



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY

With only a month to go, there's still time for you to register for the 37th Annual FRVTA State Convention, Thursday, September 7 through Sunday, September 10. This year we return to the outstanding Sawgrass Marriott Golf Resort & Spa in Ponte Vedra Beach (just south of Jacksonville). This was also the site of our 2008 Annual Convention and a great time was had by all!



This year we blast into the stratosphere to "Enter the New Frontier." As the RV Industry grows and grows, we must be prepared to meet new customer expectations, new staffing needs, new legal requirements, new products—a new way of doing business!

Learning new methods and exchanging new ideas and experiences with friends and industry colleagues will supercharge you so you can soar into a new year of selling and making money!

To that end, our annual event features 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 "Launch Pad" Welcoming Reception on Thursday evening. This out-of-this-world reception will include a spray paint artist creating stunning space scenes using nothing more than spray paint and newspaper. You've got to see this!

Afterwards, attendees can triangulate 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. Who knows, you may meet an alien with new business insights!

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 up are RVDA President Phil Ingrassia and RVIA President Frank Hugelmeyer who will give their respective RV Industry update. This session is not to be missed to obtain a unique insight from both the dealer and manufacturer perspectives.

Rounding out Friday's morning session will be a special legislative guest who will provide a keen insight into Florida's political workings. Florida's Secretary of Agriculture, Adam Putnam, will make a special appearance at this time. An announced Republican candidate for next year's governor's race, Mr. Putnam has served Florida in a variety of governmental capacities. We are honored to have him appear at our convention!

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 extraterrestrial experience at the "Space Odyssey" Costume/Dinner Party. Music,



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VICE PRESIDENT
Chris Morse

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Rob Cochran

SECRETARY
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CHAIRMAN OF THE BOARD
Rob Rothenhausler

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Sharlene Nelson
MEMBERSHIP COORDINATOR

FLORIDA RV TRADE ASSOCIATION
10510 Gibsonton Drive
Riverview, Florida 33578
(813) 741-0488 • Fax (813) 741-0688

e-mail address: info@frvta.org
website: www.frvta.org

IacoNOTES...

Dear Member:

I came across a couple quotes of wisdom that I taught my children and grandchildren, so I thought I would share them with you plus another one I have tried to teach a long time before this quote was ever written:

“Someday, everything will make perfect sense. So for now, laugh at the confusion, smile through the tears and keep reminding yourself that everything happens for a reason.” — John Mayer, et al

“Happiness is an inside job—do not give anyone else that much power over your life.”— author unknown

“The problem is not the problem, the problem is your attitude about the problem.” — Captain Jack Sparrow

I would add to that “so now go CHANGE your attitude!”

Speaking of attitude, I'm looking forward to seeing everyone at the upcoming annual convention at the beautiful Marriott Sawgrass Resort in Ponte Vedra. I'm making it “your mission” to send in your registration forms ASAP as we expect a large turnout of possible strange and unpredictable alien life!

You do not want to miss this beautiful resort—the education, the networking and ALL THE FUN! It will be out of this world and your next great adventure!

See you in September...

NELDA IACONO
FRVTA PRESIDENT


SPONSORSHIP OPORTUNITIES AVAILABLE


The 37th Annual FRVTA State Convention is the perfect opportunity to increase your company's recognition through reaching a targeted audience of RV Dealers, Manufacturers and Suppliers. Sponsorship opportunities and prize donations for both the silent auction and the game show luncheon are now available. For more information or to make a donation, contact the Florida RV Trade Association at (813) 741-0488.



FRVTA State Elections Set for September

It's Your Chance to Make a Difference!

The annual election of FRVTA State Officers will take place at the State Convention (September 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

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.



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,

FRVTA CONVENTION

CONTINUED FROM PAGE 1

food and the most outrageous space creatures you've ever seen will be there. It's a time for the "Guardians of the Galaxy" and other outlandish beings to make their appearance, so put on your best "Star Lord" and other extraterrestrial attire for this fun event!

Saturday morning's breakout sessions will offer specific information to attendees in smaller, more intimate classroom settings. Tom Walworth, of Statistical Surveys, Inc., covers the "Keys to Success" with Allen Monello of the Automotive Industry Center for Excellence detailing how to measure your business success. Sheree Rotterman, from Ally Academy Trainer, will provide insights on hiring the dream job candidate. Sara Ryan, personal and business safety expert and founder of Sara Ryan Firearms



Instruction, Inc. and Athena's Armory, Inc., will offer timely personal safety instruction.

Following the morning of in-depth learning and insights, we'll break as "Astronaut Dave" launches "Houston We Have A Problem," a fun and prize-filled Game Show Luncheon. Contestants will try for cash and prizes just like the old "Let's Make a Deal" game show. "Space Trivia" and "Name that Space Song" will also be a part of a very lively lunch.

The convention wraps up that 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, iPads, E-readers, Apple Watches, Universal and Disney Gift Certificates among lots of other out-of-this-world items.



BOARD OF DIRECTORS MEETING RECAP

The Education Committee continues to work on the new content for the Distance Learning Program. The newly taped programming will begin with the fall start of the new session.

The Membership Committee is finishing the new Member Benefits brochure that will be sent to all current FRVTA members and prospective members. A poster will be produced so FRVTA members can let their employees know of all the benefits available to them.

The FRVTA State Office welcomed Ana Correia to the staff. Ana takes over for Mandy Robertson who returned to Kansas where she is from. Ana will handle the booth exhibitors for the SuperShow and other office duties.

The Government Affairs Committee would like to remind everyone of the importance of the FRVPC Fund to support candidates for the 2018 elections. This will be a big election cycle, as Florida will elect a new Governor. Articles can be donated to the Silent Auction at the State Convention.

The PR Committee reported that the cover for the RVers Guide has been shot at Disney's Fort Wilderness Campground. Deanna Pearce continues to sell ads in both the RVers Guide and the SuperShow Directory. The FRVTA website continues to be a work-in-progress as we look for ways to make searching for members easier. Billboards

promoting the FRVTA website and the Certified Service Centers went up in the past month around the state and Greentree Business Consulting will take over the FRVTA social media accounts in August.

FRVTA recently purchased 10 mini iPads to use at shows to get the public to register for door prizes. These were tried at the Tampa Bay Summer Show with great success.

This will allow us to collect email addresses during shows and have them available to exhibitors the next day. It also lets us ask some survey questions to better promote future shows.

All four State Officers have submitted their names for nomination for the top four offices. Additional nominations will be taken during the State Convention.

The Show Committee has reviewed the policy regarding using the iPads and DJ equipment at

regional events. It was determined that the show must have a place out of the elements to set-up the iPads.

The Board will hold a Strategic Planning Session in August. The idea is to recognize the strengths and weaknesses of the FRVTA and plan a long-term strategy to ensure the continued growth and excellence of the Association.



'Go RVing' Coalition Marks 20th Year

EDITOR'S NOTE: The following column by RVDA President Phil Ingrassia appears in the July issue of RV Executive Today. Phil is one of our featured speakers at the upcoming 37th Annual FRVTA Convention, September 7-10.

"How high is up?"

That was the question Tom Faludy, then of Carefree of Colorado, posed to the RV Industry over 20 years ago during the meetings that would lead to the formation of Go RVing.

The RV Industry had shipped about 250,000 new units to dealers in 1995 and 1996. In the 1970s, the industry had shipped roughly double that. Of course, those '70s products were different, but many wondered what it would take to push consumer demand to those levels once again.

The idea of a true national advertising campaign for RVs, which had been around for years, gained momentum.

After presentations by some of the best ad agencies in the country, the industry rallied around the moniker of Go RVing and its initial theme: "Recreation Vehicles: Wherever You Go, You're Always at Home."

After months of discussion, the new unit assessment funding mechanism to pay for the ad program was approved by the RVIA and RVDA boards of directors. The associations formed Go RVing

Inc. and it continues to be co-owned by both groups today.

Success has a thousand mothers and fathers, and that's certainly the case with Go RVing. The list of people who contributed would fill this page. RVDA leaders like Tom Stinnett, Dan Pearson, the late Dave Altman and former president Mike Molino were at the forefront of building dealer consensus.

On the manufacturer and supplier sides, Tom Corson of Coachmen, former RVIA president Dave Humphreys and Faludy, built the necessary support.

So "How high is up?"

That's hard to answer. The most recent shipment estimate for 2017 is 472,200 units, and 487,200 units are forecast for next year. I know Stinnett and Faludy are smiling.

Go RVing is not the only reason for the industry's growth. An advertising and promotion campaign without great products, and great retailers to sell them, would fail. The entire industry has delivered on the promise of Go RVing themes like "Life's A Trip" and "Find Your Away."

Go RVing has evolved. From those early TV spots and magazine ads to the digital, social, and event-driven multi-faceted marketing communications program of today, Go RVing remains an important part of the industry's future.

Throughout the year, you'll hear more about the 20th anniversary of Go RVing as well as new initiatives for the program. It's fun to look back to see how far the industry has come, but it's more important to focus on the road ahead.



TRAINING NEWS • by Jim Carr, Training Director

DLN Training Conversion Complete... HD Streaming now a Reality

The new, updated and upgraded Distance Learning Network (DLN) is now a reality! It can and will be streamed directly into your dealership for training of your service staff at the

most impressive, highest level of technology available.

For the past year, the DLN has been transitioning from the "old" platform at the University of South Florida to the new high definition, high-tech platform at Florida Gateway College. A comprehensive training opportunity via the web is now available in the most technologically comprehensive format we've ever offered.

When Florida Gateway College opened their new library in 2012 it contained a state-of-the-art video studio with new high definition computers and cameras available to produce 21st century quality training videos. Since we were part of the college business partnership program since 2000, we (FRVTA) were included in the design of the studios to include space and entry that could accommodate up to a 40-foot motorhome.

Prior to that time, we were relegated to outdoor filming for our entire program needs. Last year the college IT department completed their equipment upgrade to partner with the video studio to offer streaming on the web for distance learning opportunities. The FRVTA program was invited to participate and we jumped at the opportunity.

Beginning in August, we began our new DLN

streaming in high def from the college, combined with a completely new website and many services now available to us. We are in the process of recreating ALL of our programming to match the new RVIA textbooks as they come out, and are inviting all manufacturers and suppliers to take advantage of a great opportunity to get their training onto the web in a very cost-effective manner. We are now in a position to grow our training program at a very rapid rate into the future and are working diligently toward that end.



Although our platform and technology has changed, our core mission has certainly not! Our goal has always been and remains to offer quality training for technicians, providing them an opportunity for the RVIA/RVDA technician certifications available through national testing.

We still have 34 hours of streamed instructor-led video training centered on the RVIA textbooks and managed in-house by a training mentor designated by the dealership. Service Advisor and Receptionist training are still available, and we will be re-filming and updating both of those programs within the next few

months. Also, we are completely redoing our "Advanced" training series. These are supplier- and manufacturer-specific training designed to upgrade current certified or veteran technicians. There's much more to come on this topic in the near future.

Judy and I look forward to serving your training needs throughout the year. Please contact us if you need further information. Email at Judy.wilson@fgc.edu, jim.carr@fgc.edu or call us at 386-754-4285.

RV Industry Convenes New Parts Initiative

An all-industry working group led by members of RVIA, RVDA and RVDA of Canada continues to quietly work on a series of parts delivery issues that could ultimately help improve dealers' abilities to expedite warranty and other consumer repairs in the field.



The so-called "parts initiative," which surfaced publicly after the three trade groups issued a joint mission statement regarding "service-related issues" during last winter's Louisville Show, was on the front burner again at the recent annual June RVIA Committee Week. The group met in downtown Washington D.C., where representatives of the 15-member all-industry task force met with the executive committees of both RVIA and RVDA.

"We have a cross-functional team with a number of RV Dealers, Suppliers and OEMs that meets on a weekly basis – and will through August – to look at a number of aspects of how we deliver service to end customers, and we're measuring and benchmarking and looking for ways to improve," reported Garry Enyart, director of RV business for Minneapolis-based Cummins Power Generation. –RVBusiness


LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant
And away we go to...

Believe it or not, the 2018 election cycle is now underway. Beginning with a series of special elections, the state Republican and Democrat parties are off and hustling their candidates with their eyes at tipping the power

balance in Florida during the November 2018 elections.

The battles in what will be a long, hard-fought election tussle began in late July with the special election to replace Sen. Frank Artiles who resigned in disgrace after an alcohol infused, racially charged rant against his fellow senators. The special primary elections nominated two political heavy weights who will face off in September to replace Artiles.

On the Republican side, Rep. Jose Felix Diaz beat former Sen. Alex Diaz de la Portilla in a bruising race that cost nearly \$3 million. Diaz was an important lieutenant of current Speaker of the House Richard Corcoran chairing his powerful House Commerce Committee. He is a lawyer who has deep roots in the Senate district and is also a former contestant on “The Apprentice,” which has already become an issue in the campaign.

His opponent is Charlie Crist’s former running mate Annette Taddeo. She has become a perennial candidate of late who enjoys deep support in the Florida and National Democrat Party infrastructure. She is expected to be out-raised financially by Diaz, but benefits from the seat leaning heavily Democrat. In the 2016 election, this district favored Hillary Clinton over Donald Trump by more than 15%. Early polling leans toward Taddeo due in large part to the voter registration edge held by the Democrats and the large percentage of independent voters who are favoring the Democrat in generic ballot polling due to the terrible polling numbers for President Trump in this district.

As this seat will draw nearly \$10 million in political contributions before it is all said and done, the contributions of the FRVTA will be appreciated but not as impactful and they have been in special elections in the past. In addition to the demands on the PAC by the SD 40 special election, there will be at least four additional special elections as discussed in prior articles.

Despite their importance to the power structure of the Florida Legislature, these special elections are beginning to fade a bit into the background of the daily political news stories as the race for Florida Governor is beginning to heat up. Campaign finance laws allow candidates to begin receiving state matching funds beginning with

contributions collected after September 1.

On the Republican side, it is becoming apparent that there will be three or four more candidates joining Agriculture Commissioner Adam Putnam in the Republican primary for Governor, and the sparring between these individuals and their surrogates has begun in earnest. Among the rumored candidates jousting in the press are Congressman Ron Desantis, Speaker of the House Richard Corcoran and Senator Jack Latvala.

On the Democrat side, the scandal plagued Mayor of Tallahassee Andrew Gillum continues to remain in the race as former Congressman Gwen Graham, Miami Beach Mayor Phil Levine and mega-trial lawyer John Morgan make noises around their potential candidacies. Additional dark horse candidates are also making the rounds and testing their statewide support in the winner-take-all primary.

There is no question Florida will have a very long and very difficult election season. The President’s continued problems and failure of the Republican Congress to push forward any meaningful legislation on tax or healthcare reform are serving as a significant drag on generic polling.

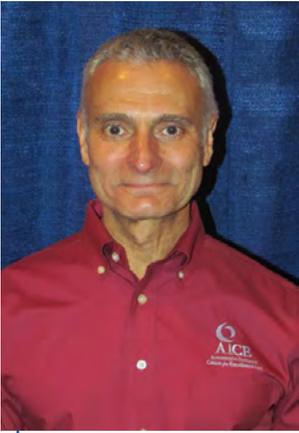
The Republican-led legislature is quietly bracing for losses in a number of swing seats and has their leaders burning up the phone lines earlier than usual trying to fund their 2018 committee and campaign coffers.

The stated hope is that their overwhelming fundraising prowess and superior campaign teams will stem the negative tide in 2018. Early projections indicate that this cycle will bury all records for amounts spent by the parties, committees and candidates. It is possible that we could see an election cycle that has total spending around \$300-\$400 million on Florida races.

All of these factors translate to an unprecedented demand on the FRVTA PAC. We are approaching a time when our Association’s political giving has to be increasingly surgical in who we support and how we support them. Maximizing our giving around proven candidates with deep ties to the industry is a top priority. Gone are the days when the PAC can support 60-80 candidates a cycle. The eyes and ears are the membership and are needed now more than ever to help us identify candidates who are RV-industry friendly and knowledgeable.

Thanks to all the feedback you have been providing on campaigns around the state. Please continue to stay involved and let us know if you have a connection to your local elected officials or candidates for office. Finally, thanks for your continued support of the PAC Fund and its efforts. I look forward to seeing all of you at the Convention in Ponte Vedra!





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

Get Familiar with Florida's s. 501.98, F.S. Written Notice Statute

While conducting compliance reviews of dealerships throughout the state, I come across many forms that dealers use. Most are common, required forms, while others are not mandated by law, but are

nonetheless crucial to protecting dealerships.

The one form I come across most infrequently is the Florida [s. 501.98, F.S.](#), Written Notice, which took effect in 2013. *Are you familiar with this written notice?*

By providing this written notice (which must be acknowledged by the customer) to every customer at time of sale, a claimant must give the dealer a written demand letter at least 30 days before initiating litigation ([s. 501.98 \(1\), F.S.](#)). If, within 30 days after receipt of the demand letter the dealer pays the claimant the amount sought in the demand letter, plus a surcharge of the lesser of \$500 or 10 percent of the damages claimed, “A claimant may not initiate civil litigation, including arbitration, against a dealer or its employees, agents, principals, sureties or insurers for a claim arising under this chapter related to, or in connection with, the transaction or event described in the demand letter....” ([s. 501.98\(4\)\(a\), F.S.](#)).

This section does not apply to any action brought as a class action that is ultimately certified as a class action or to any action brought by the enforcing authority ([s. 501.98\(7\), F.S.](#)). The statute provides additional protections under paragraph 5.

The statute requires the written notice to be in a font size no smaller than that of the predominant text on the page in which the notice is disclosed, or if it is disclosed

by itself, in at least a 12-point font size. The notice must read as follows:

Section [501.98, Florida Statutes](#), requires that, at least 30 days before bringing any claim against a motor vehicle dealer for an unfair or deceptive trade practice, a consumer must provide the dealer with a written demand letter stating the name, address and telephone number of the consumer; the name and address of the dealer; a description of the facts that serve as the basis for the claim; the amount of damages; and copies of any documents in the possession of the consumer which relate to the claim. Such notice must be delivered by the United States Postal Service or by a nationally recognized carrier, return receipt requested, to the address where the subject vehicle was purchased or leased or where the subject transaction occurred, or an address at which the dealer regularly conducts business. ([s. 501.98\(9\), F.S.](#))

If you are not already providing every customer with this notice, you may wish to consult with counsel. Every protection against civil litigation that a dealership can arm itself with is worth considering.

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.

RV Purchases May Be Covered by Military Lending Act

RV Dealerships may now be required to comply with the (MLA), the federal law giving active service members and their dependents certain consumer credit protections that vary from standard retail sales contracts.

Among other provisions, the MLA imposes a 36 percent cap on the interest charged on most loans, computes the military APR differently



from traditional APR, and prohibits mandatory binding arbitration clauses and waiver-of-rights clauses.

Vehicle transactions were previously thought to be exempt from the MLA, but the Department of Defense recently issued so-called clarifying guidance that now puts that exemption in doubt. Attempts by industry to seek clarification from DOD have been unsuccessful.—RVDA

Six New Members of Congress Join the House–Senate RV Caucus

Advocacy Day may be over, but the impact RVIA members had is certainly not. One of the topics asked about from RV Industry advocates of Congressional members was a request to join the House or Senate RV Caucus and its paying off.



Members of the Caucuses are our “Champions on the Hill” for RV Industry issues and it is important to the industry that the ranks of the Caucuses continue to grow. Before RV Industry members had even left Capitol Hill this past June, three Senators had already

joined the Senate RV Caucus. In the following week, three additional Members of Congress also signed up.

New members of the House and Senate RV Caucuses include:

- Sen. Todd Young (R-Indiana)
- Sen. Robert Casey (D-Pennsylvania)
- Sen. Luther Strange (R-Alabama)
- Rep. Rodney Blum (R-Iowa-1)
- Sen. Al Franken (D-Minnesota)
- Rep. Steve King (R-Iowa-4)

In addition to these six Members of Congress who officially joined the House or Senate RV Caucuses, there are more than 20 Members of Congress who expressed interest in joining. RVIA staff and the Caucus Co-chairs’ staff are following up with those interested members. Because of this interest, RVIA expects the number of new Caucus members to increase as a result.—*RV News*

Lazydays Appoints New CFO



Lazydays RV recently announced that Maura L. Berney has been named as the new chief financial officer. She joins Lazydays from AutoNation, one of the nation’s largest automotive retailers, where she served as a regional vice president of finance and vice president of AutoNation’s national finance training team.

While at AutoNation, Berney was responsible for the finance functions related to over 100 dealerships and collision centers with combined annual revenue of over \$7 billion along with the development of numerous finance professionals. She has more than 30 years of financial management experience, including corporate finance, treasury, shared services management, financial planning and analysis, strategic planning and risk management.

“I am thrilled to welcome Maura to the Lazydays team,” stated Bill Murnane, chairman and CEO of Lazydays. “Maura’s long experience and deep understanding of a large retail dealership network will allow her to hit the ground running and make an immediate impact on our business.”

Berney will lead Lazydays’ finance, information technology and human resource management teams and will report directly to Murnane. She succeeds Randy Lay, who has served as Lazydays CFO for 10 years.—*news release*

La Mesa RV Earns Telly Award



La Mesa RV Center was recently honored during the 38th Annual Telly Awards competition with a Bronze award for its’ General Corporate Image production. Over 12,000 entries were received in this year’s nomination process, thus this is a great achievement for La Mesa RV and its production company, Wild Bird Studios.

“With over 45 years of providing customers with an outstanding experience,” stated Bob Upton, President of La Mesa RV, “we’re proud to document not only our history, but let our employees tell their story. We’re so pleased that Wild Bird Studios was able to delve into our culture and turn the story into a very compelling production.”

La Mesa RV has been in business for over 45 years. It staffs year-round locations in Sanford, Port St. Lucie, Daytona Beach and Fort Myers, Florida; Tucson, Phoenix and Mesa, Arizona; San Diego and Davis, California, plus Albuquerque, New Mexico. In addition, a seasonal facility is located in Quartzsite, Arizona.

The winning video can be viewed by going to: www.lamesarv.com/Home/CompanyHistory.—*news release*

Work On New Florida State Park Campground Starts



It has taken more than a decade, but construction began last week on a campground geared toward RVs at the massive park in northern Polk County.

When Colt Creek State Park opened in January 2007, park officials said their long-term plans included the addition of a campground. Park Manager Scott Duncan said he expects the 30-site campground to open to the public before the end of this year.

“I’m real excited about it,” Duncan said. “It’s something I’ve been waiting for. It’s going to kind of change the dynamics of the park because it’s going to add a whole new element to the park, so it’s really going to change it for the better.”

Colt Creek, one of 174 state parks in Florida, occupies 5,067 acres of former ranchland in the Green Swamp. Its habitat ranges from pine flatwoods to cypress swamps. The entrance is on State Road 471, about 20 miles north of downtown Lakeland.—

Woodall’s Campground Management

NEW MEMBERS

VACATION INN RESORT

Marlie Florus
6500 N Military Trl
West Palm Beach, FL 33407-1257
PH: 561-848-6170
FAX: 561-863-5057
virreception@comcast.net
www.vacationinnrvpark.com
Campground, Region 2

AMERIPRISE

Chris Sankey
4030 W Boy Scout Blvd, Ste 300
Tampa, FL 3607-5739
PH: 813-207-9006
christoper.sankey@ampf.com
www.ameriprise.com
Finance, Region 3

HOLIDAY TRAVEL RV RESORT

Denise Sparta
28229 CR 33
Leesburg, FL 34748-8590
PH: 352-787-5151
FAX: 352-787-1052
TOLL FREE: 800-428-5334
denisesparta@comcast.net
www.holidaytravelrvresort.com
Campground, Region 7

MYRVMAIL.COM

Kirk Simmons
5753 Hwy 85 N
Crestview, FL 32536-9365
PH: 850-306-2233
FAX: 850-306-2233
TOLL FREE: 800-844-3969
kirk@myrvmail.com
www.myrvmail.com
Supplier, Region 5

S'MORE CAMPER REPAIR, LLC

Cliff Stanis
736 Riverside Dr
Tarpon Springs, FL 34689-2332
PH: 727-424-1966
smorecamperrepair@gmail.com
www.smorecamperrepair.com
Service, Region 3

STEINER COMMUNITIES

Jean Daneu
401 S Albany Ave
Tampa, FL 33606-2019
PH: 813-986-2525
info@steinercommunities.com
www.steinercommunities.com
Campground, Region 3

WALTER AGENCY

Nirio Jorge Rubiera
3379 S Military Trl
Lake Worth, FL 33463-2268
PH: 561-433-0449
FAX: 561-433-5036
nirio@walteragency.com
www.walteragency.com
Insurance, Region 2

WWW.UCANRV.COM

Eric Bean
3576 Birague Dr
Wellington, FL 33449-8059
PH: 561-444-8427
FAX: 561-366-2242
ucanrv.info@gmail.com
www.ucanrv.com
Service, Region 2

If you have a story or item of interest concerning your business that you would like to share with the FRVTA membership, please contact Dave Kelly at davekelly@frvta.org in the State Office.

FRVTA Region 6 and Flamingo Lake RV Resort Donate to Children's Hospital

Flamingo Lake RV Resort and FRVTA Region 6 in Northeast Florida teamed up to donate \$4,000 to the Wolfson Children's Hospital. It resulted in an \$8,000 donation to the hospital, thanks to a matching gift from the Baptist Health Foundation, the Florida Times-Union reported.



**Wolfson
Children's
Hospital**

Following Flamingo Lake's fourth annual Smokin' Flamingo BBQ and Music Festival, in which Wolfson Children's Hospital received \$2,000 as event beneficiary, the Region 6 membership voted to match the funds raised during the event.

"Wolfson Children's is proud to continue to partner with Flamingo Lake RV Resort for the third year in a row," said Alexandra Osborne, the hospital's development coordinator. "Their gift to the Childhood Cancer research endowment supports pediatric cancer research and will be matched through the Baptist Health Foundation Endowment matching gift program."

"We're happy to support Wolfson as our charity of choice for our fourth annual barbecue event," said Region 6 president Ken Loyd, who is also the assistant general manager, vice president and marketing director for Flamingo Lake RV Resort.—*news release, RVBusiness*

MEETING DATES



Region 1 • NO MEETING until October • location to be determined

Region 2 • August 8 • Red Lobster • 6638 Lake Worth Rd • Lake Worth

Region 3 • August 8 • Rusty Pelican • 2425 North Rocky Pointe Drive • Tampa

Region 4 • August 9 • Bonefish Grill • Sand Lake Rd • Orlando

Region 5 • NO MEETING

Region 6 • August 15 • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville

Region 7 • August 22 • Braised Onion • 754 NE 25th Ave • Ocala

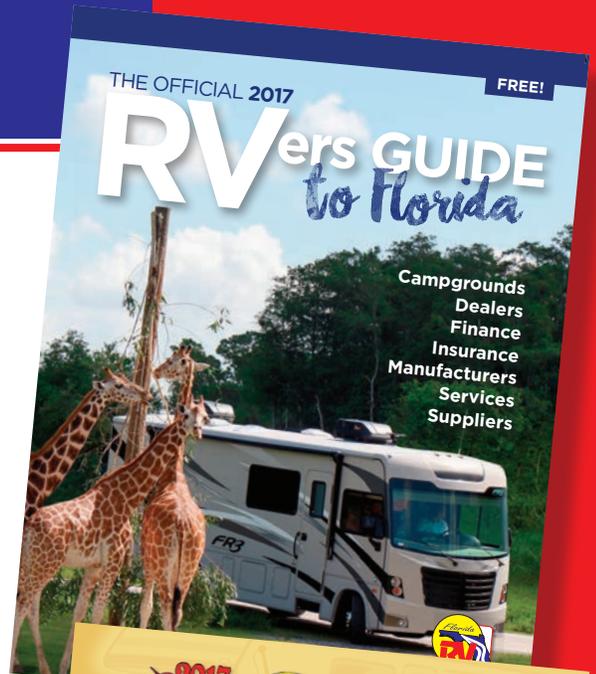
ALL MEETINGS: Cocktails 6:30 PM • Dinner 7:00 PM

2018 ADVERTISING OPPORTUNITIES

The RVers Guide to Florida...

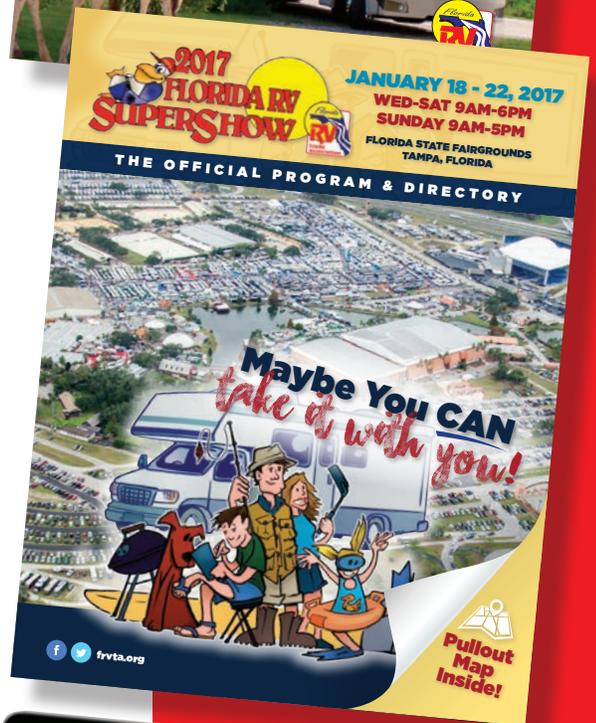
our annual membership directory showcasing seven Florida regions and one out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members. All advertising members can have a FREE logo added to their 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.)



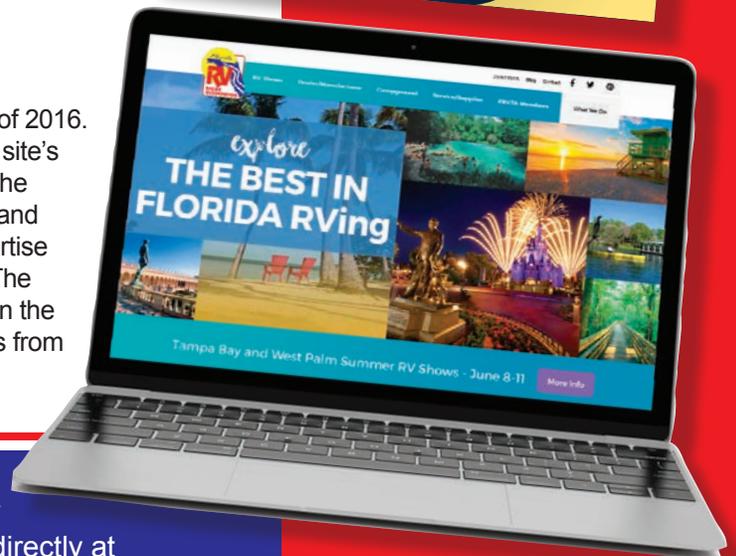
The SuperShow Program & Directory...

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**