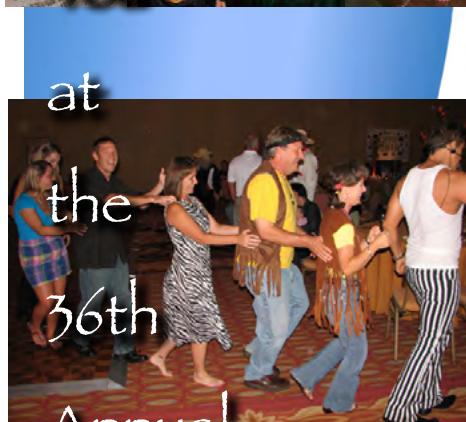




FRVTAneus

AUGUST 2016

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



With only a month to go, there's still time for you to register for the 36th annual FRVTA State Convention, Thursday, September 8 through Saturday, September 10. This year we return to the beautiful Hawk's Cay Resort on Duck Key, site of our 25th Annual State Convention. For those of you who remember, it was a great time for all!

The theme for this year's confab is "Escape to Paradise, Discover the Keys to Success" and our annual event will feature the brightest and best minds in the RV Industry to bring FRVTA members up-to-date on the state of our industry and what to expect in the coming months.

The convention opens with the "Island Time" Welcoming Reception on Thursday evening. This wonderful reception will include a Sunset Toast as we head into the Gulf to toast the sunset with champagne.

Afterwards, the "Tank Tops and Flip Flops" Hospitality Room is a great place to unwind after a busy day of discovering the "Keys to Success" while relaxing with fellow industry professionals from around the state and country.

Friday morning begins the "guts" of the convention at which you'll actually start earning your "Keys to Success." **Dr. Jerry Teplitz** kicks off the convention with his session on Leadership Qualities. **RVDA President Phil Ingrassia** and **RVIA President Frank Hugelmayer** give a special "State of the RV Industry" presentation.

Next up is **Carrie Kerskie** who will provide attendees with information on how to avoid business and personal identity theft. **FRVTA Legislative Consultant Marc Dunbar** joins political insider **Marian Johnson** from the Florida Chamber of Commerce for a unique perspective on both state and national politics.

Members can then choose a special activity for the afternoon, either a Dolphin Encounter, a snorkeling trip to a local reef or just relaxing at the resort.

Whatever you choose to do, be ready to celebrate Cuban traditions and foods at the "Havana Nights" Costume/Dinner Party. Being so close to Cuba, it is only natural that the theme for this year's Friday night dinner is Havana Nights. Cuban music, food and dancers will give the feeling of being on the island.

Saturday morning the many educational breakout sessions will offer detailed information to attendees in smaller, more intimate classroom settings. **Courtney Parish** provides insights to Social Media Marketing with **Allen Monello** updating members on Dealer Compliance and Knowledgebase issues. **Tom Walworth** of Statistical Surveys, Inc. alerts members on RV Retail Trends, while **Erick Swenson** of Morgan Stanley offers an interesting overview of what to expect with the Investment/Financial world. Finally, Carrie Kerskie gives a more in-depth look at Identity Theft, while Marc Dunbar and Marian Johnson detail more of the Political Environment in this presidential election year.

Forget about a nice quiet lunch on Saturday as "Super Dave" presents "Jamaican Me Crazy," a fun and prize-filled Game Show Luncheon. If you've been to previous conventions, you know that contestants will vie for cash and prizes just like the old "Let's Make a Deal" game. Cuba and island trivia and tropical "Name That Tune" music will also be a part of a very lively lunch.

The convention wraps up that evening with the "Sunset Breeze" 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 great items. With a heavy election season guaranteed, please make sure you "key in" on the huge variety of great items.

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.

STATE OFFICERS

PRESIDENT
Rob Rothenhausler

VICE PRESIDENT
Ryan Hollan

TREASURER
Nelda Iacono

SECRETARY
Rob Cochran

CHAIRMAN OF THE BOARD
Sam Abdo

REGIONAL OFFICERS

REGION 1
Chris Morse - **PRESIDENT**
Tom Wegge - **DIRECTOR**

REGION 2
Sean Thompson - **PRESIDENT**
Brian Copley - **DIRECTOR**

REGION 3
Deanna Pearce - **PRESIDENT**
Snow Chamberlain - **DIRECTOR**

REGION 4
Ken Gifford - **PRESIDENT**
Traeanne Reynolds - **DIRECTOR**

REGION 5
Lyn Hart - **PRESIDENT**
Jeff Fowler - **DIRECTOR**

REGION 6
John Schuster - **PRESIDENT**
Mike Waggoner - **DIRECTOR**

REGION 7
Dell Sanders - **PRESIDENT**
George Grimm - **DIRECTOR**
George Lempenau
CAMPGROUND DIRECTOR

OFFICE STAFF

Lance Wilson
EXECUTIVE DIRECTOR

David Kelly
MARKETING DIRECTOR

Mike Ryan
CONTROLLER

Lesa Colvin
SHOW DIRECTOR

Patty Flanagan
SHOW COORDINATOR

Damarys Cuebas
ADMINISTRATIVE COORDINATOR

Sharlene Nelson
MEMBERSHIP COORDINATOR

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website: www.frvta.org

PRESIDENT'S MESSAGE

*36th Annual FRVTA State Convention-
September 8, 2016 at the beautiful Hawks Cay
Resort in the Florida Keys. Get informed and
tuned in.*

August is a month that signals the ending of summer with fall beginning in late September. I'm sure everyone is glad to see some of the extreme heat from July getting behind us. I know everyone hears it all the time, but hydrate, shade fans and hydrate! This kind of heat causes big problems.

Inspections:

Having a discussion with an associate of mine the other day, we talked about the problems he was having with the servicing of his walk-behind lawn mower. Seems the transmission went out and the repair facility charged a little over \$800 for the repair—yes it is a larger 34-inch unit. After the mower was returned, there were issues with the drive forward/reverse/stop controls, which caused the mower to go back to the shop.

Again, redelivered back to my associate with the simple cable/belt adjustments, the mower seemed to work fine beginning the first mow, but by the end of the yard cutting (about 35 minutes) the drive would no longer propel the mower. And this is an expensive, very heavy “push” mower that is again being returned for repair...

Relating our conversation to our RV businesses and the servicing of our customers, be it customer service for parts, repairs, sales questions, deliveries or whatever, the importance of quality control cannot be stressed enough.

We all tend to get a little lazy and take the easiest path toward the desired goal, but frequently that path creates much more work for ourselves. This, of course costs us money and considerable frustration to our much needed customer.

The importance of inspections and quality control is second to none. All surveys, customer responses and interviews indicate the customer is willing to pay a little more for service if it is done right the first time. However, having to repeat the service may mean the loss of that customer to our competitor.

Give it some thought: do you need to make a couple of procedure adjustments?

Continue training, practicing, demonstrating and educating. Not only does it build your dealership perception, it helps our industry overall earn a positive, respected and professional reputation.

See you in the Keys!

Till next time...

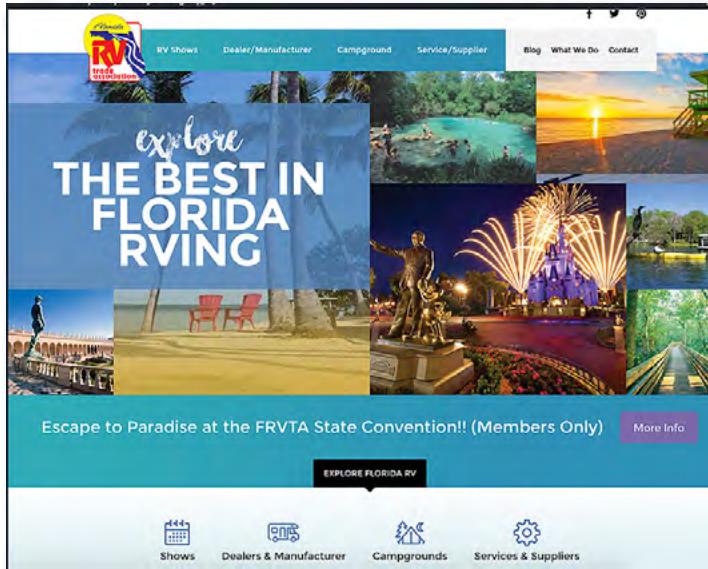
ROB ROTHENHAUSLER
FRVTA PRESIDENT



Sponsorship Opportunities Available



The 36th Annual FRVTA State Convention is the perfect opportunity to increase your company's recognition through reaching a targeted audience of RV Dealers, Manufacturers and Suppliers. Sponsorship opportunities and prize donations for both the silent auction and the game show luncheon are now available. For more information or to make a donation, contact the Florida RV Trade Association at (813) 741-0488.



FRVTA Launches New Website

The Florida RV Trade Association recently launched its new and improved website (www.FRVT.org). The new site makes it easier for the general public to obtain information about upcoming Regional RV Shows, the Florida RV SuperShow and the Super Rally. More importantly, the new site gives visitors more information about FRVTA members with an exact location of each member on a map.

"We serve two masters with our site, our members and the public," explained FRVTA Executive Director Lance Wilson. "This new site really targets the general public as this represents the majority of our traffic. The information for our members and exhibitors is accessible through navigation on the bottom of the page. Our Dealer Knowledgebase and Member Benefits is featured on one page making it easy for our members to get the information they come to our site for."

New to the FRVTA site is an ongoing blog section. "We are working with a number of bloggers so this section stays new, current and entertaining," said FRVTA Marketing Director Dave Kelly. "The new site also allows us to make additions/corrections at a minutes notice so the information stays up-to-date."

Banner and tile ads are still available and have been moved to a more visible location on the pages. For more information on site advertising or anything else concerning www.FRVT.org, please contact the Florida RV Trade Association at (813) 741-0488 or email to: info@frvta.org.



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 8-11 at Hawks Cay Resort on Duck Key) 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: RYAN HOLLAN, Camping World

Vice President: NELDA IACONO, North Trail RV Center

Treasurer: ROB COCHRAN, Camping Connections

Secretary: Open

Other members interested in running for state office should contact the Nominating Committee Chairman, Sam Abdo, at (805) 215-1200.

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.

Board of Director's Report from July 16, 2016

The FRVTA State Board of Directors met on Saturday, July 16th in Clearwater and approved the following actions:

- The Scholarship Committee reported they had 25 students apply for only six openings on the full-time scholarship and four applicants for three openings for part-time students. This brings the total number of students on the scholarship program to 25 full-time students and five part-time students each receiving \$2,000 per year for up to four years. (See Scholarship article below for more information).

- The Finance Committee reported that the financial situation for the State and the regions is very strong. It was suggested that the regions give a break to the exhibitor's cost to participate in their upcoming shows as the regional treasuries are doing well.

- The PR Committee announced the new FRVTA website and showed it off to the Board. There were a few suggestions and a couple of bugs were discovered. The site went live in early July and is an ongoing work in progress. The Committee also reported on the distribution of the 2016 RVers Guide and how successful the Pilot/Flying J locations are doing. Also interstate distribution in the rest areas has been better than expected. It was moved, seconded and approved to re-print an additional 15,000 copies bringing the total print count to 110,000 copies. The ongoing PR campaign with the Florida Outdoor Advertising Association has done well with over 25 boards across the state. The new Roadie costume has arrived and will be making an appearance at the upcoming convention.

- The Nominating and Awards Committee reported that one person has thrown their name in the hat to run for State Secretary. There will also be a chance for



qualified candidates to be nominated from the floor at the convention. The Committee is also looking into other ways other than plaques to thank board members for serving.

- The Membership Committee continues to look into new benefits for our members. Anyone with suggestions for new programs should contact the State Office. The membership benefits brochure is being updated and should be available soon.

- The Show Committee handed out a regional show snapshot of the past few shows. It showed how much space the in-region dealers bought, attendance figures and advertising budgets. The report shows trends over the past few years that the regions are buying show space in-region and buying more space as well. The space drawing for the 2017 Florida RV SuperShow will take place in the State Office on August 2-4.

- The Education Committee reported that the current Distance Learning class comes to an end soon and any dealers or service centers that want to take part in the 2016-2017 program needs to contact Jim Carr ASAP. We had a record number of participating dealers and participants this past year. The Committee is working on a program to bring advanced training into Florida and more information will be coming. They are also working on a pre-hiring aptitude testing program that members can use to evaluate prospective employees.

- The Executive Committee reported that RVIA has completed the financial impact study they have been working on and it will be boiled down to include state levels. This information will help us show legislators the financial impact the Florida RV Industry has on the state.

FRVTA Adds Nine New Students to Scholarship

The Florida RV Trade Association Board of Directors added nine new students to the FRVTA Scholarship at their July meeting. This brings the total number of students on the scholarship program to 25 full-time and five part-time students.



The FRVTA Scholarship began in the fall of 1990 and since that time over 100 students have received an undergraduate degree with the aid of the scholarship. The scholarship pays students \$1,000.00 per semester or up to \$2,000.00 per year for a total of \$8,000 per student. Students must attend an in-state college and must maintain a 3.0 grade point average.

"Every year we get a lot of qualified applicants," said Nelda Iacono, Chairman of the FRVTA Scholarship Committee. "I wish we could give them all scholarships, but I'm real pleased with the applicants we've chosen. We base the scholarship not only on academic achievement, but upon financial need and extracurricular activities. I feel this is one of the most important membership benefits our Association offers."

Students currently on the FRVTA Scholarship are Justin Downey-Defretas, Adrienne Gerzeny, April Graham, Irene Medina, Danielle Prunty, Samantha Purton, Marissa Scrofano, Bradley Senderling, Raymon Charron, Elena Iacono, Paulina Magana, Jacqueline Meyer, Alyssa Rodale, Jacob Sellers, Jamie Isleman, Amanda Markee, Evalena Sabella, Kerry Waldron, Kiera Clay, Kyle Gavagan, Sierra Courtney, Ashley Newman, Caleb Haake, Joseph Hoff, Kendyl Kelly, Patricia Villegas, James Banks, Jessica Hoengel, Rebecca Mincey and Samantha Palmer.



TRAINING NEWS • by Jim Carr, Training Director

Washington Meetings Bring Changes to Florida DLN Training Program

Below is a copy of the monthly Mentor Update that goes to all Service Managers and Training Mentors (usually the same person) who are participating in our

Distance Learning Network (DLN) web-based training program. We currently have over 211 Dealerships participating in the program with over 2,000 technicians and other service personnel registered into the program.

Greetings everyone! I just returned from our annual June meetings with RVIA and RVDA in Washington D.C. and as always there is valuable news to report. Please review the following information carefully and note what the changes are and how they will affect you and your training outcomes.

"Right Side" of Technician Career Ladder Eliminated:

The five Specialty Track Certification levels within the Technician Career Ladder offerings of Electricity, Appliances, Plumbing, Body and Chassis, due to lack of participation have been eliminated and all Certification emphasis will be re-focused on the General Track of the

Career Ladder: Registered, Certified and Master Certified levels.

After five years of trying to implement the "new" career ladder, it has become evident that the Specialty Courses were not being utilized to a level to justify the expense of continuing the offerings. It was reported that only 36 technicians had actually completed all five specialties leading to Master Certification and not more than 59 had actually completed multiple specialties.



Since our Distance Learning Network training has always been focused on the General Track, I don't see this change as having any impact on what we are offering or the goals of your in-house training programs. It will take a little time for us to change the Mentor Training video to reflect this change, but that shouldn't impact what we're all about that much.

RVIA Service Training Council agrees that Registered Level Training is Vital at this time:

With the obvious influx of new employees into the RV Industry, especially evident in the Service area, we are seeing a very large increase in technician training at the Registered Certification level. The national RV Service Training Council agrees it is absolutely vital to prepare all technicians with a solid, comprehensive "foundation" level of training so they will become skilled early, safely and competently with a positive valued outlook toward a career in the RV Industry.



To that end, they have directed the Technicians In Training (TNT) program to assume a leadership role in enhancing the content of the Registered level (Electricity, Propane, PDI and Preventive Maintenance) bringing all texts, curriculum and testing up to a coordinated level to insure success and positive outcomes of all those in training. As this initiative progresses, we will be aware and mindful of any changes and include them as quickly as possible into our program(s).

Training Year Ended July 31:

Yes, another training year has come to an end! No worry, this is a calendar changeover only and you certainly can continue your training with minimal disruption, if you choose. Two things happened on July 31:

1. Your current password(s) "sunset" - cease working,
2. Your subscription year ended.

If you wish to continue on with the Distance Learning Network (DLN) for the 2016-17 school year, there are two options:

1. Your dealership will receive an invoice for the new year, just pay it and you're all set for the new year.
2. You will receive a registration form attached to our update next month (July), as a second chance to continue your subscription. Just check with your finance folks to see if they paid their invoice, send it in and you're good to go.

Judy will then direct you to a new mentor guide and new passwords for the 2016-17 year. And training goes on...

Enough for now! As we progress toward our end-of-year activities, I'll keep you posted on any new information that can insure a seamless transition to the new year. Any questions – judy.wilson@fgc.edu or call us @ 386-754-4225. Thank you for the continued opportunity to serve you and to help insure your training goals are met.

LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant



The FRVTA PAC is off and running...

After hours and hours of interviews and miles of road time scouring the state for candidates, the FRVTA PAC is jumping in to the 2016 election cycle. Qualifying closed in late June and saw nearly a third of the Florida Legislature

elected without opposition. These future members of the 2016-17 Florida Legislature include:

16 House Republicans:

Halsey Beshears (HD 7), Cyndi Stevenson (HD 17), Larry Metz (HD 32), Don Hahnfeldt (HD 33), Ralph Massullo, Jr. (HD 34), Richard Corcoran (HD 37), Danny Burgess (HD 38), Eric Eisnaugle (HD 44), Cary Pigman (HD 55), Jake Raburn (HD 57), James Grant (HD 64), Jim Boyd (HD 71), Michael Grant (HD 75), Dane Eagle (HD 77), Heather Fitzenhagen (HD 78) and Bill Hager (HD 89).

14 House Democrats:

Clovis Watson (HD 20), Janet Cruz Rifkin (HD 62), Joe Abruzzo (HD 81), Larry Lee, Jr. (HD 84), Bobby DuBose (HD 94), Kristin Jacobs (HD 96), Jared Moskowitz (HD 97), Katie Edwards (HD 98), Evan Jenne (HD 99), Joe Geller (HD 100), Shevrin Jones (HD 101), Sharon Pritchett (HD 102), Cynthia Stafford (HD 109) and Kionne McGhee (HD 117).

In addition, five incumbent House members face only a minor party candidate in the November general election: Republican Jay Trumbull (HD 06), Jay Fant (HD 15), Travis Cummings (HD 18), Jason Brodeur (HD 28) and Democrat Lori Berman (HD 90).

On the Senate side:

15 Senatorial elections have essentially been decided including nine Senators who were re-elected without opposition (seven Republicans and two Democrats): Senators Aaron Bean (R-SD4), Rob Bradley (R-SD5), Audrey Gibson (D-SD6), David Simmons (R-SD 9), Wilton Simpson (R-SD10), Tom Lee (R-SD 20), Bill Galvano (R-SD21), Denise Grimsley (R-SD 26) and Oscar Braynon (D-SD 35). To go with these nine, three new members of the Senate were elected without opposition: George Gainer (R-SD2), Lauren Book (D-SD32) and Perry Thurston (D-SD33).

Rounding out the lucky 15 are another three senators who were essentially elected due to only token write-in or third party opposition: Jack Latvala (R-SD16) and Jeff Brandes (R-SD24) and Dorothy Hukill (R-SD 14).

The FRVTA PAC will focus its first efforts on those races that will be decided in the Primary Election to be held on August 30th. The PAC is supporting the following candidates:

Florida Senate

- District 1: Doug Broxson (Republican)
- District 11: Randolph Bracy (Democrat)
- District 12: Dennis Baxley (Republican)
- District 13: Mike Clelland (Democrat)
- District 14: Victor Torres (Democrat)
- District 19: Darryl Rouson (Democrat)
- District 23: Doug Holder (Republican)
- District 27: Lizbeth Benaquisto (Republican)
- District 28: Kathleen Passidomo (Republican)
- District 29: Kevin Rader (Democrat)
- District 30: Bobby Powell (Democrat)
- District 31: Jeff Clemens (Democrat)

Florida House

- Dist. 3 – Jayer Williamson (Republican) – **RV Owner**
- Dist. 4 – Wayne Harris (Republican)
- Dist. 5 – Rep. Brad Drake (Republican)
- Dist. 8 – Clarence Jackson (Democrat)
- Dist. 10 – Rep. Elizabeth Porter (Republican) – **RV Owner**
- Dist. 11 – Cord Byrd (Republican)
- Dist. 12 – Stan Jordan (Republican)

RV Caucus founding chairman

- Dist. 16 – Jason Michael Fischer (Republican)
- Dist. 19 – Bobby Payne (Republican)
- Dist. 41 – Sam Killebrew (Republican)
- Dist. 43 – Ricardo Rangel (Democrat)
- Dist. 48 – Amy Mercado (Democrat)
- Dist. 50 – Rep. Rene Plasencia (Republican)
- Dist. 51 – Rep. Tom Goodson (Republican)
- Dist. 54 – Lange Sykes (Republican)
- Dist. 68 – Ben Diamond (Democrat)
- Dist. 73 – Joe Gruters (Republican)
- Dist. 80 – Byron Donalds (Republican)
- Dist. 88 – Al Jacquet (Democrat)

Each of these candidates has been identified as being supportive of the RV Industry and is political agenda. Please take time to see if you live in any of the districts mentioned above. It is always good to connect to these candidates at the grass roots level.

If you have any interest in getting involved in these campaigns, feel free to contact me or the state office. As always, please continue to spread the word of the need to support the PAC Fund. Hope to see you all at the convention!



Derald Bontrager Resigns as RVIA Chairman

RVIA Chairman of the Board Derald Bontrager recently resigned his position to comply with RVIA bylaws that prohibit a member company from having two voting members on the Board of Directors. His resignation was prompted by the recent acquisition of Jayco, Inc. by Thor Industries. Bontrager is president and CEO of Jayco, Inc.

RVIA's First Vice Chairman Bob Parish, vice president with Wells Fargo, will now fulfill the chairman's duties until the Board elects a new chairman and Executive Committee at RVIA's September meeting in Burlington, VT.

Thor President and CEO Bob Martin, who is running for reelection in the Association's August elections, will continue to serve as Thor's official representative to the RVIA Board of Directors. Bontrager plans to remain active on the RVIA Board as a non-voting Past Chairman Emeritus.

"Derald has been a wise and insightful voice within the industry and RVIA for many years," said RVIA President Frank Hugelmeyer. "We appreciate his leadership as chairman and look forward to his continued participation in the association."—RVIA

Go RVing Program Adds New Dealer Features

An expanded image library, new B-roll footage for download and a streamlined Leads Plus search engine are the latest upgrades available to dealers through the Go RVing program.



These new features arrive just in time for dealers to take advantage of the program for summer as Go RVing's 2016 media plan kicks into high gear with more TV spots, targeted magazine advertising, special events and social media strategies.

The "Industry Only" section of the Go RVing website has an expanded image library with new files available for download. The professional image library is organized by vehicle type with choices of high res and low res images for dealers to use in their dealership marketing and sales campaigns.

Participants in the Dealer Tie-In will benefit from changes in the Leads Plus search engine, which has been streamlined to reflect current search criteria. The Tie-In program also has new B-roll footage available for download, along with new Go RVing TV spots in the digital downloads section.

With each video production shoot, Go RVing captures high-quality lifestyle and driving footage suitable for TV commercials or promotional efforts. These videos are high-definition, broadcast-quality files compatible with standard editing platforms currently used by the vast majority of production facilities. Dealers can preview footage before buying it.

To sign up, go to the RVDA website or email Chuck Boyd at cboyd@rvda.org or call him at (703) 591-7130 x113 or visit www.rvda.org.—RVDA

Gear up for Success at the 2016 RV Dealers International Convention/Expo

The dates are set for this year's RV Dealers International Convention/Expo, November 7–11, at Bally's on the Las Vegas strip. This is the premier education event of the year for North American RV Dealers and their staff.

The convention is sponsored by RVDA—The National RV Dealers Association, RVDA of Canada and the Mike Molino RV Learning Center.

The 2016 theme is "Gear Up for Success" and the RVDA Convention/Expo Committee is working to provide an array of workshops and networking events that will help dealers build on an expanding market and interest in RVs and RV travel.

"Unleash Your Inner Superhero: Keys to Achieving Breakthrough Performance," will be presented by keynote speaker Ryan Estis at the opening general session on Tuesday, Nov. 8, 2016. Estis has more than 20 years of experience as a top-performing sales professional and leader.

The convention will also feature an expo of the RV Industry's top companies offering products and services to help dealers improve profitability. Companies interested in partnership and sponsorship opportunities, and exhibitor information can contact Julie Newhouse at (703) 591-7130 ext. 103 or send an e-mail to jnewhouse@rvda.org.

Registration opened March 15 and early bird rates apply through June 30, 2016. Dealers who register at least one person from their dealership by June 30 at the early bird rate of \$599 lock in a rate of \$576 for the rest of their company's registrants—no matter when they sign up.

Visit www.rvda.org/convention for regular updates as the convention approaches. You can also get convention updates on LinkedIn, Twitter, and Facebook.—RVDA



FRVTA's Summer Show Draws a Record Crowd



The Florida RV Trade Association reported record attendance for its Tampa Bay Summer RV Show, held June 23-26 at the Florida State Fairgrounds.

The event was billed as the only summer RV show in the state with 95% being held indoors. The show featured new and used RVs from 11 RV dealers and over 50 supplier booths. The Expo Hall, Entertainment Hall and few outdoor spaces made up the RV display areas.

"We were fortunate that most of the show was indoors as hot weather and a little rain made it a great weekend to spend indoors," said FRVTA Regional Show Coordinator Patty Flanagan. "It was great to see so many families over the weekend, it looks like the future of the RV Industry is alive and well."

Just under 4,700 people came out to the show and dealers reported great interest and good sales for the weekend. "Summer is usually the time of year that our dealers take a break, but with shipments up, gas prices down and interest rates the best they will be, our dealers wanted to strike while the iron was hot," explained Flanagan.

Lightning RV Supply Warehouse Destroyed



A three-alarm fire at Lightning RV Supply destroyed the company's entire facility this past July. Speculation centered on a lightning storm as the fire's source, but the official investigation is still ongoing. All employees managed to leave the building in time and no injuries were reported.

According to reports, the blaze was spotted around 8:30 p.m. on Monday, July 11. Firefighters arrived right away but had to proceed carefully due to the many propane tanks stored onsite.

Lightning RV Supply owner Brad Green said the only thing on his mind when he saw the destruction is, "I can't believe everybody is safe." Brad and his wife Becky are longtime active members of FRVTA Region 3. Camping World's wholesale division acquired Lightning RV Supply this past January.—news sources

Giant Recreation World Moves to New Daytona Location

Giant Recreation World recently announced the move into a new state-of-the-art dealership located at 280 Destination Daytona Lane. Approximately 45 RV's left the previous dealership location in a procession to the new 24,000-square-foot facility. This is more than twice the size of the dealership's previous site where it operated for over 20 years.



"This proud day was the culmination of years of hard work and dedication by our ownership, employees and the trust and faith placed in us by our awesome customers" stated an excited Giant Recreation World Chief Executive Officer Larry McNamara.

The location, just off I-95, sits on over 13 acres and offers twice the display area as the previous facility. The new facility has an extensive service and parts area, and offers both new and used inventory.—news release

Airstream Announces Top Florida Dealer Rankings

Airstream Inc. announced its top Florida dealer rankings based on retail units sold between May 2015 and May 2016 during the company's recent dealer meeting in Columbus, Ohio.



"We have a highly dedicated dealer group and each year we enjoy honoring these top performers," said Airstream President and CEO Bob Wheeler. "Their continued support and commitment to the brand is critical to Airstream's growth and we're appreciative of all their hard work."

Tampa RV in Dover was honored for being in the Top 10 of retail Airstream travel trailers sold. Both North Trail RV in Fort Myers and Tampa RV were recognized for being in the Top 10 of retail dealers for Airstream's touring coach units. JD Sanders RV Center in Gainesville was honored for Airstream Service Excellence. *Congratulations!*

Alliance Coach Named TMC Prestige Partner

Alliance Coach was recognized by Thor Motor Coach as a Prestige Partner for sales volume and responsive customer service, the company recently announced.

Between the dealer's Wildwood, FL, and Lake Park, GA, locations, Alliance Coach offers a full selection of Thor Class A coaches. Since opening the doors at its Wildwood location in September 2009, Alliance Coach has steadily gained momentum and increased sales.

The company was recognized by RVBusiness Magazine with a Top 50 Dealer Award two years in a row and was the first dealership to become a Platinum Dealer Partner with REV Recreation Group.—RVBusiness

MEMBERSHIP INFORMATION



Get Year-Round Exposure with Ads in the 2017 RVer's Guide to Florida & SuperShow Program & Directory!

The 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 and advertising from regional members.

Additionally, all advertising members have the opportunity to have a FREE logo added to their member listing when a full-page ad is purchased. Advertisers who purchase smaller ads can have their logo listed as well for a nominal fee, increasing the visibility of your listing.

The SuperShow Program and Directory, is filled with everything attending consumers need as they navigate their way throughout the show. The pullout show map identifies each of the participating Manufacturers on the map and we also include listings by manufacturer and product brands. Supplier participants are also listed with product type and booth location information.

The publication includes editorial on new products to the industry that will be on display representing both RV Manufacturers and RV Suppliers, some 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 NOW!

Reach a year-long audience of RV owners and first time buyers! All ads printed in full color. The more you buy the more you save! Purchasing ads in both publications can save you up to 25%.

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

DISTRIBUTION



Pilot Flying J Travel Center Partnership Leads to Increased Distribution of RVers Guide to Florida



FRVTA began Interstate distribution of the RVers Guide to Florida in 2014 and currently has 28 racks located at official Rest Area locations on I-10, I-75, I-95 and I-4. This includes three Visit Florida Welcome Centers and five Turnpike Service Plaza locations. The Guide is the official FRVTA membership directory.

In April, FRVTA finalized a partnership with Pilot Flying J Travel Center with racks located at the RV Island or diesel entrance of their 27 Florida and four South Georgia sites.

To meet present demands and added distribution, FRVTA's Board of Directors approved the Public Relations Committee's request to print an additional 15,000 copies of the current RVers Guide to Florida. This increased our total 2016 distribution to 110,000 copies.

FRVTA is now looking into additional opportunities to further expand distribution in 2017.

MEETING DATES



Region 1 • NO Meetings until October 3 • JD's Bistro • 1951 Tamiami Trail • Port Charlotte

Region 2 • August 17 • Gander Mountain • 100 Gander Way • Palm Beach Gardens

Region 3 • August 9 • Rusty Pelican • 2425 North Rocky Pointe Drive, Tampa, FL

Region 4 • August 10 • Bone Fish Grill • 7830 W Sandlake Rd - Orlando

Region 5 • August 17 • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

Region 6 • August 16 • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville

Region 7 • August 23 • Braised Onion • 754 NE 25th Ave • Ocala

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