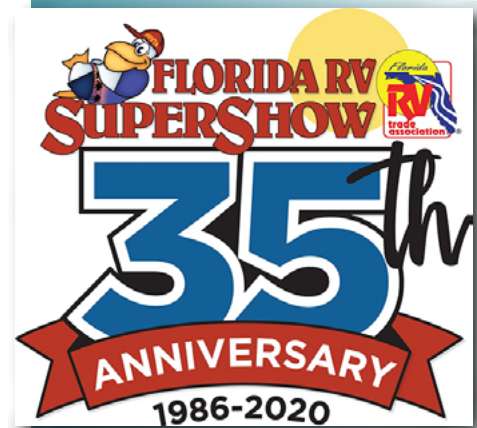


FRVTA News



JANUARY 2020

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY



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.

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PRESIDENT'S MESSAGE...

Do you have 2020 Vision?

First, I hope you all had a wonderful holiday season and I wish you a prosperous and Happy New Year!

At this time of year, I always try to carve out some time to look back so I can take a better look forward. As the saying goes "hindsight is 20-20" so I thought I might share a little of my insight with you in this new year.

Being a past retailer and current distributor of RV parts and accessories, over the last five years I've seen an enormous change in how products get into the hands of the consumer. The e-commerce giants have rapidly cut into brick-and-mortar sales. It's no surprise that price and convenience always seem to win out. Years ago, when it took five days to get anything delivered, it was just as easy to go pick up what you needed--even if you had to pay a little more. Now that delivery is often the same- or next-day and free, the game has changed.

I'm now seeing more distributors entering the e-commerce business as a necessity. Lost margins and sales have forced the once wholesale businesses into selling direct to the consumer, further pushing retailers out of the sales game.

Most RV retail stores inside dealerships have begun to shrink their budgets and inventory as the current market dictates while parts departments are becoming more service focused. It's a big adjustment, but most are adapting well and are able to create efficiencies in the service department to offset retail losses.

The next trend I'm seeing is a little more disturbing. Manufacturers are beginning to sell direct to consumers, dealers as well as the e-commerce giants. I'm also seeing more manufacturers creating larger customer service departments for end-users since sales are moving to e-commerce warehouses where no customer service exists.

While this trend removes a lot of cost from the delivery of goods, it takes a big toll on jobs in the local marketplace. It's also disturbing to me how these e-commerce giants roll into town garnering huge tax incentives while the local market loses jobs that require experience and knowledge for those that require less skill. I understand it's a sign of the times, but I do wish the local governments wouldn't use our taxes to help pay for it!

Anyone who has been in business long understands the necessity of reinvention and learning how to thrive with a new business model. Big e-commerce with big data will continue to find a way to sell more products, even big ones, as time goes on. Thus, I predict manufacturers will continue to be pulled into the new business model in the coming years.

I don't know how this might affect you or your current business model, but I do recommend you stop long enough to look at what has happened in the last few years and how these trends might create roadblocks as well as opportunities for you in the future.

To your continued success!

ROB COCHRAN

FRVTA State President



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 or contact the FRVTA State Office.

FRVTA Board Meets in Tampa

The FRVTA Board of Directors met on December 7 at the Hyatt Place Hotel. The following items were discussed or actions taken:

- The Show Committee made a change to the Uniform Show Rules that says that if a dealership is bought, the new company will not maintain any points or discounts on show space. They will also put together a short video showing the general public how to use the new interactive SuperShow map on the website and the FRVTA App.

- The PR Committee reported the RVers Guide and SuperShow magazines were a little down on ad sales, but with reducing the page count, we should still be able to turn a small profit. Distribution thru Interstate rest areas, the Florida Turnpike and Pilot Flying J stores remains strong. Currently trying to have them distributed through the new Buc-ee's that are moving into Florida. They also reported good click-thru rates on ads on the FRVTA.org website. Ad space available on the interactive SuperShow map is selling fairly well for the first year.

- Neal Stewart from RV Connections in Panama City helped FRVTA distribute two checks totaling \$25,000 to panhandle charities for hurricane relief. The funds came from the regions with the State Office matching donations.



- The Education Committee continues to work with RVIA on the implementation of the revised textbooks and curriculum for the new RV Training Institute. Jim Carr continues to work with the State of Florida to try to simplify the testing for LP Gas Dealers, Distributors and Service Centers. This is an on-going issue that will be worked out with the state. Veronica Rivera attended the recent RVDA convention and will continue to work with Jim until his retirement next year. The Distance Learning Network has a record number of dealers nationally sign up for the current year.

- The Finance Committee reported the Association to be in very good financial condition with the RV SuperShow still being the number one revenue producer.

- The Political Committee is working on a brochure to not only encourage members to allow their employees time to vote in the upcoming elections, but to show members how they can engage with local candidates to show support. Also it's a very important election year and the FRVPC needs all the money it can get, so please consider making an additional contribution if you can.

- The Membership Committee is re-printing the brochure and poster to explain all the benefits of FRVTA membership. Anyone with ideas on discount programs the Association can offer as a membership benefit should contact the State Office.



FRVTA Funds Panhandle Hurricane Relief

Responding to much needed financial relief for victims still suffering from the devastation caused by Hurricane Michael, the Florida RV Trade Association and

its seven regions have provided funds to assist with the rebuilding and general recovery of Florida's Panhandle.

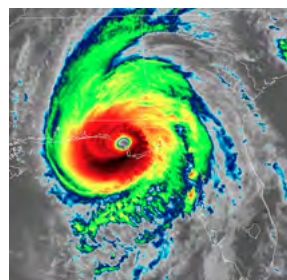
According to FRVTA Marketing Director Dave Kelly, the State Office pledged to match all region donations up to \$10,000. In total, FRVTA and its seven regional chapters donated \$25,000 for Hurricane Michael relief efforts.

"We're working directly with people on the ground in the Panhandle to ensure that every dollar we donate is going directly to help recovery victims," Kelly explained.

Hurricane Michael made landfall this past October and was the first Category 5 hurricane to strike the

United States mainland since Hurricane Andrew hit Florida's east coast in 1992.

The massive storm was also the third-most intense Atlantic hurricane to make landfall on the mainland U.S. in terms of pressure, behind the 1935 Labor Day hurricane and Hurricane Camille of 1969. Hurricane Michael was the 10th-costliest Atlantic hurricane, resulting in \$25.1 billion in damages and widespread destruction.



Here's a breakout of the donations

- Region 1 – \$2,500
- Region 2 – \$2,500
- Region 3 – \$2,500
- Region 5 – \$1,100
- Region 6 – \$5,000
- Region 7 – \$2,500
- State Office – \$10,000
- TOTAL – \$25,000**



TRAINING NEWS • by Jim Carr, Senior Training Director

TO: Service Manager/Training Mentor

FROM: Jim Carr & Veronica Rivera, FRVTA Education Directors

SUBJECT: Mentor Update

I know most of you have seen the below information that was previously issued by RVIA/RVDA regarding the transition to the new RVTI Technician Certification Program.

EDITORS NOTE: This is a repeat of the note sent out to all Mentors in early December in an attempt to make sure this information is properly received and understood.

Any RV service technician interested in taking the current registered technician test or the full certification test must apply with payment by midnight **December 31, 2019**. The first testing attempt must be completed by **March 31, 2020**.

Retesting will be allowed up to **90 days** after the initial test is completed. **No retests will be allowed after June 30, 2020.**

Current Registered, Certified, or Master Certified technicians will have the following designations under the new RVTI program.

- Registered technicians will be re-designated as Certified Technician Level 1.
- Certified technicians will be re-designated as Certified Technician Level 2.
- Master Certified technicians will be re-designated as Master Certified Technician Level 4.
- Certified Technicians Level 2 with proof of required supplier trainings completed within the past five (5) years will be re-designated Certified Technician Level 3 and/or Master Certified Technician Level 4, as appropriate.

Current Registered, Certified, or Master Certified technicians can expect to receive their new RVTI credentials at no charge during the 2020 transitional year.

As usual with this kind of information release, our phones start ringing with comments, questions and need for clarification. Let me share some questions and our answers:

When will the Level 1 and 2 NEW tests be available?

Level 1 – **January 1, 2020**. Level 2 – To be determined, expected by **summer 2020**.

We heard there will be a practical component attached to the new Tests – True or False?

Yes, practical components are planned for both Level 1 and Level 2 tests, in addition to the standard written tests. A one-hour practical for Level 1 and a four-hour practical for Level 2 are planned. The proctoring of these practical tests is being worked out as I write this. More will come on this issue.

I am a current Certified Technician. Will my re-certification requirements stay the same?

- Level 1: Good for Life, no continuing education requirements.
- Level 2-4: Good for five (5) years. 24 hours of continuing education of approved hands-on or online trainings.
- Level 3: Eight (8) of the 24 hours of CEUs must be related to the specialty being renewed.
- Level 4: Trainings can include participation in industry-approved activities such as curriculum development, train-the-trainer programs and leadership training.

All levels require annual verification via login to Learning Management System.

Will ProctorU still be available for on-line testing? How about Florida Colleges?

Yes, and Yes for the “Old” test(s). For the “New” test(s) it is our understanding that RVTI staff are planning to administer both Written and Practical tests as needed and wanted. I would think ProctorU and the Florida Colleges would remain in place for the written portion of the “New” tests. Certainly there is more information coming on this topic.

Will the Florida Distance Learning Network (DLN) remain in place and available for future RVTI training?

Yes, that is the plan. There are still some “partnership” issues to work out, but we are hopeful all will be in place for a seamless transition for the 20/21 school year that starts **August 1, 2020**.

I know this is a lot of information to digest. We intend to pass along all information and updates as we hear them, so between now and the New Year we hope to have all things clarified and in place for the continued testing on the current system and the launch of the new RVTI testing. In the meantime, here is what’s important to those wishing to take the old Registered or Certified Test:

1. You must be signed up for the current test(s) by **December 31, 2019**.
2. You must take the test prior to **March 31, 2020**.
3. Retests must be completed 90 days after the initial testing date and not later than **June 30, 2020**.

NOTE: Current pricing will remain in place for current test(s).

Thank you for being a part of the Florida DLN and we look forward to continuing to serve your training needs. Call us at 386-754-4285 if you have any questions.



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 or by phone at (727) 623-9075. You may visit his website at www.TheAICE.com.

2020 FRVTA SHOW SCHEDULE



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



How Should RV Dealerships Communicate with Customers in 2020?

BY GRAHAM ANDERSON

What if I told you email is dead? Don't believe me? It's true—only about 20 percent of emails are opened, let alone read. And that number decreases every year.

Thanks to the increase in social media apps, paired with the rapid growth of text messaging between friends and family, we're moving away from email as a primary means of communicating.

So every RV dealership owner needs to ask him or herself "Why would we send our customers email when all signs point to them preferring other forms of communication?"



Your RV Dealership's Customers Would Rather Text

How quickly do you read and respond to texts from friends and family members? I'm guessing it only takes you a few minutes, if not seconds. About 45 percent of your customers' emails are

spam, so why add to the clutter by sending them even more emails they'll never open? By adopting a new way of communicating, your dealership can distance itself from the pain of email and also show customers you value their time and attention.

If you're thinking of moving away from email in favor of phone calls, think again — this channel, too, is a waste of time for your team, whose voicemails will inevitably get stuck in the black hole where voicemails go to die.

Customers today are seven times more likely to text a service provider back after receiving a text message alert than they are to call back after receiving a voicemail. They want a quick, to-the-point message. Wouldn't you?

Texting can help dealerships attract more customers by:

• Engaging one-on-one with individuals

Sending direct-to-consumer messages rarely results in a response, and when responses do come through, they're frequently unsubscribe requests. Creating a one-on-one conversation with real customer replies is a huge step toward building brand loyalty, and this personal connection is possible with text messages.

• Cutting through the noise and going where customers want to be reached

Modern direct-to-consumer marketing is rife with intrusive messages and alerts designed to attract attention and garner clicks. That's why many consumers are turned off by traditional channels like email and phone calls. They prefer communicating by text.

• Creating a faster, more focused purchase timeline

RV purchases aren't your typical impulse buy, and many times these buying cycles can be lengthy. Customers like to come in and look at units multiple times before making a buying decision. With text message marketing, dealers can alert potential customers of promotions or deals on their preferred inventory in real time. With text content that's designed for action, your team can help speed the buying cycle along toward a purchase.

• Driving better online reviews

Commercial businesses of all kinds are at the mercy of the modern equivalent of word-of-mouth marketing: online reviews. Consumers research their purchase online before deciding where to buy their fifth wheel or toy hauler, and their decision is largely powered by online reviews. After a sale, text a thank you note to the buyer that includes a link to a review site — this makes it easy to ask for feedback in a personal, timely way. It can also help increase customer satisfaction and lead to a better review.

• Building customer loyalty

Text messaging isn't just for driving new business. RV owners need regular maintenance and upkeep, so build long-term customer loyalty by delivering amazing experiences. Text customers when it's time for maintenance or when their serviced vehicle is ready to pick up, or even to wish them a happy birthday.

To engage with both current and prospective consumers, calling, leaving voicemails, or emailing isn't conducive to a modern engagement strategy. To engage with consumers in the way they prefer, it's time to think about a business texting line.

Graham Anderson is co-founder and chief marketing officer at Kenect, a reputation management and business texting platform. He presented "The Reason Why Your Google Reviews Are Making or Breaking Your Dealership" and "How Are Dealerships Communicating in 2020?" at the recently held 2019 RV Dealers Convention/Expo in Las Vegas. Reprinted with permission from the November 2019 issue of RV Executive Today.

Interest in RV Rentals Continues Growth

RV rental company <https://rvshare.com> has analyzed third-party research and internal data to find that the interest in RV rentals has grown 650 percent since 2013.

Millennials are leading the RV travel boom with the greatest interest in renting an RV, according to RVshare. However, not having to drive a big rig sweetened the experience with half of travelers saying that having their RV delivered to their destination was important to them.

These findings are among the highlights of the “RVshare 2020 Travel Trend Report,” which includes data-driven insight found through internal user-data and consumer research in collaboration with STR (<https://str.com>), formerly known as Smith Travel Research.

As for where people are headed in their RV rentals in 2020, the most surprising destination is Ginnie Springs right here in Florida. While National Parks like [Yellowstone](#), [Yosemite](#) and the [Grand Canyon](#) reign



supreme as the most visited destinations reported by RV renters, Ginnie Springs made its way into the top five.

Located northwest of Gainesville in Gilchrist County, Ginnie Springs has seven natural springs with crystal clear water and a five-star RV campsite.

“RV travel hit a huge growth spurt in 2019 with companies like RVshare making renting RVs more accessible than ever, and there is no sign of interest slowing in 2020,” said RVshare’s CEO Jon Gray. “We are seeing travelers get comfortable with the idea of renting someone’s vehicle and as a company, we are adapting to their needs like ramping up our delivery offerings in the new year.”

The 2020 travel trend report takes a deeper dive into travelers’ preferences, where people are headed in 2020, and how they plan to use RV rentals to get a unique experience at a festival or test run an RV before buying. —RVPro

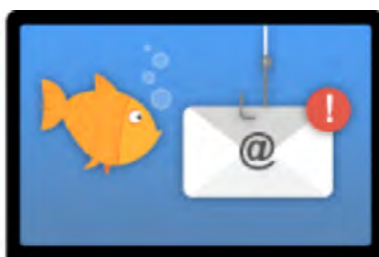
7 Essential Tips to Beat Phishing Scams... Don't get caught on the net

Phishing scams are among the most prevalent forms of cybercrime, especially in the UK. Although phishing is widespread, it is beatable. Apart from ensuring you install security software, the best way to combat scams is to learn what phishing looks like.

What is Phishing?

Phishing (pronounced “fishing”) is a kind of identity theft that is growing in popularity amongst hackers. By using fraudulent websites and false emails, perpetrators attempt to steal your personal data - most commonly passwords and credit card information.

Criminals gain this information by sending you links to sites that look like sites you trust, such as your online banking provider or social networks, and are able to steal your data as you enter it. Some of the sites spoofed most regularly include PayPal, eBay, Yahoo! and MSN, as well as financial institutions - so don't think that an email is guaranteed to be safe when it's not from a bank.



How to protect yourself against phishing

1. Be wary of emails asking for confidential information - especially information of a financial nature. Legitimate organizations will never request sensitive information via email and most banks will tell you that they won't ask for your information unless you're the one contacting them.

2. Don't get pressured into providing sensitive information. Phishers like to use scare tactics, and may threaten to disable an account or delay services until you update certain information. Be sure to contact the merchant directly to confirm the authenticity of their request.

3. Make sure you familiarize yourself with a website's privacy policy. The majority of commercial websites have a privacy policy, which is usually accessible at the foot of the page. The most useful thing to look for is the website's policy on whether it will or will not sell its mailing list.

Most of the spam you receive on a daily basis - as well as potentially dangerous phishing emails - is coming to you because a site you have signed up to has sold your email address to another company. If you're not ok with this happening, it might be worth reconsidering whether you want to sign up to the site.

4. Watch out for generic-looking requests for information. Fraudulent emails are often not personalized, while authentic emails from your bank often reference an account you have with them. Many phishing emails begin with “Dear Sir/Madam”, and some come from a bank with which you don't even have an account.

5. Never submit confidential information via forms embedded within email messages. Senders are often able to track all information entered.

6. Never use links in an email to connect to a website unless you are absolutely sure they are authentic. Instead, open a new browser window and type the URL directly into the address bar. Often a phishing website will look identical to the original - look at the address bar to make sure that this is the case.

7. Make sure you maintain effective software to combat phishing. Norton™ Internet Security automatically detects and blocks fake websites. It also authenticates major banking and shopping sites.

—Norton by Symantec

929 Ford Model Woody Teardrop Trailer



Custom Built 1929 Ford Model “A” Woody. A company called Splinter Auto Works Inc. built this car, based in Plymouth, Indiana. It came with a 1.6 liter engine and automatic transmission.

The car comes with a matching **teardrop camper** and a wooden steamer trunk on two wheels. The teardrop is custom-made to match the Woody car and comfortably sleeps two in a full size mattress. The cedar carry all on the roof comes with two wooden paddles to make the **teardrop** look like it has wings just like original teardrops had. How does it look? <http://www.goodshomedesign.com/1929-ford-model-woody-teardrop-trailer/>—available on EBay

With New Tesla Cybertruck, Could Camping Trailer Be Next?



Tesla’s new Cybertruck caused many to awe at the electric vehicles sharp angles, steel looks and futuristic design. Even though the futuristic vehicle is not ready for production, many industry watchers now wonder if the high-tech company or others will take this a step further and design a camper to match.

Tesla still needs to gain federal regulator approval for the vehicle and add items like a side-view mirror and DOT-approved headlights, among other issues. The company currently is planning on a late 2020 sales date.

The camper rumors were inspired by the promotional items distributed at the Cybertruck’s viewing that showed it towing a custom camping trailer that offered a similarly edgy design.

In the same vein, electric vehicle manufacturer and Tesla competitor Rivian has already revealed plans for a popup camping kitchen to match its electric pickup, the R1T. So, it seems as if there is a definite market for electric vehicles and campers, especially with the popularity of both.—RVIA

Priority One Honored

Priority One Financial Services, Inc., was recently recognized by the Tampa Bay Business Journal as a One Tampa Bay Honoree. The One Tampa Bay Awards purpose is to highlight Tampa Bay’s outstanding non-profit organizations as well as local companies that go above and beyond the call of duty to engrain corporate social responsibility into their workplace culture.

Since the mid-1980’s Priority One employees have participated in impromptu volunteer activities, but in the early 2000s employees decided to do more and developed an annual volunteering program called “Give Thanks.”



Every November Priority One employees get paid time off to volunteer with various local charities. So far, Priority One has volunteered at: Metropolitan Ministries, Bakas Equestrian Center: Horses for the Handicapped, Suncoast Hospice/Empath Health, Tampa Bay Watch and Ronald McDonald House.

Priority One has been serving the recreational industry since 1987. Acquired in 2007 by Forest River, Inc. a Berkshire Hathaway company, Priority One serves as the F&I managed services provider for hundreds of dealers nationwide. For more information, visit www.P1FS.com. —news release

FRVTA Region 1 Helps Make Christmas Bright



At their recent December holiday dinner meeting, Region 1 members generously donated dozens of toys for underprivileged children. FRVTA Campground Director George Lempenau spearheaded the gift distribution to two Arcadia-based charities, making sure they arrived in time for Santa’s big day.

Region 1 President Everett Henkel III said this annual endeavor is part of the way the Region assists the local Southwest Florida community. “We’re excited to assist with spreading the Christmas spirit throughout our area,” Everett explained, “especially when it comes to giving a bit of joy to those less fortunate.”

This is the fourth year in a row that Region 1 has donated toys for underprivileged children and is a small part of what members do to enhance the local community.

NEW MEMBERS

BAY BAYOU RV RESORT

Darla Sinnard
8492 Manatee Bay Dr
Tampa, FL 33635-9505
PH: 813-855-1000
TOLL FREE: 888-692-2968
Website: www.baybayou.com
Email: info@baybayou.com
Campground, Region 3

CADDYCAN

Michael Carter
2327 Dewey St
Hollywood, FL 33020-5942
PH: 786-227-8149
Website: www.caddycan.com
Email: uniquedsgifts@gmail.com
Supplier, Region 2

DS GIFTS AND MORE

Dan Martin
PO Box
Dandridge, TN 37725-0740
PH: 541-761-6062
Website: www.dsgiftsandmore.com
Email: timkratz@firstclassfs.com
Supplier, Region 10

DIGITAL MARK COMPANY, LLC

Stephen Hudson
12443 San Jose Blvd, Ste 403
Jacksonville, FL 32223-8650
PH: 904-547-2736
Website: www.digitalmarkco.com
Email: stephen@digitalmarkco.com
Service, Region 6

KA RV REPAIR LLC

Andrey Medeiros
220 Springview Commerce Dr
Debarry, FL 32713-4847
PH: 407-773-2793
Website: www.karvrepair.com
Email: karv@usa.com
Service, Region 4

MADISON RV & GOLF RESORT

Brian Faircloth
445 SW Country Club Rd
Madison, FL 32340-4333
PH: 850-688-0363
Website: www.madisonrvresort.com
Email: info@madisonrvresort.com
Campground, Region 7

MOUNTAIN FALLS LUXURY MOTORCOACH RESORT

Ronald King
20 Resorts Blvd
Lake Toxaway, NC 28747-9690
PH: 828-966-9350
Website: www.mtn-falls.com
Email: mountainfallsadmin@kwpmc.com
Campground, Region 10

SAND HARBOR MOTORCOACH RESORT

Jen Rosasco
4272 108th Ave
Allegan, MI 49010-9327
PH: 269-694-0014
Website: www.resortatsandharbor.com
Email: sandharbormichigan@gmail.com
Campground, Region 10

SUNKISSED VILLAGE RV RESORT

Darla Sinnard
14330 S US Highway 441
Summerfield, FL 34491-3474
PH: 352-480-5000
Website: www.sunkissedvillage.com
Email: sunkissedvillage@outlook.com
Campground, Region 7

ANOTHER SCHOLARSHIP LETTER...

Hello Florida RV Trade Association,

I was the grateful recipient of the FRVTA scholarship back in 2008. In a year when the economy took a turn for the worse, the growing list of college expenses became more daunting every day.

It was such a relief to be granted this scholarship to help pay for books, lab kits and various school supplies. I remember going to the FRVTA convention with my family for several years, and it was always such a fun time to see people from all over the state that we only got to see that one time a year.

It was an amazing event that we all looked forward to every year (specifically, the costume parties!), so I was especially excited to go the year that I learned I had been awarded the scholarship.

After that, I worked incredibly hard throughout college, always grateful that with the financial help coming from the FRVTA covering various expenses, I had one less thing to stress about and could instead focus on my studies.

I am now graduated from FSU with a M.S. in Global Merchandising and Product Development, and work as a Senior Buyer for Fanatics.

Thank you!

Jordan Connor Basch

MEETING DATES

Region 1 • January 9 • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda

Region 2 • January 8 • PGA National Resort • Palm Terrace Room, 400 Avenue of the Champions • Palm Beach Gardens

Region 3 • No Meeting • Westshore Grand • 4860 W Kennedy Blvd • Tampa

Region 4 • No Meeting • Tony Roma's • 8560 International Dr • Orlando

Region 5 • January 21 • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

Region 6 • January 7 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville

Region 7 • January 28 • Braised Onion • 754 NE 25th Ave • Ocala

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

