



# FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



*The Florida RV Trade Association will host the 33rd Annual 2018 Florida RV SuperShow, Tuesday, January 16 through Sunday, January 21. The Florida RV SuperShow will again be held at the Florida State Fairgrounds in Tampa, Florida.*

The 2018 SuperShow will have representation from every major RV manufacturer as well as hundreds of accessory booths exhibitors. "We will have more Suppliers' booths and every type, size and style of RV on the market," said Marketing Director David Kelly. "With the addition of new entertainment and more seminars, we're anticipating record crowds this year. We're also renewing the 2-day pass so the public will have two full days to see everything at the SuperShow at no additional cost."

The theme of the 2018 Florida RV SuperShow is "Wherever You Roam, You're Always at Home". The interest in outdoor recreation is at an all-time high and the phrase "Wherever You Roam, You're Always at Home" relates to the fact that you can bring your hunting gear, fishing equipment, bikes and anything else you have room for. And if you get tired of your view of 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 get 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.

A favorite of all visitors to the SuperShow is the FREE entertainment. From clowns and unicycle riders to Barbershop Quartets and BagPipe Bands, the SuperShow has enough entertainment to keep everyone busy the entire day. And 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 host two seminars daily. "RVing 101" 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 on the road for extended periods of time. Additional seminars include Basic RV Maintenance, Weight and Tire Issues, and The Joy of RV Caravaning.

The Super Rally celebrates its 31st year at the SuperShow. This RV rally is opened to any and all RV clubs and the general public and includes 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 "Kenny Evans" and "Sunday Drive".

Admission to the SuperShow is only \$10.00 for adults and that includes a second day admission for the cost of one day and children under 16 are FREE. The SuperShow hours are Wednesday - Saturday 9am - 6pm and Sunday 9am - 5pm. Wednesday is Senior Citizens Day with seniors receiving \$1.00 off the cost of admission (not valid with other discounts).

For more information on the 2017 Florida RV SuperShow contact the Florida RV Trade Association at 10510 Gibsonton Drive, Riverview, Florida 33578, (813) 741-0488, or visit our web-site at [www.frvta.org](http://www.frvta.org).



## STATE OFFICERS

PRESIDENT  
Nelda Iacono

VICE PRESIDENT  
Chris Morse

TREASURER  
Rob Cochran

SECRETARY  
Brian Copley

CHAIRMAN OF THE BOARD  
Rob Rothenhausler

## REGIONAL OFFICERS

REGION 1  
Tom Wegge - PRESIDENT  
Paul Graef - DIRECTOR

REGION 2  
Susan Squillace - PRESIDENT  
Sean Thompson - DIRECTOR

REGION 3  
Deanna Pearce - PRESIDENT  
Snow Chamberlain - DIRECTOR

REGION 4  
Traeanne Reynolds - PRESIDENT  
Mike Carter - DIRECTOR

REGION 5  
John Schuster - PRESIDENT  
Lyn Hart - DIRECTOR

REGION 6  
Ken Loyd - PRESIDENT  
Joey Schneider - DIRECTOR

REGION 7  
Dell Sanders - PRESIDENT  
George Grimm - DIRECTOR

George Lempenau  
CAMPGROUND DIRECTOR

## OFFICE STAFF

Lance Wilson  
EXECUTIVE DIRECTOR

David Kelly  
MARKETING DIRECTOR

Mike Ryan  
CONTROLLER

Lesla Colvin  
SHOW DIRECTOR

Patty Flanagan  
SHOW COORDINATOR

Ana Correia  
ADMINISTRATIVE COORDINATOR

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](mailto:info@frvta.org)  
website: [www.frvta.org](http://www.frvta.org)

## IacoNOTES...

*2018 is just weeks away! There are many exciting things going on for us in the RV Industry in the State of Florida. Once we get through the joyous holidays we hang on to our hats and go for the winter season ride!*

We kick it off with our amazing RV SuperShow in Tampa, January 16-21, the nation's largest RV Show. The FRVTA staff work all year long to make this a fantastic event with every space and booth filled with excitement for the entire RV Industry as it kicks off 2018. Closely behind is the Fort Myers RV Show.

To continue the RV Industry excitement are shows in Jacksonville and West Palm Beach and in March we will be in Ocala, April in Fort Myers and in June Tampa Bay. And, there may be more shows in the planning! Check out the entire show schedule and other Association activities in the monthly FRVTA News newsletter and on [www.frvta.org](http://www.frvta.org). All shows are an excellent selling opportunity for a small investment and lots of exposure to interested RV attendees.

More great news for 2018 is the approval of our RV Technician Distance Learning Network (DLN). Test takers may use any of several approved Florida College Test Centers. Per FRVTA Education Director Jim Carr, "Florida was granted permission by the RV Certification Governing Board at the June 17 meeting to 'pilot' a one-year program of offering the RV Technician Certification Test(s) at local Florida State Colleges." That is great news and should make the certification process simpler for our RV Technicians. Thank you Jim!

Recent sales and shipment reports bode well for RV sales as we continue into 2018. Attendee turnouts reported from summer and fall shows throughout the RV Industry show an increase in interest in our products and services. We will have a busy winter season!

FRVTA Legislative Consultant Marc Dunbar reports that the 2018 election cycle is of great interest to our industry. Please read Marc's newsletter article to stay abreast of what could impact our neighborhoods, our state and our businesses. AND you thought 2016 and 2017 were interesting!

I want to congratulate and welcome our two new board members: from Region 2 Susan Squillace and from Region 5, returning after a short absence, John Schuster! We were unable to give them a formal welcome in September due to the hurricane-canceled convention, but they will join us at the next Board of Directors meeting December 8-9. We are looking forward to your joining the FRVTA BOD!

Congratulations also to all the new and re-elected regional officers! We appreciate your time and hard work for the future of the FRVTA. We could not succeed without your sacrifice and volunteering.

*Wishing you a Blessed Christmas and a Most Joyous New Year.*

NELDA IACONO  
FRVTA PRESIDENT



## REGISTER FOR INDUSTRY DAY!



RV Industry Day will be Tuesday, January 16 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 [on-line](#) or contact the FRVTA State Office.



# FRVTA REGIONAL SHOWS DRAW GREAT CROWDS

The Florida RV Trade Association (FRVTA) just completed its fall RV show season with three events scheduled. One show, the St. Johns RV Show scheduled for October 12-15, was cancelled all together due to the St. Johns Fairgrounds being used by the State of Florida for food distribution following Hurricane Irma. All three other events reported record-breaking attendance.

The Panhandle RV Show kicked off the season October 19-22 at the Emerald Coast Convention Center in Destin. Over 3,000 people attended over the four days of the show, which is up from last year's show. The Tampa Bay Fall RV Show set a new record with over 8,100 people attending the show held at the Florida State Fairgrounds, November 9-12. It was reported that the people attending were very optimistic about purchasing in the near future. The West Palm Show held the same weekend also reported a new record for attendance 4,500 people attending the show.

"The people I talked to at the Tampa Bay Show were optimistic and most of them said they were planning to buy within the next couple of years," said FRVTA Regional Show Coordinator Patty Flanagan. "Many of them will be attending other shows around the state, so the optimism should continue well into our winter events."

Both dealers and vendors alike registered many sales, as attendance was up quite a bit over last year's fall shows. Campgrounds around the state are reportedly seeing "snowbirds" a little earlier this year. With the winter selling season just around the corner, all of these are welcome signs of great things to come.

The FRVTA winter show schedule kicks off with the 2018 Florida RV SuperShow, January 16 (Industry Day), January 17-21 (Public Days). That will be followed by shows in Fort Myers, Kissimmee, Jacksonville, West Palm Beach and Ocala. For more information about the FRVTA winter shows or for exhibitor information, go to [www.frvta.org](http://www.frvta.org) or call 813-741-0488.

## 2017-18 FRVTA SHOW SCHEDULE

### FLORIDA RV SUPERSHOW

January 17-21 • Florida State Fairgrounds

### FORT MYERS RV SHOW

January 25-28 • Lee Civic Center

### JACKSONVILLE RV SHOW

February 8-11 • Jacksonville Equestrian Center

### WEST PALM BEACH RV SHOW

February 15-18 • South Florida Fairgrounds

### OCALA RV SHOW

March 1-4 • Florida Horse Park



### RV SUPERSAVER SHOW

April 20-22 • CenturyLink-Lee Sports Complex

### TAMPA BAY SUMMER RV SHOW

June 7-10 • Florida State Fairgrounds



### Shows Still Being Discussed

Region 1 • Spring Clean-Out RV Show

Region 2 • May Show

@ The Ballpark of the Palm Beaches


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

## Keep Your Eye on the Tax Man for Yearend Tax Savings

As the nation holds its collective breath anxious to know what amendments will be made to the Internal Revenue Code, I can't help but think about how often the American taxpaying public walks by or underutilizes tax-deductible or tax-deferral opportunities.

For example, many working adults are eligible to contribute up to \$5,500 (\$6,500 for those who reach 50 or over by Dec. 31, 2017) to an IRA. The contribution can be made to a fully tax-deductible Traditional IRA, a ROTH IRA or split between the two in some fashion. Both offer tax-deferred accumulation.

When the funds are accessed (typically during retirement years), amounts withdrawn from a Traditional IRA are taxable at whatever tax bracket the taxpayer is in at the time the funds are taken.

Funds contributed to a Roth IRA are not deductible at the time of contribution. However, if the Roth rules are followed you are able to withdraw the amount contributed and any earnings TAX FREE. While I've never met a legitimate, valid tax deduction I didn't like, the idea of having a fund of money that I can access TAX FREE during my retirement years (or in some cases, even earlier) has a great deal of appeal.

The tax code is full of legitimate tax advantages many Americans just miss. I had a mentor many years ago who was a CPA, Certified Financial Planner (CFP), Pension Actuary and a Corporate Tax Conferee for the IRS whose job was to settle tax disputes between corporate owners and IRS agents. He was the last step before the U.S. Tax Court.

He once told me "Jerry, don't ever take your eye off the tax man."

Frequently, taxpayers are under deferring to their company's 401(k) plan, 403(b) plan or tax-qualified Section 457 plan. Many are covered under an employer-sponsored "Simple" IRA plans, 401(k) plans, 403(b) plans and qualified 457 plans that allow maximum salary deferrals up to \$18,000 for those under 50 and an additional \$6,000 for those over 50 by Dec. 31, 2017.

Many business owners don't realize they can preserve the right to make a tax-deductible contribution to a Profit Sharing Plan (PSP) just by establishing a retirement account prior to the end of the tax year and setting up a Plan Document.

Contributions to a Plan with a tax yearend of Dec. 31, 2017 can be made as late as the tax-filing deadline: March 15 plus extension for corporate owners; April 15 plus extension for sole proprietors or partnerships. If ultimately they decide not to implement, no harm, no foul.

In other words, you may end up making a deductible contribution to a plan as much as 8 1/2 months after the tax year, which gives you plenty of time to determine whether or not it is feasible to do so. You cannot recapture a lost opportunity.

Make this the year you decide to get a "death grip" on your financial future. Engage a knowledgeable financial planner or CPA to help you make this the year you stem the bleeding.

*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 813-541-6071, toll free at 866-529-1618 or [Jerry@vantage-benefits.com](mailto:Jerry@vantage-benefits.com) as soon as possible.*



## RV/MH Hall of Fame Gears Up for Next Growth Phase



RV/MH Heritage Foundation Inc. President Darryl Searer says his organization plans to launch a major fund drive later this year to greatly expand the Northern Indiana Event Center (NIEC) and the affiliated RV/MH Hall of Fame (HOF) on the northeast side of Elkhart, Indiana.

That campaign, ultimately totaling as much as \$10 million according to Searer, should help launch the first two of three proposed expansion phases designed to augment rental facilities for both businesses and the many social events, weddings and other private affairs, for which the facility has seen a growing demand in recent years.

The current 10-year-old building's footprint is about 60,000 square feet, including the museum, library and Go RVing exhibits, and about 85,000 with the upstairs offices.

The idea of expanding the unique facility, which Searer first presented as a concept to his board about two years ago "as the vision for the future of the Hall of Fame," received an affirmative nod of approval from the general public and other stakeholders in a recent \$50,000 study. An expanded facility could garner as much as \$2 million a year in revenue while drawing as many as 250,000 people annually for events.

*RVBusiness*


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

## The DMV is Tracking YOU by Computer

*Since Electronic Temporary Registrations (temp tags) have been in existence, the DMV has been able to track you by computer to determine how long it takes you to apply for title and registration on behalf of your customers. So, each*

*time you issue a temporary tag or transfer a customer's metal plate, you are being tracked by DMV.*

You know the drill – dealers have 30 days from the date of delivery to apply for title and registration on behalf of all customers. Consistently going beyond that period of time raises red flags with DMV. At least since 1988 to the present, the number one violation by dealers is “failing to apply for title and registration on behalf of customers within 30 days from the delivery date!”

So, what is DMV doing about it? They're going after the worst offenders first, then they will work their way down. As of this writing, what that means is, if you have deals that are 75 days old or older that have not been processed for tag and title work, you will receive a strongly-worded letter from DMV asking you to produce documentation and the reasons why the paperwork has not been processed. If you don't provide adequate justification for the delay and you consistently exceed the 75-day period, DMV can take administrative action against your license.

You will also receive a letter if you are over 30 days behind in title and tag work. But for now, the DMV has set its sights on dealers over 75 days late. Those are the dealers they are going after. The administrative fine could be up to \$1,000 for each deal! And if you keep violating this law, the DMV may suspend or revoke your license.

[Section 320.27, Florida Statutes:](#)

(9) DENIAL, SUSPENSION, OR REVOCATION.—

(a) The department may deny, suspend or revoke any license issued hereunder or under the provisions of s. 320.77 or s. 320.771 upon proof that an applicant or a licensee has:

6. Failure to apply for transfer of a title as prescribed in s. 319.23(6).

(12) CIVIL FINES; PROCEDURE.—In addition to the exercise of other powers provided in this section, the department may levy and collect a civil fine, in an amount not to exceed \$1,000 for each violation, against any licensee if it finds that the licensee has violated any provision of this section or has violated any other law of this state or the federal law and administrative rule set forth in paragraph (9) (a) related to dealing in motor vehicles. Any licensee shall be entitled to a hearing pursuant to chapter 120 if the licensee contests the fine levied, or about to be levied, upon him or her.

Once DMV has dealt with the over 75-day delinquent deals, they will lower the threshold to perhaps 70 or 65 days. The bottom line is they plan to tackle this issue and they

are willing to fine dealers (and take progressive disciplinary action) who don't comply.

Why is this such a hot topic with DMV? That's simple: Consumer Complaints. Customers who don't receive their permanent license plate and whose temporary tags expire tend to complain to DMV. As stated earlier, this generates more complaints than any other violation by dealers.

*By the way, here is the law that requires dealers to complete paperwork within 30 days:* [s.319.23\(6\)\(a\), Florida Statutes](#)

(6)(a) In the case of the sale of a motor vehicle or mobile home by a licensed dealer to a general purchaser, the certificate of title must be obtained in the name of the purchaser by the dealer upon application signed by the purchaser, and in each other case the certificate must be obtained by the purchaser. In each case of transfer of a motor vehicle or mobile home, the application for a certificate of title, a corrected certificate, or an assignment or reassignment must be filed within 30 days after the delivery of the motor vehicle or after consummation of the sale of the mobile home to the purchaser. An applicant must pay a fee of \$20, in addition to all other fees and penalties required by law, for failing to file such application within the specified time. In the case of the sale of a motor vehicle by a licensed motor vehicle dealer to a general purchaser who resides in another state or country, the dealer is not required to apply for a certificate of title for the motor vehicle; however, the dealer must transfer ownership and reassign the certificate of title or manufacturer's certificate of origin to the purchaser, and the purchaser must sign an affidavit, as approved by the department, that the purchaser will title and register the motor vehicle in another state or country.

### ***What can you do about it?***

Before we even get into that, you need to know that when you issue a temporary tag to an out-of-state customer who will have their vehicle titled and registered in their state, the DMV doesn't know this. So out-of-state customers will always show up on the DMV delinquent list because the title and registration won't be processed through Florida. But, if you have completed the paperwork, it will be easy for you to produce documentation showing this.

On the other hand, if the out-of-state customers were responsible for processing their own tag and title paperwork, be sure to complete and have them sign the “Declaration Affidavit for a Motor Vehicle Which Will Be Titled and Registered in Another State or Country” ([form HSMV 84061](#)). *That will get you off the hook!*

You already know this but it's worth repeating – the only time dealers are not required to complete customer tag and title work is if the vehicle will be titled in another state or country. You don't have that option for customers whose vehicles will be titled and registered in Florida.

Back to what you can do to prevent making it on to the bad list. I am going to give you a couple of solutions, some of which you won't like and you'll probably roll your eyes. But it's my job to let you know.

The number one way to absolutely prevent you from

*continued on page 6*

landing on the DMV hit list is this: don't sell a unit if you don't have title in hand. I know, you're probably saying "He's got to be kidding!" But I'm serious. This truly would be a best practice and it would prevent lots of problems that dealers face.

If you do sell a unit without a title, there are two things you can do before offering it for sale to reduce the risk of it having a problem title or a title brand. First, run the VIN through Florida's DMV database. It's free and it will tell you whether there are problems with the title. To run the Florida title record, go to <https://services.flhsmv.gov/MVCheckWeb/>. If the vehicle is not titled in Florida, but you know the state in which it is registered, you can try going to that state and running the VIN. Or you can use a company that has access to DMV records in other states.

You may also run the VIN through NMVTIS. This is the National Motor Vehicle Title Information System database that will tell you if there are liens, title brands and odometer discrepancies. This service can also be accessed through a

third-party provider.

Taking these steps won't guarantee that you won't have title problems and delays, or that DMV won't act against your license, but they may reduce your risks by knowing what problems you will encounter before selling the vehicle.

References: [s.320.27, F.S.](#), [s.319.23\(6\)\(a\)](#), [Form HSMV 84061](#)

**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](mailto:Allen@TheAICE.com) or by phone at (727) 623-9075. You may visit his website at [www.TheAICE.com](http://www.TheAICE.com).*



**TRAINING NEWS • by Jim Carr, Training Director**



**Florida College Test Centers  
RV Certification Testing-UPDATE**

After many years of dealing with Proctor U and on-line testing it has become apparent that we needed to explore a better way of dealing with our

Certification Testing in Florida. Our Association—FRVTA—and the State College Assn. of Test Center Administrators (FACTA) have formed a partnership to open their centers for RV Certification Testing.

We had to develop a Memorandum of Understanding (MOU) on the process and procedures of such an activity and that has been done. I am now getting them back, all signed sealed and delivered, and thus far have the following Centers ready to go:

- [Florida Gateway College](#) – Lake City
- [Florida State College](#), Jacksonville – Kent, North and Deerwood campuses
- [Pasco Hernando State College](#), Brooksville/Dade City
- [Palm Beach State College](#) – all five campuses
- [Valencia State College](#), Orlando – West Campus
- [Hillsborough CC](#), Tampa – all four campuses
- [Florida Gulf Coast University](#)
- [Pensacola State College](#)
- [College of Central Florida](#) – all three campuses
- [Seminole State College of Fla.](#) – Sanford

**NOTE: More colleges are still processing paperwork.**

**Here's how this is going to work:**

1. RV Technician Certification Testing will be offered the last Thursday of each month, time of day is your choice and most centers have evening hours.
2. Submit your test applications to this office, completely filled out by the 10th of the month of testing. Email to: [judy.wilson@fgc.edu](mailto:judy.wilson@fgc.edu) or fax to 386-754-4785. We will confirm your appointment date and time at the State College of your choice and then forward the application on to Isabel and Sharonne for processing.
3. When you show up at the college test center all you have to do is show a picture I.D. and check in your cell phone and any other unauthorized materials you may have (varies by college) and you're good to go. The center test proctor will get you logged into their system and serve as the site proctor for the duration of the test.



Obviously we have to begin testing the system so please give us a chance and try it out. We look forward to a seamless and painless experience and hopefully the results will demonstrate success.

*I'll keep an update going as new colleges are added to the system. Thanks for your support!*

## MEMBER SPOTLIGHT

### Coach House Manufactures Freedom to Travel More Freely

In the early 1980s in Nokomis, Ruben Gerzeny started an RV Dealership called RV World, known today as Gerzeny's RV World. There, he began manufacturing Coach House Class B vans, and in 1985 production was spun off into its own division.

Today, his sons, Steve and David, are continuing the family legacy. "In 1998, we started producing our Platinum series of Class B-Pluses, so they were a little bit bigger than the vans," says Steve, vice president of Coach House in Venice. "In 2000, we discontinued our Class B's and went 100 percent into our Platinum line. What sets our B-Pluses apart from anyone else's is that our entire motorhome body is a one-piece, molded, hand-laid fiberglass body that is reinforced with carbon fiber. We've minimized the chance of water leaks, squeaks and rattles, and we've maximized longevity. Our goal is to have our conversion last as long as that chassis wants to last. We've been rated in many periodicals and by different rating systems as the number one RV in the industry."

The company builds downsized motorhomes and Steve says those coaches appeal to a range of customers. First-time RVers often start with a small motorhome because the larger ones intimidate them. Long-time RVers may have owned the largest RVs and now want something smaller and more nimble.

"Maybe the last RV they owned was a 40-foot bus and for many reasons they are tired of being tethered to the interstates," Steve describes. "They want to go down rural roads and see more of the smaller cities and the cool stuff this country has to offer. Many of our customers love these motorhomes because a lot of state parks will take them; they're smaller, so they can get them into really cool campgrounds and little campsites. It just makes for a much easier, safer, better way to travel."

Coach House, located in Region 1, has been a member of the FRVTA since the late 1980s. One of the major benefits to membership, Steve says, is the ability to be involved in the tradeshow, which he calls "great." He believes having an Association that is also promoting RVs is very beneficial and that the FRVTA has done a good job of marketing the industry.

Steve says one concern he has about the RV Industry is that many manufacturers have chosen to build cheap motorhomes. "A lot of manufacturers are just beating each other up on price and they do that by finding the cheapest materials, putting them together in a haphazard way, and giving limited warranties. I've often said that in this industry, you will absolutely get what you pay for. If you buy the cheapest motorhome out there, you better learn how to fix it because they are held together with

bubblegum to make a price point and consumers don't necessarily realize that. We believe that by our company using good materials, trying to build the best products out there and not shortcutting anywhere, it translates into our customers having a better time RVing."



L to R:  
Steve Gerzeny,  
Vice President;  
Zachary Gerzeny  
Foreman;  
David Gerzeny,  
President



Coach House Plant Expansion  
4/11/2017

Coach House, which has about 60 employees, just completed a nearly 15,000-square-foot expansion of its building. Steve says it's all state-of-the-art and totally dedicated to fiberglass and paintwork. It has given the company's employees a wonderful working environment, he adds, and that was the goal. "It's certainly going to increase production and our capabilities, so we're very excited about that."

The Coach House staff is also excited about their new transit line, which is currently in prototyping and planned to debut in the fall. These new motorhomes will also feature a one-piece body, mirroring the same concept as the Platinum and Platinum II lines.

With a newly expanded facility up and running and the transit prototype slated for release later this year, the future is bright for Coach House. As much as things have changed over the past three decades, though, the foundation of the business's success has remained the same.

"We're still family run," concludes Steve. "We enjoy what we do. We design and build the best motorhomes we can. We treat our customers right and I think that's been proven over the years. If you search our name on the Internet, you're not going to find any bad press or people saying bad things about us. They say you have to earn your reputation; you certainly can't buy it! Our reputation is flawless, and after 32 years of manufacturing RVs, that's a big statement."

## FRVTA Participates in National Teach-in



The Florida RV Trade Association recently participated in the National Teach-In at Terrace Community Middle School (TCMS) in Thonotosassa. Marketing Director David Kelly greeted students with an Outlaw 29-foot Class C Toy Hauler courtesy of Snow Chamberlain at Lazydays RV Center in Tampa.

“I’ve been doing the Teach-In at my daughter’s schools for years now and it is always one of the highlights of my year. The students are amazed at all the amenities that RVs are equipped with,” said Kelly. “The one thing just about every class asked about was WiFi. It might make sense for manufacturers to talk to today’s youth to find out the kinds of things they will expect in future RVs.”



## 2018 RVIA Leadership Conference to be Held in Tampa

The RV Industry Association has announced that the 2018 RVIA Leadership Conference, which includes RVIA’s Annual Membership Meeting, will be held January 14-15, 2018 at the Marriott Tampa Waterside Hotel & Marina in Tampa. The conference is being held immediately before the Florida RV SuperShow.



The RV Leadership Conference is an annual RVIA member meeting for the RV Industry. Executive management as well as the next generation of industry leaders are encouraged to attend.

“The RV Leadership Conference is critical to developing future leaders of the RV Industry,” said Liz Crawford, RVIA senior VP of trade shows and events. “This event brings together RVIA members and key industry players to network and share best practices, while discussing critical industry and association issues.”—news release

## Alliance Coach Partners with Park Place Resorts

Alliance Coach recently announced a new partnership with Park Place Resorts Luxury Travel Club, the first luxury vacation club specifically designed to cater to the unique lifestyle of motor coach owners.



Park Place Resorts offers members accommodations in million-dollar vacation villas custom designed to provide RV owners with the perfect place to vacation with family and friends, and give them immediate access to indoor storage for their motor coach.

Alliance Coach owners Alan Shapiro stated, “Membership in this unique travel club gives our customers places to enjoy spending time with family and friends, and still maintain the freedom and mobility that is the center of the RV Lifestyle.”

Motor coach owners can learn more about this exclusive travel club by visiting [www.parkplaceresorts.com](http://www.parkplaceresorts.com).—news release

## RVIA Board Names 2018 Executive Committee

The Recreation Vehicle Industry Association (RVIA) board of directors named the Executive Committee for fiscal year 2018 and welcomed newly elected members to the board during its recent meeting in Portland, Ore.



All current officers were re-elected to their posts by the board. **Bob Parish** of Wells Fargo Capital continues as chairman and is joined by 1st Vice Chairman **Garry Enyart**, Cummins Power Generation; 2nd Vice Chairman **Matt Miller**, Newmar Corp.; Treasurer **Kevin Phillips**, Thetford Corp.; and Secretary **Bob Martin**, Thor Industries Inc.

The board also welcomed newly elected members of the board: **Mike Rhodes**, president and co-owner, Pacific Coachworks Inc. and **Scott Mereness**, president, Lippert Components Inc.—RVIA

## Sys2K, CoreLogic Team on Credit Reports

Sys2K of Altamonte Springs, a provider of dealership management software, has teamed with CoreLogic to help streamline the ordering and delivery of credit reports and risk mitigation solutions to the automotive, RV, marine and powersports industries. The planned integration will allow dealerships to efficiently access CoreLogic Credco products and solutions via Sys2K.



“I am pleased to announce our relationship with CoreLogic Credco, a leader in specialized credit reporting and compliance solutions,” said Traeanne Reynolds, Sys2K international director of Sales, Marketing and Implementation, and current president of FRVTA Region 4. “The integration allows our customers more options for streamlining their operations.”—news release



**NEW MEMBERS**

**APPLICA WATER PRODUCTS, LLC**

Keith Bernard  
4081 SW 141st Ave  
Miramar, FL 33027-3326  
PH: 954-228-0565  
[keith.bernard@applicawater.com](mailto:keith.bernard@applicawater.com)  
[www.clear20.com](http://www.clear20.com)  
Supplier, Region 2

**B & B ENTERPRISES**

Brian Burk  
15421 Hart Rd  
Fort Myers, FL 33917-3048  
PH: 239-994-0181  
[burkbrian34@gmail.com](mailto:burkbrian34@gmail.com)  
Service, Region 1

**FAMILY CAMPERS & RVERS**

Sharon Weber  
4804 Transit Rd, Bldg 2  
Depew, NY 14043  
PH: 309-944-6465  
[fcrvnd@yahoo.com](mailto:fcrvnd@yahoo.com)  
[www.fcrv.org](http://www.fcrv.org)  
Supplier, Region 10

**FROGFUR WOODWORK**

Joe Farlow  
9513 E Highway 92  
Tampa, FL 33610-5970  
PH: 813-304-0285  
[jfarlow@frogfurwoodwork.com](mailto:jfarlow@frogfurwoodwork.com)  
[www.frogfurwoodwork.com](http://www.frogfurwoodwork.com)  
Service, Region 3

**INNOVATIVE INDUSTRIES INC.**

Michelle Mireault  
1525 Deleglise St  
Antigo, WI 54409-1572  
PH: 715-627-4467  
FAX: 715-627-4528  
TOLL FREE: 800-374-1134  
[info@slide-master.com](mailto:info@slide-master.com)  
[www.slide-master.com](http://www.slide-master.com)  
Supplier, Region 10

**OLIVER TRAVEL TRAILERS SALES INC.**

Brent Robinson  
737 Columbia Highway  
Hohenwald, TN 38462-4210  
PH: 615-428-7664  
TOLL FREE: 888-526-3978  
[brobinson@olivertraveltrailers.com](mailto:brobinson@olivertraveltrailers.com)  
[www.olivertraveltrailers.com](http://www.olivertraveltrailers.com)  
Manufacturer, Region 10

**SCOTT & SCOTT ENTERPRISES, LLC**

Scott Komatz  
4545 NW 27th Ave  
Ocala, FL 33076-2580  
PH: 954-263-7866  
FAX: 954-345-0102  
[scottscottllc@gmail.com](mailto:scottscottllc@gmail.com)  
Service, Region 7

**STARCRAFT RV INC**

Benjie Paul  
536 Michigan St  
Topeka, KS 46571-9303  
TOLL FREE: 800-945-4787  
FAX: 574-825-6094  
[service@starcraftrv.com](mailto:service@starcraftrv.com)  
[www.starcraftrv.com](http://www.starcraftrv.com)  
Manufacturer, Region 10

**STONE VOS, LLC**

Ingrid Throgmartin  
13475 Chambord St  
Brooksville, FL 34613-4866  
PH: 352-942-0224  
[ingrid@stonevos.com](mailto:ingrid@stonevos.com)  
[www.stonevos.com](http://www.stonevos.com)  
Supplier, Region 10

**SWAN BAY RESORT-1000 ISLANDS PREMIER RV PARK & MARINA**

Anthony Fiorentino  
43615 State Route 12  
Alexandria Bay, NY 13607-2217  
PH: 315-482-7926  
FAX: 315-482-2267  
[manager@swanbayresort.com](mailto:manager@swanbayresort.com)  
[www.swanbayresort.com](http://www.swanbayresort.com)  
Campground, Region 10

**THIRTY ONE**

Janet Byers  
2595 S 625 W  
Topeka, KS 46571-4032  
PH: 260-336-0038  
[Janet\\_byers@yahoo.com](mailto:Janet_byers@yahoo.com)  
[www.mythirtyone.com/jbyers](http://www.mythirtyone.com/jbyers)  
Supplier, Region 10

**TRN INDUSTRIES, LLC**

Terry Nehring  
PO Box 130642  
Tampa, FL 33681-0642  
PH: 813-629-3197  
FAX: 813-513-2409  
TOLL FREE: 844-439-7867  
[terry@ezstorhitch.com](mailto:terry@ezstorhitch.com)  
[www.ezstorhitch.com](http://www.ezstorhitch.com)  
Supplier, Region 3

**Three Florida Dealers Winners of 2017 Top 50 Dealer Awards**

RV BUSINESS



This year's roster of RVBusiness Top 50 Dealer Award recipients was recently released by RVBusiness magazine and its marketing partner BJ Thompson Associates, and three of those selected are based in Florida.

Those Florida-based dealers honored are Alliance Coach in Wildwood, Giant Recreation World of Winter Garden and Lazydays RV in Seffner.

The judging panel also chose Lazydays RV as the recipient of the 2017 Arthur J. Decio Humanitarian Award for outstanding community charity outreach through the efforts of the Lazydays Employee Foundation. -RVBusiness

**MEETING DATES**



- Region 1 • December 14 • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda
  - Region 2 • December 13 • PGA National Resort & Spa Members Club • 400 Ave of the Champions • Palm Beach Gardens
  - Region 3 • December 12 • Rusty Pelican • 2425 North Rocky Pointe Drive • Tampa
  - Region 4 • December 13 • Bonefish Grill • Sand Lake Rd • Orlando
  - Region 5 • December 19 • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin
  - Region 6 • NO MEETING • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville
  - Region 7 • December 19 • 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.)*



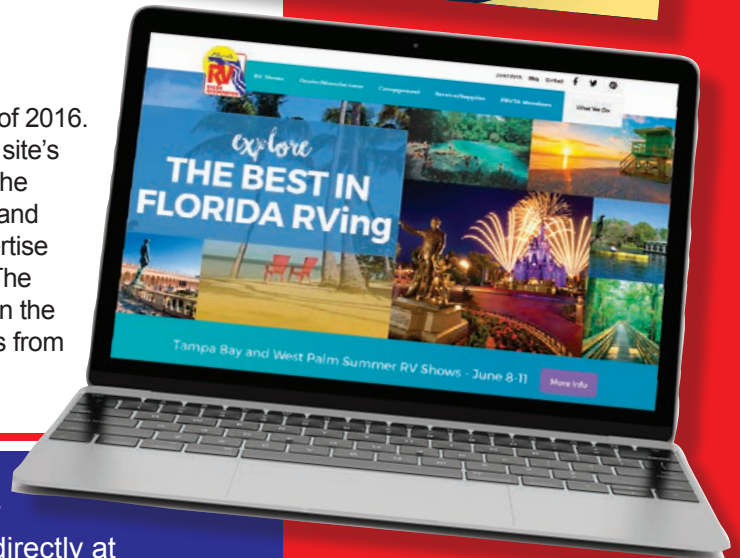
## The SuperShow Program & Directory...

**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**