

FRVTA News



DECEMBER 2018

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY

2019 FLORIDA RV SUPERSHOW *"This is How We Roll!"*



The Florida RV Trade Association (FRVTA) hosts the 34th Annual 2019 Florida RV SuperShow, Wednesday, January 16 through Sunday, January 20. The Florida RV SuperShow will again be held at the Florida State Fairgrounds in Tampa.

The 2019 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 theme of the 2019 Florida RV SuperShow is "This is How We Roll!" The interest in outdoor recreation is at an all-time high and the phrase relates to the fact that you can bring 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, Generator Maintenance and Guided RV Tours.

The Super Rally celebrates its 32nd year at the SuperShow. This 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 Sweeney Family and Rick Kelley, a talented national artist.

Admission to the SuperShow is only \$10.00 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 \$1.00 off the cost of admission (not valid with other discounts).

For more information on the 2019 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.

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SHOW COORDINATOR

Ana Correia
ADMINISTRATIVE COORDINATOR
Sharlene Nelson
MEMBERSHIP COORDINATOR

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PRESIDENT'S MESSAGE...

Five Takeaways from the National Campground Conference

I recently attended the National ARVC Conference and Expo in Oklahoma City. I'd been thinking about the phenomenal RV sales numbers we've seen over the last three years and wondered how that affected the campgrounds and resorts. I came away with the answers I'd been looking for, along with an appreciation of the everyday challenges campground/resort owners and operators face every day. The four-day event included roundtables, educational sessions, networking events and a vendor expo. Here are a few of the highlights:

- ARVC did an excellent job of organizing the event and putting together the right mix of information. Everyone I spoke with felt this was worth their time and effort to attend. It was my first trip to Oklahoma City and I found it to be a great location. The downtown area had lots to offer, from great restaurants to points of interest, a little something for everyone. Beyond that, ARVC should be commended for their organization and diverse educational seminars. It appeared they addressed both big and small operations along with covering the relevant topics and industry trends. I was surprised by some of the roundtable and seminar topics like "My Parent is My Boss, My Child is My Employee" and "Dogs at Your Campground: Managing the Risks." Other seminars covered operations and financial topics, amongst others.
- Business is good! The owners I spoke with were all experiencing growth—most in the double digits. I've also read that KOA and Jellystone parks have all seen the same trend. While not a surprise considering the RV sales numbers, growth has its challenges and it appears everyone is looking for new ways to become more efficient while providing a better experience for their guests.
- Campers expect more, and they're getting it. Just as we've seen technology and convenience move into the new RV's, customers expect nicer facilities and access to wi-fi that doesn't disappoint. Both the association and campground owners are working hard to address and meet these high expectations. Balancing the cost/benefit can be challenging, however, especially for remote locations where connectivity can be difficult or very expensive. I spoke with one of the owners of Lakewood in Myrtle Beach who told me they just completed a major overhaul of their store and ice cream shop. He said the customer response has been great and they are already seeing sales numbers greatly improve.
- Lots of new campgrounds are on the way. The biggest surprise of the convention was to see how many soon-to-be owners were there. I attended this event several years ago and spoke to only a few folks who were starting a new campground. This year was completely different. Roughly 20 percent of the attendees I spoke with were in the process of opening a new campground or expanding sites at their current location. Many were close to completion while others were working through permitting and approval. As the need grows, there are those preparing to capitalize and that's welcome news for our customers.
- Campground owners are some of the nicest people. I've worked plenty of vendor booths over the years with both retail and wholesale consumers. This group was one of the most enjoyable. Everyone there was open to conversation and very relational. My team and I noticed how we were still energized at the end of a long day. Working with a receptive group that is excited about their work is contagious and fun. We didn't just find new customers, we made new friends!

At this time, I want to wish members a joyous Christmas Season and profitable New Year.

ROB COCHRAN

FRVTA State President



FRVTA REGIONAL SHOWS DRAW GREAT CROWDS



The Florida RV Trade Association just completed its fall RV show season with four events. One show, the Panhandle RV Show scheduled for October 18-21, was canceled all together due to the damage left by Hurricane Michael. All other events reported close to record-breaking attendance.

The Jacksonville Fall RV Show, the first year of this show, kicked off the season October 11-14 at the Morocco Shrine Auditorium in Jacksonville. Over 4,600 people attended over the four days of the show. The show was moved from St. Johns County due to having been canceled the last two years due to hurricane damage.

“We had to find a new venue and also one closer to the city,” said FRVTA Region 6 President Ken Loyd. “To draw this size crowd for a first year show is wonderful, we are looking forward to building this show in the future.”

Next up were the Tampa Bay Fall and the W. Palm Beach Fall RV Shows held on the same weekend, November 8-11. Unusually hot weather caused a slight downturn in attendance at both events. The Tampa Bay Show still drew close to 7,800 people and the W. Palm Show drew over 4,400. It was reported that the people attending were very optimistic about purchasing new and used RVs.

“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.”

Region 1 sponsored their annual Fall Clean Sweep RV Show at the newly re-named Hertz Arena in Estero, November 16-18. According to Show Manager Jack Carver, the weather was great and traffic strong. “We started a bit slow on opening day, but it picked up strongly on Saturday and Sunday with many sales made,” he said. “We also benefited from a home show inside the arena, so overall all went very well.”

“Our dealers reported good to excellent sales at all fall shows,” stated FRVTA Executive Director Lance Wilson. “We are excited about the upcoming RV SuperShow and winter shows based on the results of our fall shows.”

Many sales were registered by both dealers and vendors alike, as attendance was pretty close to 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 **2019 Florida RV SuperShow, January 15 (Industry Day), January 16-20 (Public Days)**. That will be followed by shows in Fort Myers, Jacksonville, West Palm Beach and Ocala. For more information about the FRVTA winter shows or for exhibitor information, go to www.frvta.org or call (813) 741-0488.

2018-19 FRVTA SHOW SCHEDULE

FLORIDA RV SUPERSHOW

January 16-20 • Florida State Fairgrounds

FORT MYERS RV SHOW

January 24-27 • Lee Civic Center

JACKSONVILLE RV SHOW

February 7-10 • Jacksonville Equestrian Center

WEST PALM BEACH RV SHOW

February 21-24 • South Florida Fairgrounds



OCALA RV SHOW

February 28-March 3 • Florida Horse Park

RV SUPERSAVER SHOW

April 12-14 • CenturyLink-Lee Sports Complex

TAMPA BAY SUMMER RV SHOW

June 6-9 • Florida State Fairgrounds



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

Planning for Your Future

In last month's column, I wrote about the potential of the need for Long Term Care (LTC) whether one stays at home, in an Assisted Living Facility (ALF) or care in a Skilled Nursing Facility (SNF).

So, what's your plan? Completely ignore the possibility? We call that the "Ostrich Plan"—you know, the one where you get sand in your ears, and, statistically not very wise. **We will call that Plan "A."**

Plan B: Count on children, grandchildren, friends to carry the burden? This choice is guaranteed to provide lots of uncertainty, unwanted responsibility and stress. And, honestly, it's not very fair.

Plan C: Partially insure the risk, using a combination of your assets and an insurance policy to provide some help. This approach gives you some flexibility that can help control the cost of insurance by using longer waiting periods, shorter benefit periods, maybe only covering a portion of the cost, maybe even a combination of all three.

Plan D: Fully insuring the cost. An option where cost is not a consideration and/or one simply doesn't want to put their assets at risk.

Depending on one's situation, there are tax advantages available. For example:

- For an individual or couple that are able to include LTC premiums along with unreimbursed medical expenses on Schedule "A" of their personal Form 1040 tax filing. Premiums paid for a spouse and/or dependent can also be included. For most taxpayer's this amount qualifies as a deductible once it exceeds 10% of adjusted gross income (AGI).
- Self-employed, sole proprietors, partners, members of an LLC and more than 2 percent shareholders of an S corporation are able to include the eligible

LTC premium as a trade or business expense for themselves, their spouse and/or dependents.

- Employees that are non-owners, own 2 percent or less of an S Corporation and employees of a C corporation (including more than 2 percent owners), can have their premiums paid by their employer (fully deductible to the corporation as long as it is reasonable compensation).
- Employees of non-profit and not-for-profit organizations may have their premium paid by the organization that can report the premiums as part of its organization expenses.
- The organization pays no taxes and the LTC premium paid by the organization is excluded from the employee's income.
- Health Reimbursement accounts and health reimbursement arrangements (HRAs), generally are a way to pay LTC in a tax-favored manner (i.e. withdrawals are tax-free).
- The Pension Protection Act of 2006 (PPA) offers tax-free exchanges from an annuity or cash value type life insurance policy to pay LTC premium.

Finally, think about channeling funds into an annuity or permanent life insurance (if a death benefit is needed) instead of a brokerage account, mutual funds or bank account to take advantage of the tax-free exchange provisions of the 2006 PPA.

The idea of having some type of plan makes sense. Be proactive; get together with your advisors to determine what type of plan best suits your situation. Don't get ambushed by having an event—and no plan. Also, make sure your loved ones don't get surprised either.

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 as soon as possible.

REMEMBER TO REGISTER FOR INDUSTRY DAY!



RV Industry Day will be Tuesday, January 15 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 or contact the FRVTA State Office.



TRAINING NEWS • by Jim Carr, Training Director

Here's an important update from RVIA concerning the evolving development of the new Technician Training Curriculum. I hope you find it interesting! Jim

NEXT STEPS IN TECHNICIAN TRAINING CURRICULUM DEVELOPMENT

by Sharonne Lee, Senior Director, Education, RV Industry Association

It has been a long time since I have communicated to you on where we stand on our curriculum development activities. Some of you missed our August group development meetings, so I will explain what we have done, are in the process of doing and what we still need.

We have identified the following key areas in our curriculum development:

- Standard Development (what a technicians needs to know/DACUM) – Completed by industry in 2017 and validated by Curriculum Focus Group 2018
- Phase 1 - Divide Standards (DACUM) into Courses, Modules & Labs – Completed August 13-15, 2018
- Phase 2 – Create Student Learning Objectives, Labs and Lab Rubrics
- Phase 3 – Develop Curriculum Content (lesson plans, content, PowerPoint, videos, instructor guide, student workbooks & handouts, course and module pre & post assessments based on Phase 1 & 2 learning objectives) – staff and consultants will assemble and subject matter experts will be called on to review or develop items as needed.
- Phase 4 – Credentialing Assessment (based on the Standard)
- Phase 5 – Learning Management System

Our August meeting concluded with the following seven courses and 37 modules (11 Level 1; 26 Level 2):

During the August meeting, we explained that Phase 2 would need to consist of many smaller groups of 4-5 subject matter experts. We have been on a tight deadline so we assembled the first small group to tackle Level 1. This was done October 12-15 and 17-18. We are now in the process of assembling the curriculum content from our textbooks and other resources for Level 1.

We have created a calendar of meetings with NOCTI and now is the time to pick the subject matter you wish to participate in for Level 2. We have broken the appliances down so that individuals can pick the areas in which they are proficient. The number of days needed for each topic was estimated by the number of modules and labs each one has.

COURSE	Level 1 Modules	Level 2 Modules
Propane	3	3
Electrical	2	3
Water Plumbing Systems	2	1
Appliances	1	6
Generators	1	2
Chassis, Hydraulic & Towing	1	8
RV Body Components	1	3
	11	26

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|---|---|
| <ul style="list-style-type: none"> • Propane – November 18-19 (already completed) • Body – November 28-30 (already completed) • AC Electrical – December 1-3 • Plumbing – December 16-18 • Generator – December 19-21 | <ul style="list-style-type: none"> • Appliances - <i>Water Heaters/Ranges & Cooktops</i> – January 7-8 • Appliances - <i>Air Conditioning/Furnaces</i> – January 28-31 • Appliances - <i>Hydronic</i> – February 1-2 • Appliances – <i>Residential</i> – February 3 |
|---|---|

Here is a link to the Doodle poll to select your topic(s): <https://doodle.com/poll/87riwubvexn5pmta>

Chassis, Hydraulics and Towing still needs to be scheduled for February/March timeframe. We have broken this into the following categories that will each take two days of meetings to complete Phase 2. Keep this in mind and we will let everyone know as soon as we have dates.

- | | |
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| <ul style="list-style-type: none"> • Braking Systems & Axle/Suspension • Steering Stabilization (motorized) • Wheels & Tires (towable & motorized) • Leveling & Stabilization (hydraulics) | <ul style="list-style-type: none"> • RV Towing • Dingy Towing • Slide-outs |
|--|--|

Level 1 Credentialing Assessment – Phase 4

We have also picked dates to build the Level 1 Assessment. Note: while we strive to make this skill-based, there will have to be a written component to assure those who want to test out of training have the theoretical knowledge as well as the skill proficiency. Please click on this link to let us know of your availability to meet in Elkhart and develop this assessment. <https://doodle.com/poll/z9zdqpkha5bswqfh>

Learning Management System (LMS) – Phase 5

We have also started working on Phase 5 to find a new LMS. The vision is to have Level 1 ready for piloting in December and January. At the end of the pilot, we need a delivery mechanism to distribute the curriculum assets to our regional partners. For future improvement phases, we will need ALL quizzes and assessments delivered through the same portal to gather data on question performance that is mapped to the content; therefore we anticipate to at least have an instructor portal ready in February 2019 and a fully developed and launched solution in the Spring.

Specialties, Bridging Credentials and Recertification

This curriculum focus group also needs to help solidify a few more items that we have begun past Level 2 when it comes to the specialties, bridging credentials along with re-certification recommendations. I would like to schedule a one-hour telephone/web conference to begin these discussions. Here is a final Doodle poll to check your availability for the first call on these items. <https://doodle.com/poll/z9zdqpkha5bswqfh>



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

Stealing Your Customer's Identities

How secure is your customer information? How easy would it be for someone to enter your store and leave with enough customer information to steal one, two or more of their identities? It's easier than you think—I've done it many times!

Allow me to clarify that statement. I have been hired by many dealerships of all types and sizes to conduct a compliance review of their dealerships. Part of this review consists of me entering a dealership and appearing as a customer who is looking around at the inventory. After doing this on many occasions, I have gotten quite good at it. So far, my record is stealing 32 identities from one store! On a slow day I have only stolen two.

How do I do it? Here are several ways:

- I walk past sales associates' desks and take photos (with my cell phone) of the documents left on the desk while the sales associate has stepped away.
- I take photos of the customer information that is on the sales associates' computer monitor.
- I actually turn the doorknobs of every office I walk past. Whichever one is unlocked, I enter and take photos of documents on the desks and inside their drawers.

I think you get the idea.

If I'm not mistaken, you are thinking that someone would never be able to enter your dealership and get away with what I do, because certainly someone would stop me. Not necessarily true. That only happens infrequently. I purposely go during busy times and that is when I am most successful because your sales and finance staff are

busy and distracted.

Here's what I do when I am stopped and asked if I could be helped. I simply introduce myself and tell your staff that I am a compliance consultant hired by your dealership and I will be looking around. What do you think their response is? Unfortunately, they say "okay" and let me do my thing. Over 95% of staff never ask my name, ask to see my credentials or tell me that they will check with a manager. They just let me go.

You still think this can't happen at your dealership? If that were true, I would place you in the 5% category. But if your staff doesn't know me, I'll bet I can pull it off.

Please train your staff to question anyone who enters your dealership and starts looking around in a manner not consistent with how customers look at inventory or at parts and supplies. Do this even if it's someone in uniform (that includes the DMV or someone posing as a service rep, exterminator, etc.). Make it a requirement that your staff verify the identity and purpose of anyone snooping around and who is not acting like a customer.

Because you just can't be too sure that the person isn't a real identity thief!

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.

Most Florida Parks Survived Hurricane Michael, Now Reopen

All but a few RV parks in Florida's Big Bend Region are open following Hurricane Michael's landfall on Oct. 10, according to the Florida Association of RV Parks and Campgrounds (Florida ARVC).

"Fortunately most of our affiliated parks have been able to make the needed basic repairs to reopen and most utilities have been restored," said Bobby Cornwell, president and CEO of the association.

The majority of RV parks and campgrounds surrounding the hardest hit areas of Panama City and Mexico Beach, including those in Panama City Beach, Carrabelle, Panacea and Tallahassee are open, noted Cornwell.

"It is important to realize that even though Hurricane Michael was devastating to those hit by the strongest part of the storm, the vast majority of Florida was not affected. Florida is definitely open for business and the majority of the Florida vacation destinations in the Panhandle, including the RV parks and campgrounds, have bounced back quickly," said Cornwell—Woodall's Campground Management



Reports indicate that the 2018 National RV Dealers Association Convention & Expo has been deemed an unqualified success. Organizers reported attendance rose to 1,600-plus, an increase of 16% over 2017, and the general consensus among attendees was that it was the "best in years" if not "the best ever."

The Con/Expo, hosted Nov. 5-9 at Paris Las Vegas by the National Recreation Vehicle Dealers Association (RVDA), RVDA of Canada, and the Mike Molino RV Learning Center, featured a wide variety of educational seminars, business meetings, awards ceremonies, receptions and a busy trade show.

RVDA President Phil Ingrassia said the improved Con/Expo buzz could be traced to a "very energetic and timely keynote address" during the opening general session by Jason Dorsey for "setting a tone for a very upbeat convention" as well as changes and additions to this year's agenda – such as the Fixed Operations seminar track and the Super Lawyers Panel, which seemed to have been well received at the education-centric dealer show.

"The other thing that was really great to see was all the generations of people here at the convention," Ingrassia continued. "There were a lot of young people, and it really shows you that there's a good future in RV retailing for somebody who's looking for a career."

Ingrassia added that the RVDA membership meeting also went well, as outgoing chairman Tim Wegge of Burlington RV Center in Wisconsin passed the gavel to incoming chairman Mike Regan of Texas-based Crestview RV Center.

"We also went over some issues facing the industry like trying to improve public campgrounds, and it was also just taking care of association business and, of course, continuing to address the Repair Event Cycle Time (RECT) issue," Ingrassia said, adding that NTP-STAG's mobile RV service truck concept prominently displayed on the Expo floor, was another highlight.

Next year's Con/Expo, based on commitments made a few years ago, is scheduled to take place at Caesar's Las Vegas.—RVBusiness

RV Associations Praise HUD Rule Exempting RVs from Housing Standards

In a [newly finalized rule](#), the U.S. Department of Housing and Urban Development (HUD) redefines the RV exemption from manufactured housing standards and provides a critical solution to the regulatory uncertainty that has plagued RV manufacturers, dealers and campgrounds for decades. Just recently the RV Industry Association, the RV Dealers Association and the National Association of RV Parks and Campgrounds, along with state associations from California, Florida, Indiana, Michigan, Montana, Pennsylvania and Texas, [sent a letter to HUD](#) urging that this rule be finalized.

The final rule defines an RV as a vehicle or vehicular structure not certified as a manufactured home, designed only for recreational use and not as a primary residence or for permanent occupancy; and is either built and certified in accordance with either NFPA 1192-15 or ANSI A119.5-15; or any vehicle which is self-propelled.

The rule also contains an additional requirement that park model RVs contain a consumer-facing notice that the manufacturer certifies that the structure is a recreational vehicle designed only for recreational use.

This rule gives RV manufacturers the critical regulatory clarity and certainty they have long sought: so long as they build to the nationally-recognized RV standards, the modern RVs they are building do not and will not fall under HUD's jurisdiction.

The rule gives RV dealers additional critical regulatory clarity they have long sought: the proper paperwork, forms and disclosures the RV dealer needs to provide during a sales transaction are based on the design intent of the RV.

The rule also gives RV campgrounds the critical regulatory clarity and certainty that they have long sought: in many cases the business license for RV parks and campgrounds only allows them to accommodate RVs, not manufactured homes, so under the proposed rule they would be able to accommodate any unit that is certified to an RV standard without running afoul of local regulations.

Under this rule, the modern RV lifestyle cannot be regulated out of existence. Great news for anyone involved with it.—RVIA

New RVDA Chairman of the Board Elected



Mike Regan of Crestview RV Center in Buda, Texas, was elected RV Dealers Association (RVDA) Chairman of the Board during the Association's Annual Meeting on Nov. 7 held in conjunction with the 2018 RV Dealers Convention/Expo in Las Vegas.

During his remarks to members, Regan pledged to continue to support efforts to improve the industry repair event cycle time (RECT). "If we focus on improving the parts and repair process as a goal, we as an industry can and will improve the ownership experience." Regan and other RVDA Dealer leaders have been extensively involved in providing preliminary data to measure RECT for the industry. For more information, go to www.rvda.org.—*news release*

Flamingo Lake RV Resort Completes Expansion

Flamingo Lake RV Resort has completed its first major expansion since 2009, adding 60 new, permanent RV sites. According to Flamingo Lake assistant manager/marketing director Ken Loyd, work started on the expansion last year.

"We have special events throughout the year, but we got to the point that we were booked up every week beginning in the spring and had to put potential visitors on a waiting list," said Loyd. "While that's a good problem to have, we knew if we didn't provide more spaces for RVs those people would eventually stop calling."



With the addition, the resort now offers nearly 360 sites for temporary visitors and full-time residents along with five cabins and two yurts available for rental. The expansion added another 15 acres to the resort and now covers 66 acres.

The new section of the resort is gated 24 hours a day with paved sites, manicured grass, and full hook ups for long-term or weekend rental. Loyd added that an additional bathroom and laundry facility are planned for the new section of the resort, as well.

"With the overall growing popularity with outdoor activity, including the growing number of young families and Millennials purchasing RVs, many RV resorts and accessory dealers are having to expand to keep up with demand," said Loyd, who also serves as the chair of the Florida RV Trade Association's Northeast Florida Chapter. "In anticipation of that, we've already identified more property to expand again to add about 50 more RV sites in a year or so."—*news release*

Florida-Based RV Retailer Acquires RV One

Florida-based RV Retailer LLC continues to emerge as one of the North American RV Industry's most aggressive new retail players, having recently announced it has signed an agreement to acquire RV One Superstores, a high-profile dealer headquartered in New York State, from RV One CEO Don Strollo.

RV Retailer stated in a release that Strollo will continue to lead RV One Superstores while retaining a significant ownership stake in the business and still operating under the RV One brand name, all of which is consistent with the approach utilized in the two previous acquisitions RV Retailer already announced this year: Motorhome Specialist in the Dallas-Fort Worth market and ExploreUSA Supercenter, a nine-store Texas operator.

RV One anticipates completion of new state-of-the-art RV sales and service facilities in Orlando, Tampa and Sarasota by year-end whereupon, the release reports, it will operate a total of seven stores.

RV Retailer, launched earlier this year by former Auto Nation Inc. executives allied with Redwood Capital Investments, is looking to finalize the ExploreUSA acquisition by Nov. 1 while the target date for finalization of the RV One buyout is Nov. 30, RV Retailer President and CEO Jon Ferrando told RVBUSINESS.com. —*RVBusiness*

Camping World Posts Record Revenue

Camping World Holdings Inc. recently reported record revenue for its second quarter of \$1.445 billion, a 16% increase from \$1.28 billion a year. Income from operations, net income and diluted earnings per share of Class A common stock decreased to \$120.2 million, \$81.8 million, and 72 cents, respectively, and included \$15.4 million of pre-opening expenses related to the Gander Outdoors store openings.

Other highlights showed:

- Record total gross profit of \$416.2 million, an increase of 11.7%.
- A record 33,637 new and used RVs sold, an increase of 8.5%.
- A record 21,745 new towable units sold, an increase of 14.1%.
- Finance and insurance revenue and gross profit of \$124.1 million, an increase of 23.7%, and an all-time high.
- Good Sam Club with over 1.92 million members, an increase of 9.2% over the prior year, and the highest ever.

Marcus A. Lemonis, chairman and chief executive officer, stated, "Our RV business is on pace for another record year. We saw nice improvements as the second quarter progressed and our team did an excellent job of balancing our promotional activity to maintain strong profitability while driving sales growth and dramatically lowering our inventory levels of new RVs."—*RVBusiness*



NEW MEMBERS

CHELTEC, INC

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Sarasota, FL 34234-3119
PH: 941-355-1045
FAX: 941-351-1374
www.cheltec.com
info@cheltec.com
Supplier, Region 1

EMBASSY BY SVO GROUP, INC

Terry Minix
2503 Ada Dr
Elkhart, IN 46514-8644
PH: 574-295-9359
www.svogroupinc.com
alex@svogroupinc.com
Manufacturer, Region 10

GANDER RV SALES

Dan Murray
3970 SW 3rd St, Ste 200
Ocala, FL 34474-1804
PH: 352-351-6186
www.ganderrv.com
dan.murray@campingworld.com
Dealer, Region 7

GOOD VIBES

Lois Abraham
3297 Meadow Run Circle
Venice, FL 34293-1413
PH: 941-539-7803
abraham_assoc@comcast.net
Supplier, Region 1

NORTHPOINT COMMERCIAL FINANCE

2514 Cimarrone Blvd
Jacksonville, FL 32259-2183
PH: 904-673-9688
FAX: 888-751-6008
TOLL FREE: 866-781-2420
www.northpointef.com
sbratcher@northpointef.com
Finance, Region 7

SEACOAST BANK

Ashley Corbissiero-Edwards
715 Indian Rocks Rd
Belleair Bluffs, FL 33770-2019
PH: 727-953-9080
www.seacoastbank.com
ashley.edwards@seacoastbank.com
Finance, Region 3

Lazydays Employee Foundation, Wheels of Success Partner to Help Youth

Staff from Lazydays Employee Foundation and Wheels of Success recently gathered for a special car presentation to 18-year-old Chelsey, a college student and former foster care youth. Accompanying Chelsey to the presentation was her Guardian Ad Litem who has been instrumental in helping her to navigate the process of becoming a first-time car owner as well as a full-time college student.

Chelsey is enrolled at St. Petersburg College and has endured many hardships despite her young age. Her father passed away when she was just 15 and her mother became homeless, which is how Chelsey found herself in the foster care system. Rather than feel sorry for herself, she focused on her studies and successfully obtained her GED. She also landed a part time job and excelled at her position as a server.

As the cover was removed from her "new to her" 1998 Lexus ES 300 in great condition with very low mileage, Chelsey was bubbled with excitement. The Lazydays Employee Foundation also covered a portion of Chelsey's auto insurance.

Wheels of Success accepts vehicle donations in any condition running or not and provides free towing through their partnership with AAA Auto Group. You receive the greatest tax advantage for your donation because we try not sell your car at auction, but present it to a family so you can deduct the fair market value of the vehicle. To make a vehicle donation or to donate funds for vehicle repairs, please call (813) 498-0115, or visit www.wheelsofsuccess.org. -Lazydays Employee Foundation news release



Please help in the fight against cancer!

On December 8, 2018, I will be participating in the 13th Annual Miles for Moffitt Run/Walk as a 10K runner in an effort to help eliminate cancer, which affects us all.

Donating is a great way to show your friends, family and coworkers that you support the pursuit to end cancer. Please go to my personal page at <http://support.moffitt.org/goto/patty-flanagan> to make a donation! Your donation is tax-deductible.

100% of the proceeds from this event go to support lifesaving cancer research at Moffitt Cancer Center. Moffitt researchers are at the very front lines of the effort to defeat this deadly disease. They've already made so many amazing breakthroughs, and cancer patients here in Florida and around the world have benefited from their efforts.

Thank you for your donation and support! Patty Flanagan, FRVTA Show Coordinator

MEETING DATES



Region 1 • December 6 • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda

Region 2 • December 12 • PGA National Resort & Spa Palm Terrace • 400 Ave of the Champions
Palm Beach Gardens

Region 3 • December 11 • Rusty Pelican • 2425 North Rocky Pointe Drive • Tampa

Region 4 • December 12 • Tony Roma's • 8560 International Dr • Orlando

Region 5 • December 18 • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

Region 6 • No Meeting

Region 7 • December 18 • 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

