

# FRVTA News



DECEMBER 2019

MONTHLY NEWS CONCERNING  
FLORIDA'S RECREATION VEHICLE INDUSTRY



***The Florida RV Trade Association (FRVTA) hosts the 35th Annual 2020 Florida RV SuperShow, Wednesday, January 15 through Sunday, January 19. The Florida RV SuperShow will again be held at the Florida State Fairgrounds in Tampa.***

The 2020 SuperShow will have representation from every major RV Manufacturer as well as hundreds of accessory booth exhibitors. "We will have more Supplier booths and every type, size and style of RV on the market," detailed Marketing Director David Kelly. "With the addition of new entertainment and more seminars, we're anticipating record crowds again this year. We're also renewing the two-day pass so the public will have two full days to see everything at the SuperShow at no additional cost."

The interest in outdoor recreation is at an all-time high and with this being the 35th year of the SuperShow, the public not only knows the show is coming again, but they have bought out the entire rally and are already buying tickets online.

RVing allows the flexibility of bringing everything with you, your hunting gear, fishing equipment, bikes and anything else you have room for. No more "roughing it," you'll travel with all the comforts of home. And, if you get tired of your view or your neighbors, all you have to do is move on!

With hundreds of RVs on display and educational seminars, the SuperShow is the place to trade-in your old RV or obtain all the information you need to get acquainted with the RV Lifestyle. And some of Florida's finest campgrounds and resorts will have booth exhibits to show attendees the best camping opportunities found anywhere. Also, a huge display of camping accessories and supplies will be found in the Camping World Store and other booths.

A favorite of all visitors to the SuperShow is the FREE entertainment. From clowns and unicycle riders to Barbershop Quartets and Bag Pipe Bands, the SuperShow has enough entertainment to keep everyone busy the entire day.

Take advantage of the FREE shuttle service inside the SuperShow that will carry visitors from exhibit to exhibit.

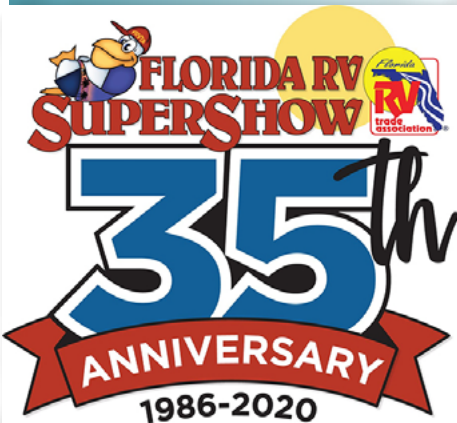
Seminars are presented throughout the day at the SuperShow making it easy to attend the ones you want to see. National RV Writer Bob Marx hosts two seminars daily. "RVing 101-What You Will Need to Know" let's you know what to expect as an RV owner and helps you decide which RV is right for your particular lifestyle and "Full Time & Extended RV Travel" explains how RV travelers deal with banking, bill paying, telephone communications, e-mail, mail forwarding, medical care and other concerns while living on the road for extended periods of time. Additional seminars include Nomadic Living, Weight and Tire Issues and Guided RV Tours.

The Super Rally celebrates its 33rd year at the SuperShow. This gigantic RV Rally is open to any and all RV clubs as well as the general public. The Rally offers a number of amenities including FREE admission to the SuperShow all five public days, meeting facilities for your club, FREE coffee and donuts every morning and seminars. Three nights of entertainment and refreshments are also included and will feature "The Rivoli Revue" music by Kay and Ron Rivoli, a wonderful night of family entertainment by The Malt Shoppe Memories and Kenny Evans, a talented national artist.

Admission to the SuperShow is only \$12.00 for adults and that includes a second day admission for the cost of one day with children under 16 FREE.

SuperShow hours are Wednesday – Saturday 9am – 6pm and Sunday 9am – 5pm. Wednesday is Senior Citizens Day with seniors receiving \$2.00 off the cost of admission (not valid with other discounts).

For more information on the 2020 Florida RV SuperShow or to register for Industry Day, contact the Florida RV Trade Association at 10510 Gibsonton Drive, Riverview, Florida 33578, call (813) 741-0488 or visit our website at [www.frvta.org](http://www.frvta.org).



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## PRESIDENT'S MESSAGE...

### Campground Business Continues to Boom!

*I recently attended the ARVC conference and expo in Knoxville, Tennessee, and found an upbeat group of vendors and campground owners/managers. This year's conference reported 720 attendees and a whopping 40 percent increase over 2018. Here are a few take-aways from the event:*

**ARVC continues to please.** ARVC had a lot of attendees sign-up last-minute, but seemed to handle it all very well. Everyone I spoke with said they were very pleased with how well-organized the show ran. The Knoxville Convention Center was well-suited for the event with a large expo floor for vendors and ample meeting space. ARVC covered several informational seminars that were well received. Downtown Knoxville was a short walk from the center and offered a variety of restaurants and entertainment.

**Business is great!** Everyone I spoke with was experiencing increased business. Many are expanding their current properties, adding sites and upgrading facilities, or securing additional properties for expansion. Vendors I spoke with were also pleased with the attendance and amount of activity in their booths.

**Apps are in.** Much like the hotel booking sites we see touted everywhere, there were noticeably more mobile app companies that are poised to enter the fray. Each one has some different functionality that sets them apart, but they all basically do the same thing—help RVers find a campsite. In speaking with some of them, the challenge is finding campgrounds that have reservation systems that will keep up with the app technology. There were no shortages of reservation systems ready to help owners with that dilemma. I don't think we are very far away from campground systems catching up with the hotel world to make it easier to find and book a campsite.

**Consolidation continues.** Much like the rest of the RV world, campgrounds are no strangers to the consolidation world. Every year, I talk to more folks that own multiple parks while continuing to add even more to their portfolio. I think there are pros and cons to this, but I still hate to see so many mom-and-pop locations disappear. I suppose the high cost of providing facilities that match the new era of requirements RVers demand is more than most smaller campgrounds can bear, so I expect this trend will continue.

*My conclusion... Keep selling those RVs! There is a large group of folks out there that are ready and willing to make room for them!*

**Here's wishing you all a wonderful Holiday Season and continued success in the New Year!**

**ROB COCHRAN**  
FRVTA State President

*P.S. - Don't forget Industry Day on Tuesday, January 14 at the 2020 SuperShow in Tampa. All industry personnel are welcome to attend for FREE. Register at [www.frvta.org](http://www.frvta.org) today!*



## RV Registrations Continue Decline

RV registrations continued their overall decline with both motorized and towable units trending lower. The RV Industry Association's September survey of manufacturers, however, found that total RV shipments ended the month with 31,639 wholesale shipments, an increase of 2.2% from the 30,969 units shipped last September.

Motorhomes finished the month with 3,554 units, down -4.7 percent compared to the September 2018 total of 3,730 units. Towable RVs, led by conventional travel trailers, totaled 28,085 units for the month, an increase of 3.1 percent compared to last September's total of 27,239 units.

Through September, RV shipments have reached 309,938 units, down (-18.2%) from the 378,718 units at this point last year.

For motorized, the market registered a 14.8 percent year-over-year retail sales decrease for the first eight months of 2019 as both Class A and Class C markets registered double-digit declines.

According to Statistical Surveys Inc. (SSI), Thor Industries Inc. was the motorized sales leader during the first eight months with a 41 percent market share, ahead of Forest River Inc. with 22.5 percent and Winnebago Industries Inc. at 12.7 percent.

The Class A motorhome market was down 14 percent through August as Thor led this segment with a 34.4 percent market share. Tiffin Motorhomes Inc. held the No. 2 spot with a 15.3 percent share of the market followed by Forest River Inc. with 14.8 percent.

Class C sales retreated 15.3 percent for the eight months with Thor leading the category holding a 45.7 percent market share, followed by Forest River logging 28 percent and Winnebago Industries Inc. with 13.5 percent.

Year-over-year Class B motorhome sales were flat for the first nine months of 2019, up 1.5%, according to

Statistical Surveys Inc. Through September, Winnebago Industries Inc. led the category, owning a 42.9 percent market share, while Erwin Hymer N.A. captured a 21.3 percent share and Forest River Inc. garnered 12.5 percent

Likewise, year-over-year towable retail registrations were down 6.3 percent for the first nine months of 2019. Statistical Surveys Inc. reported the following results by category:

- Sales for the travel trailer segment dipped 5.7 percent for the nine months.
- Fifth-wheel registrations declined 8 percent through September.
- Folding camping trailer sales fell 9.6 percent for the first nine months of 2019.
- Park model RV sales increased 4.6 percent through September.

Thor Industries Inc. was the towable sales leader for the first nine months with a 45.2 percent share of the market, ahead of Forest River Inc. owning a 37.2 percent share and Grand Design RV Co. garnering 7.2 percent.

By segment, Thor was No. 1 in travel trailers through September with a 45.1 percent market share, followed by Forest River 39.4 percent. Thor led fifth-wheel sales with a 50.7 percent market share, followed by Forest River 26.4 percent and Grand Design with 15.7 percent.

In folding camping trailers, Forest River led the category for the first nine months with a 73.8 percent market share while Columbia Northwest/Aliner Inc. garnered a 10.9 percent and Thor captured a 5.5 percent share.

Park Models saw Skyline Champion leading with a 32.2 percent market share, followed by Kropf Industries Inc. with 19.2 percent and Cavco Industries Inc. at 15.2 percent. For September, RVIA's survey of manufacturers showed that Park Model

shipments did increase 25 percent year-over-year with 310 shipments to retailers.—RVIA, *RVBusiness*



## REMEMBER TO REGISTER FOR INDUSTRY DAY!



**RV Industry Day will be Tuesday, January 14 from 10am-4pm.**

*Everyone involved in the industry is welcome to attend this day for FREE. Complimentary coffee and donuts will be served in the morning and lunch is also FREE. If you haven't been to a major RV show this year, now is the time to see all the new products. Register at [www.frvta.org](http://www.frvta.org) or contact the FRVTA State Office.*



**FINANCIAL CHECK-UP • by JERRY MANN, FRVTA Benefit Consultant**

## *Savvy Strategies for Advantageous Tax-Savings*

As we approach the end of the year, now is a good time to do some serious tax planning if you haven't done so already. Prior to the Tax Cuts and Job Act (TCJA), generous tax benefits were already available, but the TCJA has enhanced tax

benefits for the small business owner and individuals as well.

Since there isn't much time left before December 31, a savvy business owner or individual should pounce on tax benefits. But first, let's be realistic, you should always consider cash flow and future business profitability. And, it's nice to know that you can preserve a huge deduction for tax year 2019 without having to come up with the money for a tax deduction until as late as September 15, 2020!

For example, if a Pension or Profit-Sharing Plan is established prior to December 31, 2019, a deduction can be claimed as late as September 15, 2020. This means you can determine whether you want to make a contribution for 2019 long after December 31, 2019 if an extension is filed for the tax return *before* the tax filing deadline (March 15 for C and S Corporations) October 15 for Sole Proprietors, Partnerships and LLC's. The extension gives you an extra six months to make that decision.

The maximum benefit for a Profit-Sharing Plan tops out at \$56,000 in 2019. If you have the cash flow and desire to make an even larger contribution, you might consider a Defined Benefit Pension Plan, which permits a maximum benefit of \$225,000 for 2019. Profit-Sharing type plans and defined contribution pension plans are limited to \$56,000. There are *individual maximum benefits, not Plan maximum benefits*.

Another idea that may benefit you is making

contributions to a traditional or Roth IRA, if eligible. Eligibility is determined by whether you are participating in a Qualified Plan like a pension or profit-sharing plan, and the amount of your income (Traditional IRA). Roth IRA's, though not tax deductible, can provide a stream of TAX-FREE income during retirement years.

The Section 179 limit is now just over \$1 million. Section 179 eligible purchases can be written off in 2019 rather than using a depreciation schedule that stretches out over a number of years. So, if you need an additional sizeable deduction for 2019, you may want to make that purchase prior to December 31, 2019. Discuss your thoughts with your CPA who can help you determine whether it is best for you take a onetime write off or depreciation over time.

Corporate owners also may want to take advantage of the deduction for a Long-Term Care (LTC) policy. S Corporate owners are entitled to pay for an LTC policy for their personal benefit with business pre-tax dollars. The amount of tax-free dollars that can be used depends on your age.

C Corporation owners do not have age-related restrictions, so the *entire premium* can be paid with pre-tax corporate dollars with *no tax attributable to the individual*. This benefit is also available to an owner's spouse. And, this is a benefit that *does not* have to be offered to all employees. Owners can decide whom they want to include with no restrictions.

Don't forget to choose your LTC insurance company carefully, taking into account their financial ratings and claims-paying ability.

*Jerry Mann, owner of Vantage Benefits Solutions, Inc., has been a member of FRVTA Region 3 since 1996, and has served as Regional Treasurer three times. For other tax-saving ideas and insurance solutions, contact Jerry at 813-989-3791 or [Jerry@vantage-benefits.com](mailto:Jerry@vantage-benefits.com) as soon as possible.*

## **Florida Businesses Enjoy 7.5-percent Cut in 2020 Workers' Comp Rates**

Florida Insurance Commissioner David Altmaier issued an order cutting workers' compensation insurance rates by a 7.5 percent beginning Jan. 1. This will be the third consecutive reduction in workers compensation rates and one that exceeds a national insurance bureau's recommended decrease by more than 2 percent.

The 7.5 cut means rates will have dipped by nearly a third since their 2016 peak.

Earlier this past August, the National Council on Compensation Insurance (NCCI) – which provides rating metrics on behalf of insurance companies – recommended Florida reduce workers' compensation rates by 5.4 percent.

In making his order, Altmaier justified the additional 2.1 percent reduction by citing October testimony by an NCCI representative that said "technology, safer workplaces, improved risk management and a long-term shift from manufacturing to service sectors" all provided reasons for the decrease.

Following a 14.5 percent increase in 2016, Florida's workers' comp rates have gone down by a combined 13.8 percent – by 9.5 percent, plus another 1.8 percent as a result of the Federal Tax Cuts and Jobs Act (TCJA), in 2018, and by 13.4 percent beginning January 2019. –news reports



## LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

### Legislative Agenda Revving Up

With a bit more than a month to go in 2019, the interim committee weeks of the 2020 session are winding down, while the pace is speeding up as we head into an early legislative session that begins in January.

This year, FRVTA will be active on a number of fronts. Rep. Elizabeth Fetterhoff and Sen. Keith Perry have sponsored legislation this year to restore the license classification for members of the RV Industry who work on LP gas components, which are integral to the operations of most recreational vehicles.

Bringing back this RV-specific distinction will allow service technicians their own training and testing to ensure their knowledge on RV-specific issues related to LP gas.

Another key bill is related to Recreational Vehicle Campgrounds. Sen. Travis Hutson and Rep. Brad Drake are sponsoring this legislation that does the following:

- clarifies language related to permits, consistency in governing body related to permitting and operational matters;
- operators rights to remove or refuse entry to the park to guests in a similar manner of a hotel;

- and allows for a park that has been significantly damaged by nature be rebuilt to the same density standards as the initial permit that is still valid.

We will keep you posted as these priorities move through the process.

It is also important for FRVTA to stay engaged on priorities of the Governor and Legislative leadership on policy areas like the environment, transportation and infrastructure, as well as continued funding for Visit Florida. These issues are long-term economic pillars that require continued support for Floridians and visitors alike to enjoy the natural beauty in the state.

While policy is debated in Tallahassee, there are important opportunities for our members to become a vital part of the discussion. To protect our interests as a trade organization, we must educate our local representatives about the industry's impact to the state, as well as support the PAC Fund. Behind the scenes, the FRVTA is working hard for its members to ensure the future of a robust Recreational Vehicle Industry in the Sunshine State.

Through PAC contributions, FRVTA is able to cultivate and strengthen relationships with lawmakers, which allows us to articulate the Association's priorities to elected officials to help move our legislative agenda forward. Without member contributions, these efforts would not be possible. *Thank you for your continued support of our advocacy efforts on your behalf.*



## 2019 – 2020 FRVTA SHOW SCHEDULE

### Fall Clean Sweep RV Show

DECEMBER 6 - 8 • CenturyLink-Lee Co. Sports Complex  
*Twins/Miracle Stadium (NEW LOCATION)*  
14400 Ben Pratt Six Mile Cypress Pkwy • Ft. Myers, FL 33912

### FLORIDA RV SUPERSHOW

JANUARY 14-19 • Florida State Fairgrounds  
4800 US Highway 301 North • Tampa, FL 33610

### Fort Myers RV Show

JANUARY 23-26 • Lee Civic Center  
11831 Bayshore Road • Ft. Myers, FL 33917

### Jacksonville RV Show

FEBRUARY 6 - 9 • Jacksonville Equestrian Center  
13611 Normandy Blvd • Jacksonville, FL 32221

### West Palm Beach RV Show

FEBRUARY 20 - 23 • South Florida Fairgrounds  
9067 Southern Blvd • West Palm Beach, FL 33411

### Central Florida RV Show

FEBRUARY 20 - 23 • Volusia County Fairgrounds  
3150 E New York Ave • DeLand, FL 32724

### Ocala RV Show

FEBRUARY 27 - MARCH 1 • Florida Horse Park  
11008 US Highway 475 South • Ocala, FL 34480

### SuperSaver RV Show

MARCH 25 - 30 • CenturyLink-Lee Co. Sports Complex  
14400 Ben Pratt Six Mile Cypress Pkwy • Ft. Myers, FL 33912

### Tampa Bay Summer RV Show

JUNE 18 - 21 • Florida State Fairgrounds  
4800 US Highway 301 North • Tampa, FL 33610



## TRAINING NEWS • by Veronica Rivera, Training Director

### Make Sure Your Service Team is Ready for 2020

The most influential event took place last month from November 11– November 15 at the National RV Dealers Association Convention Expo in Las Vegas! The RVDA provided a wealth of knowledge with a winning combination of Vendor

Training and Specialized Workshops in the following areas; Dealer/GM, Sales, Social Media/ eMKTG/BDC, F&I, Fixed Operations and Rental.

Dealers from around the country learned what they could do to prepare for the upcoming year and key processes to improve their customer experience from sales to service. If you missed this year's event, be sure to mark your calendars to attend this outstanding event next year!

As you know, we are passionate about our Dealership Technicians, their knowledge, skill and ability to efficiently complete the task with the highest quality. This sets your business apart, moves it forward and impacts the entire customer experience.

December 31 marks the end and close of the first six months of our education year. For the past year, our three main priorities for all mentors using our Distance Learning Network are:

- 1) Complete the Tech training for Registered Tech – Level 1 and/or Certified Tech – Level 2.
- 2) Know the deadline. The deadline for applications to take RVDA/RVIA current certification exams is December 31, 2019. If the technician is registered to

take any of the current exams before this date, they will have 90 days to complete the exam no later than March 30, 2020. If the tech fails the exam during this timeframe, they will have a 90-day window to retest by June 30, 2020.

- 3) If you haven't started any training it's never too late to get going!

All Technician Training is a free FRVTA member benefit. Our program is web-based, instructor lead, group learning, dealership delivered and mentor managed. Your dealership's designated mentor will have access to our training videos with instructors who have 30+ years of hands-on experience in the RV Tech Industry.

We also provide 14 different textbooks that cover the following RV topics; Introduction to RV Service, Pre-Delivery Inspection, Preventative Maintenance, Electrical Systems, Propane Systems, Plumbing Systems, Water Heaters, Ranges & Cooktops, Refrigerators, Air Conditioning, Heating Appliances, Generators, Brake-Suspension & Towing Systems and Hydraulics.

We are here to help you get started, answer any questions and to help all technicians continuously develop their skills through our Advanced Manufacture Specialty courses.

**To become a participant in the RV Distance Learning Network, contact us at (386) 754-4285. Jim Carr, Senior Training Director; Veronica Rivera, Training Director; and Judy Wilson, Assistant to Training Director.**

*"Together we can improve the quality of our service industry through our Techs!"*



### Used Motorized RV Values Down as Towable Values Rise

Black Book recently reported the used values of RVs as fall approaches, showing that the average selling price for motorized units was \$44,219, which is down \$4,354 (8.9 percent) from the previous month. Towables came in at \$15,935, up \$1,588 (11.1 percent) from last month. One year ago, the average motor home sold for \$44,484 and the average towable unit brought \$13,558.

"Fall has arrived and with it a mixed market for the RV industry," said Eric Lawrence, Black Book's principal analyst of specialty markets. "It's always nice when motorized and towable units move in the same direction, but this month they diverged. It's also interesting to note that towables are at an all-time high."



Auction volume was up with motorhomes increasing 21 percent and towables rising 23 percent. The average age of eight years old was the same for both motorized and towable units.

*For motorhomes (including Class A, B and C):*

- Average selling price was \$44,219, down \$4,354 (8.9 percent) from the previous month. One year ago, the average selling price was \$44,484.
- Auction volume was up 21 percent from the previous month. The average model year was 2011.

*For towables (including travel trailers and fifth wheels):*

- Average selling price was \$15,935, up \$1,588 (11.1 percent) from the previous month. One year ago, the average selling price was \$13,558.
- Auction volume was up 23 percent from the previous month. The average model year was 2011.– RVPro



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

### *E-Sign for Odometer Disclosures – Almost Here!*

Many of you have adopted the electronic signature format with your customers. Instead of having customers sign a document directly, they are signing documents via an electronic keypad or via DocuSign. This worked for just about all

documents in the deal, except one—odometer disclosures for motorized units.

When the federal odometer law was first passed, electronic signatures didn't exist. A "wet" signature was required from both the seller and purchaser on all documents where odometer disclosures must be made. So, the federal law had to catch up with technology. It finally did so in December 2015.

But it didn't mean that dealers could immediately do business electronically when it came to odometer disclosures, at least not yet. The National Highway Traffic Safety Administration (NHTSA), an agency of the federal Department of Transportation, still had to promulgate a rule before states could allow electronic signatures on odometer disclosures. It finally has and it takes effect on December 31, 2019.

But there is one more hurdle: The State of Florida Division of Motorist Services (aka DMV). I recently attended a meeting of the Automobile Dealers Industry Advisory Board. The DMV Director let us know about the new NHTSA rule, but cautioned that "how" electronic signatures on odometers will be undertaken is still in the planning stages.

DMV wants to ensure that the use of e-signatures on odometer disclosures is not going to create an opportunity for those out there who make a living by rolling back odometers. Therefore, the DMV will take a cautious approach and will welcome industry feedback on how best to implement this new federal law and rule.

And by the way, there is one other change regarding odometers. The federal law currently exempts vehicles that are 10 model years old and older from odometer disclosure requirements. Effective December 31st, the exemption will jump to vehicles that are 20 years old or older! So that's another 10 years' worth of vehicles that will be subject to the odometer disclosure law.

As details and procedures begin to develop, I will let you know. I don't know about you, but I am very happy that the federal odometer law has finally caught up with time. Better late than never!

**NOTE:** This article is not intended to provide legal or financial advice. It is for informational purposes only.

*S. Allen Monello, D.P.A., CPFS is the Managing Member of the Automotive Industry Center for Excellence, LLC. Allen provides compliance consulting and training services to dealerships and is certified as a "Consumer Credit Compliance Professional" by the National Automotive Finance Association. He recently became credentialed by the Association of Finance and Insurance Professionals (AFIP) as a Certified Professional in Financial Services. He can be reached by email at [Allen@TheAICE.com](mailto:Allen@TheAICE.com) or by phone at (727) 623-9075. You may visit his website at [www.TheAICE.com](http://www.TheAICE.com).*

### **RV Dealers Sales Revenue Nearly Doubled Over Five-Year Period**

Reflecting the growth in the number of new RVs sold, the amount of sales revenue taken in by U.S. RV dealers almost doubled between 2012 and 2017, according to the U.S. Census Bureau, which released top line results of the 2017 Economic Census in September.

U.S. RV dealerships had sales revenue totaling \$26.1 billion in 2017, compared with \$14.2 billion in 2012.

The bureau conducts an economic census every five years. More detailed data, including a breakdown by geography and product category, will become available next year. The bureau also is preparing for the next economic census in 2022.

The census bureau figures include revenue from the sale of new and pre-owned RVs, along with revenue from dealerships' service, F&I, and other departments. The near doubling of RV dealership revenue should not come as a surprise, considering the number of new RVs sold also doubled from 207,800 in 2012 to

419,300 in 2017, according to market research firm Statistical Surveys Inc.

Sales revenue doubled even though the number of

RV dealership locations remained basically unchanged. The bureau reported there were 2,605 locations in the United States in 2012 and 2,672 in 2017.

Taking into account the consolidation that occurred within the RV dealer body during the past few years, the bureau also reported the number of RV dealership firms. According to the bureau, there were 2,165 RV dealership firms in 2017 — a figure including multi-location dealership companies — being counted as one firm.

The annual payroll and staffing at RV dealerships also showed significant growth. The number of employees grew from 31,857 in 2012 to 47,335 in 2017, and annual payroll increased from \$1.3 billion in 2012 to \$2.2 billion in 2017.— *Jeff Kurowski, RVDA*



## The 4 Biggest Mistakes Managers Are Making with Millennials

By **Gabrielle Bosché**

We're in the most competitive job market in more than a decade, and that means even your most loyal employees are at risk of quitting.

For several years, my training/consulting company has tracked what the word "loyalty" means to each generation. The results are surprising.

Millennials rate themselves as being extremely loyal. Almost as faithful, in fact, as the baby boomers rate themselves. The only difference is that millennials consider themselves loyal when they enjoy their work and feel a connection to their coworkers, while baby boomers find themselves more loyal the longer they've been in a position.

### How do you create a work environment that's too good to leave?

Surprisingly, the most effective retention strategy isn't to offer more money than your competitors. Gallup surveys have found — and our research agrees — that the top reason new and young employees quit is that they're not getting enough training and development.

The Association for Training and Development (ATD) published a white paper on how to train emerging talent. The study found that only 12 percent of these individuals believe their company does an excellent job of developing talent.

That's pathetic, especially since millions of U.S.-based companies think they're doing a proper job of training.

### Here are the biggest training-related mistakes managers make and how to fix them before it's too late.

#### 1. Managers assume emerging talent already have the necessary skills.

Managers hire for skills and fire for behavior. The challenge is that they're looking only at the technical skills needed for the job, not the emotional intelligence, problem-solving, or personal leadership it takes to thrive in the position.

Unfortunately, nearly 75 percent of millennials expect to be trained at their first job. On-the-job training is key to cultivating the skill sets you need long-term from your employees.

#### 2. Managers weren't offered the same training at their own first jobs.

This is one of the biggest mistakes I see leaders making every day. They project their own experience onto the next generation, assuming that because they didn't need the training at that age, it's not relevant to the job.

Some leaders complain that "common sense isn't common anymore." But the thing about common sense is that it's relative. Common sense for one generation was balancing a checkbook, while common sense for a younger age group is downloading a finance management app.

In the ATD study, the most significant gaps in training for millennial hires are leadership development, management skills, process improvement skills, and critical thinking skills. Do you currently have training that addresses those subjects? If so, is it presented in a way that appeals to employees?

#### 3. Managers don't know what skills they need.

When working with companies, we always ask the top leadership what they think their young talent needs to be trained on, and what their personal goals are within the organization. Then we do the same thing with their next-generation employees.

Without fail, there's a massive disconnect between the skills the leaders think their young employees need and the skills the employees say they need. Translation: Leaders don't always know what their talent really need.

Conducting regular one-on-one interviews and focus groups with employees is essential to keeping them longer.

#### 4. Managers don't see training as a top priority until it's too late.

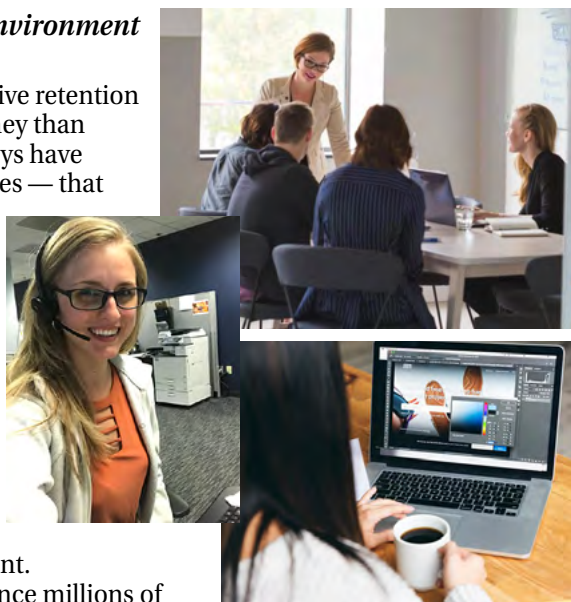
When the economy is off, one of the first budgets to get slashed is training and development. As a consulting and training company, we see two kinds of clients. The first group allows training to ebb and flow, depending on their budget. In more prosperous years, they flood their employees with trips, training, and certifications. In lean years, they pull way back. The second group of clients realizes

the importance of training for retention and puts aside consistent line items for it.

It's not surprising that the clients who ping-pong back and forth with their employees' development have sky-high turnover. The clients who realize the importance of consistently developing their employees — even if it's a sacrifice — save millions in turnover-related costs. *Here's a brief checklist of what will make your organization even more useful:*

- Give regular feedback to emerging talent.
- Train managers at all levels on how to give useful feedback.
- Provide clear career paths to individuals as soon as they're hired.
- Conduct ongoing discussions about their career path.
- Hold regular listening sessions with young hires.
- Offer IT skills training.

*Gabrielle Bosché is a bestselling author and the founder of The Millennial Solution, an international training and development strategy firm based in Washington, D.C. She presented several management seminars at the recently held 2019 RV Dealers Convention/Expo at Caesars Palace Las Vegas. Article reprinted with permission from the October 2019 issue of RV Executive Today.*





## NEW MEMBERS

### APPLE ISLAND RESORT

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Campground, Region 10

### DELUVIA

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Supplier, Region 3

### FIRST CLASS FINANCIAL SERVICES

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Finance, Region 3

### KEY PAYROLL SOLUTIONS, INC

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### NORTH BREVARD RV

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Dealer, Region 4

### PROTENG DISTRIBUTION

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15074 Park of Commerce Blvd, Ste 20  
Jupiter, FL 33478-6426  
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Supplier, Region 2

### ROADMASTER ACTIVE SUSPENSION

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Supplier, Region 10

### RV BOAT STORAGE WORKS

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### RV LIFE NETWORK

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Service, Region 10

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Campground, Region 7

### SUPERIOR DRIVELINE

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### VYSTAR CREDIT UNION

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Finance, Region 6

### SUMMIT COMMUNITIES

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Service, Region 10

*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](mailto:davekelly@frvta.org) in the State Office.*

## MEETING DATES



- Region 1 • December 16 • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda
- Region 2 • December 10 • PGA National Resort • Palm Terrace Room, 400 Ave of the Champions  
• Palm Beach Gardens
- Region 3 • December 10 • Westshore Grand • 4860 W Kennedy Blvd • Tampa
- Region 4 • No Meeting • Tony Roma's • 8560 International Dr • Orlando
- Region 5 • December 17 • Conference Call
- Region 6 • December 17 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville
- Region 7 • December 17 • Braised Onion • 754 NE 25th Ave • Ocala

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