



Welcome to the jungle we've got fun and games!!

Make sure to book your travel passport for this year's 39th Annual FRVTA State Convention as we take you on a RV travel safari that will direct you on the trail to RV success! Special convention hotel room rates are only guaranteed until August 13, so don't hesitate! Many say it's a jungle out there, but they haven't been to the annual FRVTA State Convention! This year the annual get-together takes place at the beautiful Wyndham Grand Orlando Resort Bonnet Creek, September 5, 6, and 7.

This annual conclave is one of the best ways to meet FRVTA members from around the state and country in a casual and comfortable atmosphere. Bringing fellow industry friends, members and national RV Industry insiders together helps build leadership, expand knowledge, develop new ideas and share common experiences all in an effort to enable your business to release it's inner beast.

All members are encouraged to take a safari with us to learn the navigation tricks around our industry's perils that for many are a tangle of mysterious methods and strategies. Ultimately, your business triumph will make you "King of the Jungle" as you roar with the excitement of success!

Important RV Industry issues will be discussed and reviewed, all of which affect industry participants. This includes 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 the convention, we hold the annual membership 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.

The convention opens with the "Welcome to the Jungle" Reception Thursday evening. Enjoy cocktails and hors d'oeuvres in a relaxed and social atmosphere while meeting new and old friends. While on safari, make sure you have your phone/camera with you since you might see some wild jungle animals!

Friday morning starts the "red meat" of the convention with the general session that features representatives from both RVIA and RVDA who will give members an update on the overall state of the national RV Industry and the growing Millennial market and how to attract them to your business.

Friday afternoon will be time for the leisure events, including the "Serengeti Sip & Paint" 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 make your evening safari an adventure to remember. Make sure to hide in the brush when the hunters show up!

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PRESIDENT'S MESSAGE...

Are You Ready for the Next Recession?

All indications are that the sales volume we have experienced the last few years is starting to slow down. I do believe the economy is currently in great shape and although we may not see RV sales continue at last year's pace, there is optimism we will settle into a comfortable new normal.

We certainly will see another recession at some point, as history has indicated, but I don't expect it to be as brutal as the last one.

It's hard to believe it's been more than 10 years since things went downhill for our economy, but I do remember it well. I had just listed my house for sale when the evening news began spilling the bad news every night. I called my Realtor and added a \$500 spiff to the deal if they could get it sold in the next two weeks. They did and I'll be forever grateful. Within a few months the housing market was stacked with inventory and prices were falling fast.

I took the economic downturn very seriously, not knowing how bad it would get or how long it would last. I started looking closely at every expense we incurred and started putting every process under the microscope trying to squeeze out as much efficiency as humanly possible.

I had taken pride in never having to lay off an employee and I knew my record was about to be tested. The challenge forced me out of my comfort zone and I began to think more creatively.

I added new services and product lines, I expanded my service area, I started going to national rallies, I ventured into the wholesale business, I restructured my organizational chart, I found a cheaper (and better) phone system, I renegotiated several of my business expenses for substantial savings...the list goes on and on!

As it turns out, things never got as bad as I feared they might. In fact, they got better. The scare pushed me into new markets I never would have considered, and now that is the largest part of my business!

So, as I look back and ponder how different things might have been if I hadn't received that economic nudge, I also wonder what might be possible if I put myself back in the same frame of mind as when the evening news anchor began spreading the depressing news.

No, I don't expect a return to the depths of the last recession we experienced anytime soon, but I do urge you to think "what if?" and see if you can tap into some creativity that will take you to the next level, or prepare you to withstand whatever comes your way.

To your success,

ROB COCHRAN
FRVTA State President

P.S. - Hoping to see many of you at next month's FRVTA State Convention.





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 5- 7) at the beautiful Wyndham Grand Orlando Resort Bonet Creek in Orlando 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.



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

FRVTA CONVENTION

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

Saturday's luncheon features "Safari" Dave as he presents the "Grab a Tiger By the Tail" fun and prize-filled Game Show. Audience



CONTINUED FROM PAGE 1

contestants will vie for cash and prizes, and maybe answer some "Jungle Trivia" and "Name that Jungle/Animal" Songs. Regional awards also will be presented. This is always a fun and lively event!

The final event of the convention is the Saturday evening "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, E-readers, iWatches among lots of other great items.



FRVTA Board Meets in Sanibel

The FRVTA Board of Directors met on July 13th at the Marriott Sanibel Harbor Resort. The following were items either discussed or actions taken:

- The Show Committee wanted regional officers to point out that all FRVTA shows are governed by the Uniform Show Rules and they should be aware of those rules. Also, some dealers will need to allow for more space inside their displays as this could cause a hazard in case of an emergency.
- The PR Committee reported that the RVers Guide and SuperShow magazines were a success and plans are underway for the 2020 magazines. Distribution thru the interstate rest areas, the Florida Turnpike and Pilot Flying J stores remain strong. We have photographed the cover of the 2020 RVers Guide at Kennedy Space Center and it came out great.
They also reported good click-thru-rates on the ads on the FRVTA.org website. The public service billboard campaign for 2018-19 netted the Association over \$106,000 worth of billboard space for an investment of only \$15,500 and will be renewed for 2019-20. Ad space will be available on the interactive SuperShow map and more information will be sent to members about this opportunity.
- The Board is matching the regions dollar for dollar, up to \$10,000 to collect and distribute to hurricane relief in the Panhandle. They hope to collect this ASAP and make donations directly to people as opposed to a large organization.



- The Education Committee continues to work with RVIA on the implementation of the new textbooks and curriculum for the new RV Training Institute. Jim Carr continues to work with the State of Florida to try to simplify the testing for LP Gas Dealers, Distributors and Service Centers. This is an on-going issue that will be worked out with the state.
- The Scholarship Committee selected seven new students to be added to the FRVTA Scholarship program beginning this fall. This gives us 25 full-time students and five part-time students on the program.
- The Finance Committee reported the Association to be in very good financial condition with the SuperShow still being the number one revenue producer.
- Lance reported that the Board has hired Victoria Rivera to work alongside Jim Carr with the FRVTA Training Program. She will eventually take over his duties.



FRVTA SUMMER SHOWS HEAT UP RV INTEREST

The Florida RV Trade Association just completed two summer RV shows, one in West Palm Beach and the other in Tampa. The Palm Beach Outlets RV Show was a free show held at the Palm Beach Outlets in the parking lot. The Tampa Bay Show was held inside the Expo and Entertainment Halls at the Florida State Fairgrounds.

The Tampa Bay Summer Show took advantage of the air conditioned Expo and Entertainment Halls with the majority of the show inside. Held over the weekend of June 6-9, the gate was on another record track when afternoon storms took its toll. The show still drew over 6,100 people and they were doing a lot more than just kicking tires. "Every dealer I talked to had a great show," said FRVTA Region 3 President Deanna Pearce. "The marketing, including having Channel 13's afternoon news at the show on opening day, hit the target of the local RV market." Over 60 suppliers filled every available booth with RV parts, accessories, awnings, cleaners and lots of other crowd-pleasing products.



The West Palm Beach Summer RV Show took place June 20-23. With seven participating RV Dealers, the show opened to big crowds. "The people came out early in the day to beat some of the Florida heat," said FRVTA Show Coordinator Patty Flanagan. "While we didn't have an exact number of people that attended due to it being a free event, the dealers were happy." Just about every dealer did well and many reported good sales. "Our summer show really helps us keep the 'selling season' going a little longer," said Brian Copley of Copley's RV Center. "While not as strong as our winter show, this show allows us to focus on our year-round residents."



The bottom line coming out of these two Summer RV shows is that the local market is still very interested in the RV Lifestyle. Both regions are in the planning stages for their fall shows scheduled for November. For more information on these or any other FRVTA events, contact the FRVTA State Office.



TRAINING NEWS • by Jim Carr, Training Director

Introducing Veronica Rivera, FRVTA Education Director (In Training)

For some time now, I have been contemplating riding off into the sunset, but one thing prevented it: finding the right person to hand over my 20-year training baby to—and I just plain love

what I do! Implementing all the changes coming from RVTI, the great people in the dealerships, the challenge of getting technicians certified and on and on, it never got old. I could not have designed a second career any better!

I was challenged to find the right fit for a replacement, especially with the parameters FRVTA set. OK, we can talk about your leaving when you find someone with a strong education background, someone who has experience with corporate training, testing and certifications, someone who knows and loves the RV Industry—oh and who likely will be around for another 20 years, bright and intelligent and a self-starter, and works well with all kinds of people, etc. etc.

It's taken almost two years, but I do believe we have landed an individual who not only meets all of the above criteria, but actually exceeds our expectations.

Meet Veronica Rivera: a 30-something bright, educated, experienced, charming, highly tech savvy professional, excited for the opportunity to join the FRVTA family and carry on our training initiatives. Veronica comes to us with a strong education background—degrees from the Fashion Institute of Technology, International Academy of Design, and Villanova University with a B.A. in Marketing and advanced study in Six Sigma Management, a process designed for business professionals committed to improving productivity and profitability.

She is currently certified as a Green Belt and finishing course work to sit for the Lean Black Belt level. After all that education, she was off to work. She started her

career working for Home Depot designing and delivering training programs for call center personnel, then the medical and banking fields to develop, manage and drive results for distant training programs. Finally, with the telecommunications industry as a Corporate Director of Training, working with stores across the board to provide training for all employees.

Family circumstances brought Veronica to the Tampa Bay area where a local multi-store RV Dealership hired and tasked her with developing and delivering live and web-based training to staff in all their stores.

I met her when we were launching our FRVTA Augmented Reality project, a committee process to see if AR could be utilized in remote proctoring of Technician Certification tests. Veronica was knowledgeable in the technology of AI and AR, asked the right questions and guided the process with our partner in Silicon Valley.

After knowing and working with Veronica for over a year it was evident how valuable she was as an Educator, Techie and RV Professional who just loves the industry. Obviously, she checked all the boxes we were looking for and when she showed interest in my position, the rest is history.

Now for the good news: I get to spend six months working with Veronica full-time to facilitate a smooth transition and then step back to part-time to finish out the 2019-20 school year. I can't think of a nicer way to pass off my 20-year-old training baby and know as everyone gets to know Veronica that all will be extremely comfortable with the changes.

The big thing to remember is that we'll both be working with you throughout this year and will be onsite in every dealership to meet and greet, and get everyone comfortable with the new programming coming from RVTI and the new Training Director. This is real win-win for everyone. *So, welcome aboard Veronica!*



RV Hall of Fame Announces New Website

The RV/MH Hall of Fame (Hall) President Darryl Searer recently announced the launch of the Hall's. The new site allows visitors to search for Hall of Fame members, read the latest news and events upcoming at the Northern Indiana Event Center, and check out all of the individuals and companies that contributed to the Hall's success. To access the new site click [here](#).



SERVICE WORKS • by DON TIPTON, DTC Retail Consulting

Is your Service Department a “Field of Dreams” or “Poltergeist”? (part 2)

Editor's Note: This is the second of a two-part article on making sure your Service Department is as efficient and profitable as possible. In part one, which was presented in the June 2019 issue of FRVTA

News, we learned about four of the nine steps leading to a smoothly running Service Department, including adding apprentice technicians, managing scheduling priorities, considering a second work shift and adding prep-only technicians. Here are the remaining tips on how to ensure your Service staff is working to maximum efficiency and profitability:

4. **Add prep-only technicians to move as much of this type of work as possible out of the main shop and away from the skilled line technicians.** These apprentice-technicians should shadow an experienced technician and transition from observing the prep being performed by the senior technician to performing the prep and being observed by the senior technician. Eventually they would work alone, but a senior technician should inspect the first several solo preps performed to ensure a complete and quality prep.
5. **Pre-prep units.** Performing a partial prep (or complete prep) can pay real benefits during your busy selling season when there is a push to get units serviced and delivered. Most of those warranty items will have already been identified and resolved, which also means the customer does not have to return to have those items replaced.
6. **Consider a Team structure.** The team would generally consist of a Team Leader, Lead Technician, Technician and Apprentice. All jobs would be dispatched to the Team Leader who would decide who and/or how many technicians on the team would work on each unit. It is possible that all four team members might be on the same unit at the same time or just one or two depending upon the type of work and how many jobs lines are on the repair order. All billed hours produced go to the team and are split and paid by their individual pay rate.
7. **Improve the efficiency of the current staff.** I have covered this area in previous contributions, but because it is such a huge area of potential and an ongoing challenge in many stores I wanted to include it again here. First take a look at all the areas and reasons that create non-productive time for the technician. Be very objective here, lost time is lost time whether it's the technician out back smoking or waiting at the parts counter or waiting on the next job or waiting for job approvals or waiting for units to be moved or

re-arranging the showroom or sales lot or the ever present “hey, can you come take a quick look at this.” All of these lost minutes add up to hours. Hours that could be produced and sold to someone.

Dispatch all repair orders with the estimated billed hours and customer status update time clearly recorded for the technician to see. For the shops that currently pay their technicians by the clock hour, you might consider a modified flat rate program. One way of doing this is to pay a higher rate (usually \$3.00 to \$5.00) for billed hours than you pay them for the clock hour. At the end of the pay cycle the technician would receive the greater amount of the two. Example:

- \$20.00 current clock hour rate X 40.0 = \$800.00
- \$24.00 per billed hour X 36.0 billed hours = \$864.00

The technician in this example would be paid the \$864.00. The 36.0 billed hours may also be a new best in produced billed hours for this technician. Do the math and look at the potential.

8. **Express Service.** That's right I said Express Service. During peak times if you can handle winterizations as an example while the customer waits, then the time spent dropping the unit, moving and storing the unit, moving the unit into the shop and then moving back into storage is all saved. This would of course require advance scheduling and a dedicated technician(s). It is not unreasonable to think that you may actually charge more for the convenience of this service. The Express Service could grow to include other operations such as wheel bearing packs, state inspections, plug & play brake controls, roof vent replacements or basically any operations that are less than two hours.
9. **The most obvious but also the most difficult is to add skilled technicians to your staff.** A lot easier said than done, I know.

In conclusion, I covered a lot ground in both articles on this major area of opportunity in your Service Department. I realize this list of recommendations is both incomplete and requires additional research and information. I hope at least this contribution gets the thought juices flowing and helps get you focused on addressing the opportunity in your store.

Don Tipton is president of DTC Retail Consulting based in Jacksonville Beach. He is a Speaker, Trainer & Consultant with over 35 years of RV and Automotive experience. Don has conducted training workshops for many national, state and local associations and is often an invited speaker for 20-groups. For more information or to have Don provide your dealership with insightful information, you can reach him at 803-917-9991 or don@dtcretailconsulting.com.



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

Developing Your Red Flags Rule Identity Theft Prevention Program

In the last article published in the July newsletter, I discussed the requirements for developing a written Safeguards Rule plan. This article will cover some of the requirements for the Red Flags Rule Identity Theft Prevention Program Plan.

The Red Flags Rule, enforced by the Federal Trade Commission (FTC), requires dealerships to implement a written identity theft prevention program designed to detect the “red flags” of identity theft in a dealership’s day-to-day operations, take steps to prevent the crime and mitigate its damage. The bottom line is you must take steps to prevent an identity thief from purchasing a unit from your dealership.

The Red Flags Rule tells you how to develop, implement and administer an identity theft prevention program. Your program must include four basic elements:

1. Reasonable policies and procedures to identify the red flags of identity theft that may occur in your day-to-day operations.
2. Your program must be designed to detect the red flags you’ve identified. If you have identified fake IDs as a red flag, for example, you must have procedures (and provide training to sales and finance managers) to detect possible fake, forged or altered identification.
3. Your program must spell out appropriate actions you’ll take when you detect red flags. (For example, should the GM or Director of Finance be notified? When should law enforcement be notified?)
4. Your program must detail how you’ll keep it current to reflect new threats. Who is overseeing the program and monitoring when changes need to be made to keep up with the latest fraud attempts or scams?

Here are some of the things the FTC wants you to know when developing and updating your plan:

• Identify Relevant Red Flags

What are “red flags”? They’re the potential patterns, practices or specific activities indicating the possibility of identity theft. Consider:

- * Risk Factors. Different types of sales pose different kinds of risk. For example, red flags for in-person sales may differ from red flags for internet sales.
- * Sources of Red Flags. Consider other sources of information, including the experience of other RV Dealers and what is written in trade journals.

• Categories of Common Red Flags

Alerts, Notifications and Warnings from a Credit Reporting Company. Changes in a credit report or a

consumer’s credit activity might signal identity theft:

- * Fraud or active duty alert on a credit report
- Suspicious Documents can offer hints of identity theft:
- * The person presenting the identification doesn’t look like the photo
- Personal Identifying Information. Personal identifying information can indicate identity theft:
- * Someone who can’t answer challenge questions
- * Notice from Other Sources. A victim of identity theft or law enforcement may be trying to tell you that an account has been opened or used fraudulently.

• Detect Red Flags

Sometimes, using identity verification and authentication methods can help you detect red flags. Consider whether your procedures should differ if an identity verification or authentication is taking place in person, by telephone, mail or online.

• Prevent and Mitigate Identity Theft

When you spot a red flag, be prepared to respond appropriately. Your response will depend on the degree of risk posed. For example, when in doubt, contact the customer.

• Update the Program

The Rule recognizes that new red flags emerge as technology changes or identity thieves change their tactics. This requires periodic updates to your program.

• Administering Your Program

Your Board of Directors, owners or senior management must approve your initial plan. You may designate a senior employee to do the job by assigning specific responsibility for the program’s implementation.

This is only a partial summary of the information provided by the FTC. For more information, visit <https://www.ftc.gov/tips-advice/business-center/guidance/fighting-identity-theft-red-flags-rule-how-guide-business>

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., 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 recently became 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. You may visit his website at www.TheAICE.com.



Regan: RVDA Reports '18 Dealer Costs Up, Profits Off

Editor's Note: The following column in RV Executive Today by Recreation Vehicle Dealers Association (RVDA) Chairman Mike Regan details the latest report from RVDA examining key metrics in the industry.

Many dealers get useful information from their 20 Groups/performance groups about how well their own businesses operate compared to others in the group. Another excellent way to see where you stand is by comparing your dealership numbers with industry-wide benchmarks. Each year, the June issue of *RV Executive Today* publishes figures on national average net profit, gross margin, dealership expense and more.

This year's study back up what both retailers and manufacturers are very much aware of – that dealer inventory levels were too high during the winter and spring. RVIA has reported that shipments for the first quarter reached 99,976 units. That's down 27.1% from 137,086 in 2018.

Retail sales reported by Statistical Surveys Inc. (SSI) are down only 9.6% for the first quarter. The company reported 87,510 new-unit sales in 2019 for North America. Even though retail registration delays, weather and other economic issues can affect first-quarter performance, dealers are reporting brisk sales during the spring selling season.

The difference between retail and wholesale shipments shows dealers reducing their inventory by 12,466 units – a great step in the right direction. And the 87,510 retail units represents the third-best first quarter ever. Industry insiders believe that, at the current rate, dealers' inventory will be rightsized over summer.

As the retail market has become increasingly competitive thanks to internet shoppers and increased dealer inventory, retailers have reduced gross margin on new units from 12.4% in 2017 to 11.5% in 2018. Meanwhile, expenses are up. Advertising has increased from 5% of gross margin in 2017 to 6.1% in 2018. Floorplan expense has also risen, from 3.3% of gross margin in 2017 to 5.1% in 2018.

These are all warning signs for RV Dealers. Sales income is down while expenses are up. I have a friend who says, "Bad habits are formed during good times." We've had a good 10-year run since the end of the Great Recession in 2009. Now it's time to look in the mirror and compare our dealership numbers with some industry benchmarks.

In the near future, there will be a new benchmark: RECT (repair event cycle time). There's a lot of effort underway to get this measurement to all industry players. Dealers should be able to see their RECT, as well as an industry standard. My goal is to get this information to every manufacturer, as well. So take some time to compare yourself to your peers.

Lazydays Resort Awarded TripAdvisor Certificate

Lazydays recently announced that the Lazydays RV Resort earned its fifth consecutive TripAdvisor Certificate of Excellence. With five consecutive years of the Certificate of Excellence achievement, Lazydays RV Resort has qualified for the TripAdvisor Certificate of Excellence Hall of Fame.



"Neela Pal, VP of brand at TripAdvisor, says "This recognition allows us to publicly recognize businesses that are actively taking into account customer feedback to help travelers confidently experience the most highly reviewed places to eat, stay, and explore."

The Certificate of Excellence accounts for the quality, quantity and recency of reviews submitted by travelers on TripAdvisor over a 12-month period. To qualify, a business must maintain an overall TripAdvisor rating of at least four out of five, have a minimum number of reviews and must have been listed on TripAdvisor for at least 12 months.

"Lazydays RV is extremely proud to be awarded the Trip Advisor Certificate of Excellence Hall of Fame award," said Jeff Dillard, general manager of the Lazydays Tampa dealership. "Providing a best-in-class customer experience is our top priority and we appreciate all of the RVers who have taken the time to share their experience." –news release

Florida Dealers Earn Airstream Awards

Besides rolling out 2020 model year products, enhancements and additions to its existing programs at its recent annual dealer meeting, Airstream Inc. honored its dealer partners with awards for parts, sales and customer service.

The iconic travel trailer currently is undergoing a major renaissance with the gleaming trailers rolling in record numbers as Millennials recognize it as a piece of Americana. This has pushed sales up 218 percent over the last five years.

First founded in 1929 by Wally Byam in California, production now takes place in the small town of Jackson Center, Ohio. Each aluminum travel trailer uses about 5,000 rivets. To meet demand, the company recently made a \$40 million investment in a new 750,000-square-foot facility.

Congratulations to the following Florida Airstream dealers for their success!

Top Motorized Dealers (U.S.): East No. 3 – Airstream of South Florida • East No. 1 TIE – Airstream of Tampa

Top Motorized Dealer: Airstream of Tampa

Top Towable Dealers (U.S.): East No. 5 – Airstream of South Florida • East No. 2 – Airstream of Tampa

Five Rivet Dealers (East): Airstream of South Florida –news release & reports



NEW MEMBERS

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Campground, Region 3

MERCEDES-BENZ USA

Leigh Puckett
1 Mercedes-Benz Dr
Sandy Springs, GA 30328-4312
Toll Free: 800-367-6372
Website: www.mbvans.com/sprinter/home
Email: leigh.puckett@daimler.com
Manufacturer, Region 10

COVE COMMUNITIES

Joyce Mireault
4350 E Camelback Rd, A-100
Phoenix, AZ 85018-8318
PH: 480-423-5700
Website: www.covecommunities.com
Email: info@covecommunities.com
Campground, Region 10

SPONSORSHIP OPPORTUNITIES AVAILABLE



The 39th 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 • August 8 • PGA National Resort • Member Club, 400 Ave of the Champions • Palm Beach Gardens

Region 3 • August 13 • Westshore Grand • 4860 W Kennedy Blvd • Tampa

Region 4 • To Be Announced • Tony Roma's • 8560 International Dr • Orlando

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

Region 6 • August 20 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville

Region 7 • August 27 • Braised Onion • 754 NE 25th Ave • Ocala

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

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: 120,000+
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 and thirty-one (31) Pilot Flying J Travel Centers in Florida and South Georgia.

RV SUPERSHOW PROGRAM

Celebrating its 35th 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!

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 \$700, 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:
7,250+

Source - Google Analytics, 3/31/19



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

CLICK HERE TO DOWNLOAD OUR MEDIA KIT FOR SPECS & RATES

ADVERTISING Opportunities

