

FRVTA news

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY

AUGUST 2018



With only a month to go, there's still time for you to register for the 38th Annual FRVTA State Convention, Thursday, September 6 through Sunday, September 9. This year we return to the tropical Hyatt Regency Coconut Point Resort and Spa in Bonita Springs, just south of Fort Myers. This was also the site of our 2009 Annual Convention and all had a great time!

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 the latest methods and exchanging fresh 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 this year's governor's race, Mr. Putnam has served Florida in a variety of governmental capacities. Joining Mr. Putnam will be Jimmy Petronis, Florida's current Chief Financial Officer who was appointed by Gov. Scott to replace former CFO Jeff Atwater who resigned earlier. Mr. Petronis, who served eight years in the Florida House of Representatives, is now running for the CFO position. We are honored to have both appear at our convention!

Friday afternoon will be time for leisure events, including The First Frontier "Paint and Sip" event at which you can create your own original masterpiece while enjoying various snacks and beverages. The best part is you get to keep your painting and hang it in your home or local museum! There will also be the "Black Hole" golf outing or you can just enjoy all the amenities the Hyatt Regency 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, food and the most outrageous space creatures you've ever seen will be there. It's



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IacoNOTES...

I would like to bring your attention to our state's Chief Financial Officer Jimmy Patronis' Weekly Rundown and the following article on cryptocurrency.



Floridians,

The Securities and Exchange Commission (SEC) recently appointed Valerie Szczepanik as its new "cryptocurrency chief," a first-of-its kind position and one that is much needed. I've directed my staff to set-up a call with her to discuss how we can continue to protect consumers from being taken advantage of in our state.

Cryptocurrency is growing in Florida. The Seminole County Tax Collector now accepts Bitcoin and Bitcoin cash to pay for property taxes, driver license and ID card fees, tags and titles; Tampa/St. Petersburg was ranked seventh in the top 10 Bitcoin-friendly cities in 2016 and Miami/Ft. Lauderdale was ranked eighth; there are more than 160 Bitcoin ATMs across Florida; and an entirely Bitcoin real estate transaction in Miami took place in December 2017.

It's important for Floridians to fully understand what they are getting into before they make any investment, and that includes cryptocurrency. Always do your homework before making an investment; understand that cryptocurrency values can be unstable; cryptocurrency can be stolen; and cryptocurrency transactions can be taxed.

I encourage everyone to do some research on what exactly cryptocurrency is and how it is being used in the world today. With new technology come new ways for you to be defrauded and it's my goal to ensure you're protected.

Sincerely,
JIMMY PATRONIS
Chief Financial Officer
State of Florida

It reminded me of a conversation my 16-year-old grandson was having with his uncle when we were hunkered down from Hurricane Irma last September.

My grandson was saying he wanted to invest \$100 in Bitcoin. His uncle chuckled and proceeded to explain to him that would buy only a small portion of a Bitcoin as the values have really grown since inception. My grandson was disappointed.

I checked and the current rate is over \$6000 US dollars! I also read recently that Amazon is considering developing some type of cryptocurrency. As risky as it sounds, it stands to reason based on our CFO's article it will someday become part of our RV Industry reality. So follow Jimmy Patronis' advice and be educated before you are confronted with cryptocurrency.

Please accept my invitation to the 38th Annual FRVTA State Convention at the tropical paradise of the Hyatt Regency Coconut Point Resort in Bonita Springs September 6-9. It will be an OUT OF THIS WORLD ADVENTURE of fun and education! Hope to see you there!



NELDA IACONO
FRVTA PRESIDENT



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 6-9 at the tropical Hyatt Regency Coconut Point Resort and Spa in Bonita Springs, just south of Fort Myers) in accordance with the 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.



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

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.

July 2018 Board of Directors Meeting Recap

The Education Committee would like to remind dealers that the Certified Service Center Program renews this year and now is the time to submit your application. This is a two-year program so if you miss out it will be two years before you can re-apply.

Education Director Jim Carr attended RVIA Committee Week in Washington this past June and reports that a brick and mortar Training Center will be built for technician training. The RV Technical Institute trains and places technicians at dealerships and service centers all over the United States. Satellite Centers will be placed around the country. Jim is working with Aparacio/Levy Technical College in Tampa to set up a room specifically for RV Training.

The Membership Committee recently sent out the Member Benefits Posters to all members and encourages them to post it in a visible location for employees. Any business still needing the posters should contact Sharlene in the FRVTA State Office. Anyone who has any suggestions as to additional member benefits can contact Committee Chairman Deanna Pearce or the FRVTA State Office.

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. FRVTA Legal Counsel Marc Dunbar reminded the board about the importance of the upcoming elections and how FRVPC needs enough money to make contributions to candidates that support a free and open marketplace.

The PR Committee reported that the cover for the RVers

Guide has been photographed at Bok Tower in Winter Haven. 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 App and the Certified Service Centers went up this past month around the state. Traeanne Reynolds reported strong numbers on FRVTA's Social Media and how it continues

to push traffic to the frvta.org website.

The Board agreed to re-instate the 401K-donation program for employees that was suspended in 2008 due to the downturn in the economy.

The Finance Committee had a very good financial report on the financial state of the Association. FRVTA Controller Mike Ryan continues to create easy-to-read and understand financial reports.

Nominations are still being taken for members wishing to run for one of the four state board offices. The

only qualification is that you must have served on the FRVTA Board of Directors for at least one year. Nominations will also be taken at the State Convention where the election will be held.

The Scholarship Committee has added five full-time and two part-time students to the FRVTA Scholarship Program. This brings the total number of students currently on the scholarship program to 29: 25 full-time students and four part-time students. Students must maintain a 3.0 GPA and report their grades to the FRVTA State Office at the end of each semester. Students receive \$1,000 per semester, twice a year for a total of \$8,000.



RVIA: Shipments to Hit Second Straight High in 2018

RV Industry shipments will reach 539,900 units in 2018, marking nine straight years of growth and, for the second consecutive year, the highest annual total since such data has been collected.

This figure is a 7% increase from the previous record of 504,600 units shipped in 2017. Shipments for 2019 are predicted to grow to more than 550,000 units, which would be a third straight record-breaking total.

The new forecast, along with first quarter 2018 industry shipment totals, were announced earlier by Frank Hugelmeier, president of the RV Industry Association (RVIA), as part of remarks he delivered at the association's Committee Week held in Washington, D.C. this past June.

Shipments totaled 137,086 in the first quarter of 2018, an increase of 13.4% from 2017. Among towable RVs, growth was highest among truck campers (up 69%), and travel trailers (up 15%). Motorhome shipments saw steady growth with Class C

shipments reaching their highest total since the early 1980s.

"This is the longest period of sustained growth the RV industry has seen," said Hugelmeier. "Our manufacturers and suppliers are justifiably proud of shipment gains made year-after-year for nearly a decade."

He added, "These increases are attributable to factors we can control, such as ongoing product innovations, and those we can't, such as recent growth in wages and household wealth."

The favorable RV outlook is based not only on continued modest gains in key economic indicators, but also on the increasingly favorable population trends that will manifest themselves over the next several years.

RVIA reported that the number of Americans between 55 and 74 years old, always a sweet spot for the RV industry, will reach 79 million in 2025, 15% higher than that age group totaled in 2015. And 72 million Millennials, who are beginning to embrace the RV lifestyle, will be 30-45 years old in 2025.—RVIA





TRAINING NEWS • by Jim Carr, Training Director

New Year of Training Begins

Yes, the school calendar says our 2017-18 school year is rapidly coming to an end. The information below will assist in your yearend closeout duties as well as all necessary info needed to begin a successful new training year that begins August 1.

End of year responsibilities:

If you have folks who have completed their training this year, please make sure they are listed on roll pages that were sent in throughout the year so we can then provide our Certificate of Training. Also, if you have folks who trained for in-service hours for renewal of Certification please make sure we have their documentation of training (roll pages) so we can provide the necessary credentials for RVDA.

Every year at this time we always get the question: “My guys have not completed the training yet, we’re going to continue into next year – OK?” Certainly, in fact most of our dealers just continue on with the training. All we need are new registration forms for the new school year.

Judy is sending out the new Mentor guides later this month that will allow you to continue the process. We invoice all dealerships outside the State of Florida as our normal new school year start-up procedure. If you wish to continue training, just have the invoice processed and all is well.

New school year brings some new programming:

Beginning August 1 we will have the latest videos up for Air Conditioning and Refrigeration. We filmed them last week and are editing now. Also, on July 31 and August 1 we are filming new Water Heaters and Furnaces, which will be available for viewing by the second week in August. As noted, this current year our new format eliminates our on-camera review of end-of-chapter tests. That responsibility now goes to the Mentor, which many asked for and from reviews received.

RVIA launches review of all aspects of technician training and certification:

I’m sure all of you have heard at least bits and pieces of a complete new initiative by RVIA to study, review and revise all aspects of the current Technician Training and Certification programs.

At the annual RVIA Committee Week held in Washington D.C., this past June 3- 6, funding was approved by the RVIA Board in the amount of \$10 million to facilitate a total new program for RV technician training and certification.

The first initiative to be dealt with is a complete curriculum review and update (training materials, too) planned to be available by February 2019. A second initiative is to launch a hands-on testing process, eliminating any written test. Naturally this process is going to take some study, but the feeling is very strong that a hands-on process will better serve the industry and certainly prove more relevant to what technicians actually do. A third initiative is to build a RV Training Institute (brick and mortar) in Elkhart, Indiana, and launch a nationwide recruitment program to intake and train up to 6000 new technicians over the next three years and make them available to the “field” as soon as possible.

Current training and certification testing will continue in place, as is, until new materials and processes are finalized and implemented.

Business as usual, BUT a totally new program is coming. Industry professionals (technicians, too) are actively involved and engaged in the development of the new “Program.” Everyone working on the project is very positive that the revised Technician Training and Certification program will be a total game changer, elevating every aspect of the RV Service experience. I will continually update everyone as we move forward with the new Service project.

As usual, please call us, Jim or Judy at 386-754-5285 with any and all questions or information. Thanks for your involvement with us.

RV Industry Association to Launch RVX: The RV Experience in March 2019

The RV Industry Association’s Board of Directors unanimously approved Salt Lake City to be the kickoff location for a new national industry event, RVX: The RV Experience. The event will take place March 12-14, 2019.

RVX is designed to spark consumer interest by sending them into dealerships across the country. The event will promote the RV Lifestyle to unveil the latest products, celebrate innovation, and provide inspiration and education to dealers. The name RVX was chosen to increase the focus of the event on consumer sell-through.

“RVX will highlight exciting new products, showcase innovation, new technology, and inspire consumers to visit local dealers,” said Liz Crawford, RVIA Senior Vice President of Trade Shows & Events. “RVX will arm dealers with the tools to sell more RVs and engage the industry about what’s coming next just as consumers are out looking for their next adventure.”

An exciting feature of the RVX event will be “The RV Reveal,” which will showcase the latest new models and concepts entering the market and will be live-streamed across multiple media platforms.

In addition, RVX will deliver education for all industry segments with a special focus on providing dealers with the tools needed to reach into the consumer market more effectively, highlight and raise awareness of the importance of quality service through the exciting “Top Tech Challenge,” and recognize industry achievement and leadership for the industry’s top dealers and product innovators during the RV Industry Awards.–RVIA



LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

Election Cycle Heats up this Summer

opposition, combined with congressional races and 13 statewide constitutional amendments, one can expect long ballots in both the primary and the general elections.

Topping the November ballot is the campaign to replace term-limited Republican Gov. Rick Scott, who is running against U.S. Sen. Bill Nelson for one of Florida's two senate seats.

The crowded Democratic field for Governor includes former U.S. Rep. Gwen Graham of Tallahassee, businessman Chris King of Orlando, former Miami Beach Mayor Philip Levine, Palm Beach investor Jeff Greene and Tallahassee Mayor Andrew Gillum. The Republican field, by contrast, is a contest between U.S. Congressman Ron Desantis and Florida Commissioner of Agriculture Adam Putnam. Both the Democratic and Republican primaries for Governor are expected to be expensive and formidable.

In the other statewide races, 14 candidates, excluding write-ins, qualified for the three Cabinet seats.

Chief Financial Officer Jimmy Patronis, who was appointed to his post by Scott, will face former Democratic state Sen. Jeremy Ring in November.

Republican candidates seeking to replace term-limited Attorney General Pam Bondi include Judge Ashley Moody and state Rep. Frank White. On the other side, Tampa Democrats state Rep. Sean Shaw and Ryan Torrens, will face off in the August 28 primary.

Florida's election cycle is well underway so prepare to be bombarded with political messaging over the upcoming months. With seven major candidates running for governor, three contested state Cabinet seats and 15 state Senate incumbents facing

The state agriculture commissioner primary is between state Rep. Matt Caldwell, Sen. Denise Grimsley and former state Rep. Baxter Troutman. On the Democratic side, are Nikki Fried, Jeffrey Porter and Roy Walker.

In the state Senate, where 22 of the 40 seats are up for election, two Democrats, Audrey Gibson and Lauren Book, were elected with no opposition following the qualifying period. Republicans hold a 23-16 advantage in the Senate with one vacant seat.

While challenging every incumbent and fielding candidates in all open races, Democrats are actively targeting six seats to flip, including three in the Tampa Bay area.

In the 120-member House, where all the seats are up for election, 25 incumbents were re-elected without opposition. Among those heading back to the Legislature are incoming House Speaker José Oliva and incoming minority leader Kionne McGhee.

Both parties are bringing a crop of new faces to politics and Democrats have a slate of 80 women on the ballot for the Legislature. With crowded primaries on both sides of the aisle and an additional lineup of no party affiliation candidates qualifying for the November ballot, many elections will have a hefty price tag.

Nationally there are discussions of a blue wave, however, traditionally Florida Republicans have managed to perform well in midterm election years.

I hope to see you all at the September convention. Please make sure to visit the annual silent auction that helps support the PAC fund. With the expected busy political season, every dollar raised will go toward strengthening Florida's RV Industry.



RVDA Adjusts DSI Survey Schedule

The RV Dealer Association's annual survey of dealers' satisfaction with its manufacturers will now launch in late October and end January 2019. The board of directors recently approved the change in timing so that the survey can continue through the association's convention in November and boost participation.

The Dealer Satisfaction Index (DSI) survey, now entering its 25th year, is a confidential measurement of dealer attitudes regarding their manufacturers' policies, product support, and procedures. The survey was previously conducted in the August to October timeframe.

DSI Quality Circle Awards, which are based on the survey results, are now scheduled to be presented at the RV Industry Association's new "RVX: The RV Experience" event in Salt Lake City next March.

"Moving the survey later in the year should improve participation and increase the number of brand ratings that dealers provide," said RVDA President Phil Ingrassia.—RVDA



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

Hurricanes can Certainly Affect Inventory, But They can Affect Compliance, Too!

Whenever we know a hurricane is on its way, we immediately think about protecting our property, both personal and business. Protecting your inventory against hurricane damage

is of utmost importance. But you are also responsible for protecting customer information.

The federal Safeguards Rule requires you to protect documents containing customer nonpublic personal information. The federal Disposal Rule requires dealerships to dispose of sensitive information derived from consumer reports (credit histories). The Federal Trade Commission (FTC) enforces both rules. According to the FTC, the Disposal Rule: “requires the proper disposal of information in consumer reports and records to protect against unauthorized access to or use of the information.”

When visiting various RV, franchise and independent dealerships, I find many methods for storing and disposing of documents that contain nonpublic personal information. Please note that although the Disposal Rule applies to consumer report information, the FTC encourages businesses that dispose of records containing a consumer’s personal or financial information to take similar protective measures so they are in compliance with the Safeguards Rule as well.

I remember what happened to a law firm during one of the past storms. Their clients’ records were maintained in a storage facility. The facility flooded and ultimately caused customer documents to be found floating in the streets. Hundreds of records showing personal client information were exposed. You don’t want that happening at your dealership!

If you still maintain a significant amount of paper records, you must be sure they are protected from flooding, theft and high winds. I know of some dealers who store paper records for as long as 20 years, while others are storing paper records for no longer than one year. Those are the dealers who are electronically scanning their records and destroying the paper after one year. If you electronically scan records, I strongly recommend you consult with counsel to determine

how long you should maintain paper records before destroying them.

Now, let’s discuss destroying paper records you no longer need. The Disposal Rule requires “disposal practices that are reasonable and appropriate to prevent the unauthorized access to, or use of, information in a consumer report.”

Keep in mind these guidelines should apply to all records containing customer information, not just credit reports. The Rule provides the following guidelines for disposal:

- Burn, pulverize or shred papers containing consumer report information so the information cannot be read or reconstructed;
- Destroy or erase electronic files or media containing consumer report information so the information cannot be read or reconstructed;
- Conduct due diligence and hire a document destruction contractor to dispose of material specifically identified as consumer report information consistent with the Rule. Due diligence could include:
 - Reviewing an independent audit of a disposal company’s operations and/or its compliance with the Rule;
 - Obtaining information about the disposal company from several references;
 - Requiring that a recognized trade association certify the disposal company;
 - Reviewing and evaluating the disposal company’s information security policies and procedures.

It’s very important that everything be done to insure your customer records are secure and will remain secure before, during and after the storm.

Reference: Federal Trade Commission

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.





Curtin Sees Continued RV Growth for 2019

Industry analyst Dr. Richard Curtin continues to see bright prospects for RV wholesale shipments into 2019, despite his projection for a possible “short, shallow recession” sometime in the fourth quarter of that year or possibly early 2020.

Curtin, chief economist for the University of Michigan’s Surveys of Consumers and a longtime tracker of RV shipments for the RV Industry

Association, shared his thoughts on the health of the market with members of RVIA’s Market Committee during the recent Committee Week in Washington, D.C.

Curtin forecasts shipments will reach 539,900 units this year and 550,200 in 2019, which would be the highest number in a half-century. (In 1972, shipments totaled 582,000.)

Positive driving factors include continued favorable demographics, historically low unemployment levels, and recent tax cuts, which Curtin said are generally popular with the public, particularly small business owners. Additionally,

government spending at the federal level should spur the economy, he added.

Meanwhile, even though interest rates and inflation rates are trending up slightly, those don’t appear to be detrimental to market outlook at this time, according to Curtin.

On the negative side, spending on research and development is not what it should be, home values (which create a “wealth effect” for consumers) are slowing down and “persistent uncertainty” from the U.S. Administration has created a degree of uncertainty in the business community, according to Curtin. Thus far, positive economic developments have outweighed those negatives, he added.

Meanwhile, Curtin said he does not believe the U.S. will engage in an all-out trade war with China, Europe and other countries, but that “tense negotiations” are likely. Still, even increased talk of tariffs and a trade war risks dimming the consumer outlook, he warned.

For the longer-term, Curtin said he remains optimistic on the industry’s ability to grow. Industry shipments and sales topping 700,000 units is “completely do-able,” provided consumers see the value in RVing and don’t drop out of the market, he said, adding that it is contingent upon the industry to make consumers remain engaged in the market.—RVIA



RV Executive Today: Top-Selling Brands For 2017

By Jeff Kurowski, RVDA Director of Industry Relations

EDITOR’S NOTE: The following article appeared in the April issue of RV Executive Today identifying the top-selling brands in all categories for 2017 per data compiled by Statistical Surveys Inc.

Jay Flight ranked as the top-selling travel trailer brand in 2017, marking the 12th year in a row as the leader in the

high-volume segment. Jay Flight, built by Thor Industries Inc. subsidiary Jayco Inc., held 7.1% of last year’s market, compared to 7.2% in 2016.

Meanwhile, four travel trailer brands by Berkshire Hathaway Inc. subsidiary Forest River Inc., Elkhart, Ind., held the second through fifth positions in terms of market share. The Cherokee was the second-best selling brand at 4.9%, followed by Wildwood (4.8%), Salem (4.2%) and Rockwood (3.7%).

In the fifth-wheel segment, SSI’s report showed the Montana brand, built by Thor’s Keystone RV Co. subsidiary in Goshen, Ind., slightly increased its category-leading market share to 7.8% in 2017. Keystone’s Cougar slipped a bit but maintained the No. 2 position with 6% of the market.

Rounding out the top five fifth-wheel brands last year were Reflection, built by Winnebago Industries Inc. subsidiary Grand Design at 5.9%, Jayco’s Eagle at 4.5%, and

Big Horn, built by Thor’s Heartland subsidiary, at 3.5%.

In the motorhome sector, Winnebago Industries Inc.’s Winnebago brand was the top-selling Class A. The Winnebago brand had a 10.6% market share in 2017, up a bit from 2016. The report noted that Winnebago combines the sales of gasoline- and diesel-engine units as one reporting entity.

Forest River’s Georgetown was the second-best selling Class A with an 8.2% market share last year. At No. 3 was Red Bay, Ala.-based Tiffin Motor Homes Inc.’s Allegro at 7.6%, followed by A.C.E. from Thor subsidiary Thor Motor Coach (TMC) in Elkhart at 6.2%, and the Coachmen brand, built by the Forest River’s Middlebury-based subsidiary of the same name, at 4.3%.

In the rapidly expanding Class B motorhome category, the report listed the Winnebago brand as No. 1 last year, with a 35.6% retail market share, followed by the Erwin Hymer Group North America, Kitchener, Ont., at 29%, Thor’s Airstream in Jackson Center, Ohio, at 16.7%, Pleasure-Way in Saskatoon, Sask., at 9.2%, and Coachmen’s Galleria at 5.4%.

TMC’s Four Winds brand increased its leadership position in the Class C motorhome category, according to the report, by reaching 19.7% of the market. Coachmen remained in second place despite its market share slipping to 13.4% in 2017 from 15.7% in 2016. Winnebago was third at 12.4%, Forest River’s Sun Seeker was fourth at 7.4%, and TMC’s Chateau was fifth at 6.3%.

SPONSORSHIP OPPORTUNITIES AVAILABLE!!



The 38th 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.

NEW MEMBERS

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Costa Mesa, CA 92626-6011
PH: 714-432-9800
FAX: 714-432-9801
www.cal-am.com
felixp@cal-am.com
Campground, Region 10

FISHERMAN'S COVE RV RESORT

Rob Smith
4301 32nd St W, #EV8
Bradenton, FL 34205-2700
PH: 941-729-3685
FAX: 941-721-0614
rob@fortunerealestate.com
www.myfishermanscove.com
Campground, Region 1

HARVEY MANAGEMENT, INC

Bill Harvey
5573 High Flyer Rd N
Palm Beach Gardens, FL 33418-7716
PH: 772-285-7797
billharvey@live.com
Campground, Region 2

LA TRADE SHOWS, LLC

Suzanne Alva
Brandon, FL 33511-2225
PH: 813-418-2918
Latradeshowslc@gmail.com
Supplier, Region 3

MY RV INSPECTION

Jason Carletti
1991 E State Rd 60, #1026
Valrico, FL 33594-3604
PH: 813-484-9974
www.myrvinspection.com
jason@myrvinspection.com
Service, Region 3

NEXUS RVS, LLC

Steve Jacobs
3400 Reedy Dr
Elkhart, IN 46514-7667
PH: 574-970-0848
FAX: 574-970-1265
TOLL FREE: 855-786-3987
www.nexusrv.com
sales@nexusrv.com
Manufacturer, Region 10

PERIODIC PRODUCTS, INC

Lynn Agnese
1885 W State Rd 84, Ste #104
Fort Lauderdale, FL 33315-2243
PH: 954-764-7654
FAX: 954-764-7653
www.periodicproducts.com
lagnese@periodicproducts.com
Supplier, Region 2

RV CABLE GRIP

Susan Marr
1750 N Main St
Terre Haute, IN 47803-9666
PH: 812-243-5012
FAX: 812-877-3800
itsapita@frontier.com
Supplier, Region 10

RV MERCHANDISING, INC

Liz Delaughter
6441 San Casa Dr
Englewood, FL 34224-8618
PH: 941-474-7242
FAX: 941-475-8695
www.rvmerchandising.com
rvmerchandising@comcast.net
Service, Region 1

SEA SWELL CAMPGROUNDS, INC

Catherine Plourde
Scott Darren
PO Box 188
Rockport, ME 04856-0188
PH: 603-502-6103
www.megunticookcampgrounds.com
seaswellcamping@gmail.com
Campground, Region 10

WEST COAST KAYAKS

Jerry Allen
3350 Tyrone Blvd N
St Petersburg, FL 33710-2340
PH: 727-954-8814
FAX: 727-623-0989
www.west-coast-kayaks.com
westcoastkayaks@hotmail.com
Supplier, Region 3

MEETING DATES

Region 1 • NO MEETING

Region 2 • August 8 • PGA National Resort • Palm Terrace Room • 400 Ave. of the Champions • Palm Beach Gardens

Region 3 • August 14 • Rusty Pelican • 2425 North Rocky Pointe Drive • Tampa

Region 4 • August 8 • Tony Roma's • 8560 International Dr • Orlando

Region 5 • NO MEETING

Region 6 • August 21 • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville

Region 7 • August 28 • 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, five (5) Turnpike Service Plaza locations, two (2) Tourist Information Centers and twenty-six (26) Florida Pilot Flying J Travel Centers and (5) five in South Georgia.

SUPERSHOW PROGRAM

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. 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!

Circulation: 35,000+
(at both show entrances)
Total Audience: 73,000+

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. 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 (6 month or 1 year contract term) depending on the ad size and location.

Avg. Unique Monthly Users: 23,456
Avg. Monthly Page Views: 78,472



**SOCIAL FOLLOWING:
7,250+**

Source - Google Analytics, 6/30/18



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

ADVERTISING Opportunities

