly written consignment agreement between you and the seller, listing all the terms and conditions of the consignment;
- Non-secure Power of Attorney ([HSMV 82053](#)) if you must make application for a duplicate title;
- Proof (indicia) of ownership (copy of the paper title, front and back or electronic title printout); and
- Odometer Disclosure ([HSMV 82993](#), if applicable) completed at the time you accept the unit on consignment.

NOTE: This information was obtained from the [DMV Florida Dealer Handbook](#).

Buyers Guides Update

In a previous article I wrote about the federal Buyers Guide being revised. If you sell the type of vehicle that must display a Buyers Guide and you have not already begun using the new Buyers Guide, you must do so by January 27, 2018.

The Federal Trade Commission defines the types of vehicles that must display a Buyers Guide:

"Previously titled or not, any vehicle driven for purposes other than moving or test driving is considered a used vehicle, including light-duty vans, light-duty trucks, demonstrators and program cars that meet the following specifications:

- a gross vehicle weight rating (GVWR) of less than 8,500 pounds; a curb weight of less than 6,000 pounds; and
- a frontal area of less than 46 square feet.

By the way, the penalty for violating the Used Car Rule is now up to \$40,654 per violation!

The new English and Spanish versions of the Buyers Guides can be found on the FTC website <https://www.ftc.gov/tips-advice/business-center/guidance/buyers-guide-fillable-form>

NOTE: This article is not intended to provide legal or financial advice. It is for informational purposes only. Please consult your attorney if you have any questions requiring legal advice.

S. Allen Monello, D.P.A. 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 can be reached by email at Allen@TheAICE.com or by phone at (727) 623-9075. You may visit his website at www.TheAICE.com.

Thor Awards Two Florida RV Dealers



Thor Motor Coach recently recognized Wildwood-based Alliance Coach and America Choice RV in Ocala as "Prestige Partners." The award is presented for both product sales volume and excellence in customer service.

Alliance offers an extensive selection of Thor Class A coaches including Thor's flagship diesel pusher, the Tuscan, as well as the Challenger, Palazzo, Hurricane, Venetian and Axis. Besides the Thor award, Alliance Coach has been recognized for three consecutive years by RV Business Magazine as a Top 50 Dealer.

For America Choice RV, it was their fifth year receiving this award. As a top Thor Motor Coach dealer, America Choice RV offers the Axis, Chateau, Challenger, Citation and Hurricane motorhome lines a variety of Thor Motor Coach RVs at their four Florida locations.—news release

(L to R) Thor's Southeast Regional Sales Manager George Grim, Class A Diesel Sales Rep Davy Jones, Alliance Coach owners Judy and Alan Shapiro, and Sales Manager Tom Peterson.



Consider Outsourcing Business Operations

By Denise Dull, CPCU, ASLI, AIS, Integrity Employee Leasing

As a business owner, you may not have the time, staff or resources to understand all the aspects and complexities of “back of the house” operations. Changing labor laws and insurance requirements along with employee management and oversight, often keep owners occupied with non-revenue generating activity. Outsourcing certain business functions create time for owners to do what they do best - running their company!

Payroll processing, tax filing, the handling of unemployment and insurance claims, are all functions that can be provided to a business by an outside source. Not having an expert in each of these areas to intelligently understand and address questions, filings, reports and requirements can lead to potential fines and penalties assessed to the business owner.

Often, time spent in research, response and due diligence can be timely, and without a doubt, be time better spent in other areas affecting the overall profitability of your company.

Outsourcing these areas to a company staffed with skilled and experienced professionals is often worth the fees or costs associated with doing so. Taking these tasks away from daily operations allows you, the business owner, the luxury of doing the things that you are most passionate about and create a revenue stream for your operations.

There are companies available at your fingertips with services that range from a payroll-only partner to a full-service co-employer. These companies can actually take on payroll, insurance, tax and HR functions on your behalf. The options are many, but the key is finding a partner that fits the needs and style of your business model and an option that works best for YOU!

For more information how your business can benefit from employee leasing, please contact Denise at 941-625-0623.



Ready to Sell More RVs?

Registration Now Open for 2017 National RV Trade Show

The RV Industry Association recently announced that attendee registration is now open for the 2017 National RV Trade Show. The event, held

November 27 – 30 at the Kentucky Expo Center in Louisville, KY, features the largest concentration of recreation vehicle Manufacturers, Suppliers, Dealers and Campground managers in the world.

RV Industry buyers, technicians, media, influencers and others interested in developing partnerships within the growing RV Industry are encouraged to register.

Attendees will see thousands of RVs from all brands and comparison shop what to carry at their dealerships. Educational content at the show includes showcasing the best ways to merchandise products in RV Dealerships and special sales training courses that prepare RV Dealers to increase sales. In addition, RV techs can receive hands-on training on the newest products on the market.

The 2017 National RV Trade Show has been completely redesigned with new events such as:

RV Industry Awards: Held Wednesday, November 29 at 7:30 pm in the Mercury Ballroom in downtown Louisville, this event brings recognition to the total RV Industry - Dealers, Manufacturers and Suppliers. The event is a partnership with RVDA, who will present their DSI/Quality Circle Awards, RV Business, who will present the RV of the Year award and RVIA, who will present a brand-new Leadership Award.

Outlook 2018: The annual Outlook Breakfast is where RVIA shares key insights on industry trends and opportunities. Taking place Tuesday, November 28 from 7:30 am – 9:00 pm, the 2017 event features a new recognition program, “40 Under 40.”

Top Tech Challenge: Held Monday, Tuesday and Thursday in the Pavilion at KEC, the Top Tech Challenge is a competition designed to bring excitement, fun and recognition to the top RV technicians.

Supplier Showcase: Held Thursday, November 30, this will be a designated event for RV Manufacturers to visit RV Supplier booths.

For more information about attending, exhibiting or sponsoring the 2017 National RV Trade Show, please visit RVIAshow.org.

RVDA is Seeking Dealer Input for ‘DSI Survey’

The Recreation Vehicle Dealers Association’s (RVDA) annual Dealer Satisfaction Index (DSI) survey is now underway.

According to RV Executive Today Online, many manufacturers use DSI results to adjust policies and procedures that affect their dealers. “It’s extremely important for all retailers to participate in the survey and rate every brand/manufacturer whose products they carry,” the release stated.

The questionnaire measures retailers’ views about reliability and quality of units, parts and warranty support, and competitiveness of price/value. Individual responses are strictly confidential.

An independent research company tabulates all responses and only aggregate numbers are released.

You can access the survey at <https://www.surveymonkey.com/r/DSI2017>. –RVDA

NEW MEMBERS

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MERCHOVA

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Service, Region 4

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TOLL FREE: 850-274-7989
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www.adventurervflorida.com
Service, Region 5

SEASONS IN THE SUN RV RESORT

Janice Riccio
2400 Seasons in the Sun Blvd
Mims, FL 32754-5489
PH: 321-385-0440
www.seasonsinsunrv.com
Campground, Region 4



FRVTA Region 6 Helps 'Shriner' Cause

FRVTA Region 6 recently made a \$10,000 donation to the local chapter of the Shriners. Region 6 President Ken Lloyd, along with board treasurer Jerry Tempio, presented a check to Morocco Shrine Potentate Commodore Perry at a recent meeting of Morocco Shrine members in Green Cove Springs. "We're happy to receive this donation from our local RV Dealers, Vendors and Suppliers, which will go to support the 22 Shriners Hospitals for Children," Perry said.—*news release*

Lazydays RV Resort Earns TripAdvisor Recognition

If you love RVing — this is home

Lazydays RV announced that the Lazydays RV Resort in Tampa has earned its third consecutive TripAdvisor Certificate of Excellence. According to a news release, the achievement spotlights companies that provide a superior customer experience, based on TripAdvisor reviews.

Each year, TripAdvisor analyzes the quality, quantity and recency of reviews submitted by travelers over a 12-month period. Businesses that maintain an overall rating of at least four out of five — or "very good" to "excellent" — are eligible to receive a Certificate of Excellence.

"Lazydays aims to deliver world-class RV resort amenities and outstanding customer service, and we are thankful for the many glowing TripAdvisor reviews that affirm we are succeeding in that mission," said Lazydays Vice President and General Manager Linda Stephens.—*news release, RVBusiness*

MEETING DATES



See you at the 37th Annual FRVTA State Convention Sawgrass Marriott Golf Resort & Spa in Ponte Vedra Beach (just south of Jacksonville), September 7-10. This outstanding annual event is filled with fun-filled activities and educational opportunities!

Regions 1, 2, 3 & 5 • NO MEETINGS

Region 4 • September 13 • Bonefish Grill • Sand Lake Rd • Orlando

Region 6 • September 19 • Copeland's of New Orleans • 4310 Southside Blvd • Jacksonville

Region 7 • September 26 • Braised Onion • 754 NE 25th Ave • Ocala

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

2018 ADVERTISING OPPORTUNITIES

The RVers Guide to Florida...

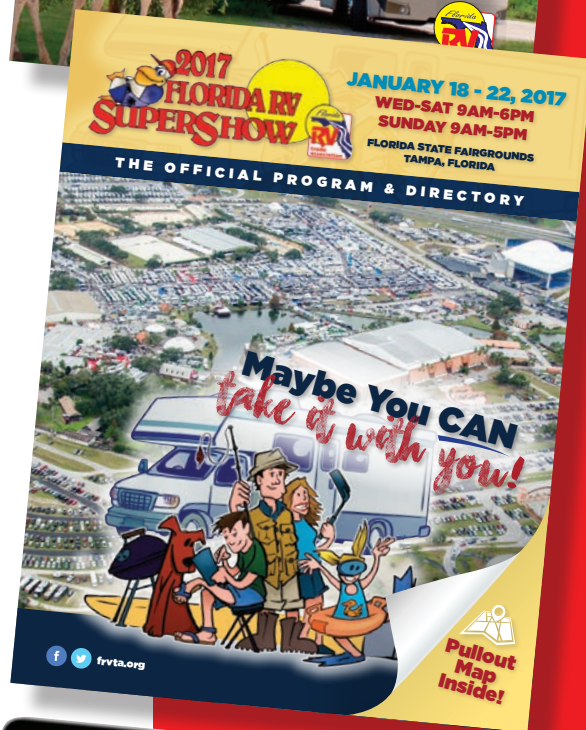
our annual membership directory showcasing seven Florida regions and one out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members. All advertising members can have a FREE logo added to their member listing when a full-page ad is purchased. Advertisers purchasing smaller ads can have their logo listed as well for a nominal fee, increasing 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.

(FRVTA began Interstate Rest Area distribution of the RVers Guide to Florida in 2014 and currently has twenty-eight (28) racks located at Rest Area locations on I-10, I-75, I-95 and I-4, including three (3) Official Visit Florida Welcome Centers and five (5) Turnpike Service Plaza locations. In April 2016 FRVTA finalized a partnership with Pilot and Flying J, with a rack located at the RV Island or Diesel entrance of (28) Florida and (5) South Georgia locations.)



The SuperShow Program & Directory...

celebrating its 33rd year and considered the greatest RV Show in the country. The publication is filled with everything the consumer attending the show would need, a pullout show map identifies each of the participating manufacturers on the map and includes a listing by manufacturer and product brand making it easier for the consumer to navigate their way throughout the show. The Supplier participants are also listed with product type and booth location information. The publication also features editorial on new products to the industry that will be on display representing both the RV Manufacturers and RV Suppliers, some being seen by the consumer for the first time. The SuperShow Program also includes editorial on Tampa plus 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!



FRVTA Website...

FRVTA.org FRVTA's new Consumer friendly website launched in July of 2016. The site has been designed for the consumer representing most of the site's traffic looking for information on upcoming RV Shows held throughout the year. The site also features our members by regions, points of interest and stories related to the Florida for the RV consumer. Members who advertise in the publications can advertise on the website for a discounted rate. The website offers Banner ads on the Home page and Banner or Tile ads on the SuperShow, RV Shows and Regional Member pages. The cost ranges from \$250 to \$700 depending on the ad size, location and contract term.



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