



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY

The 32nd Annual 2017 Florida RV SuperShow returns to the Florida State Fairgrounds in Tampa, Wednesday, January 18 through Sunday, January 22. As in previous years, this mega-RV Show will feature every major RV Manufacturer as well as hundreds of accessory booth 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 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.”

This year’s RV SuperShow theme is “Maybe You CAN Take it With You”. This theme was chosen since the interest in outdoor recreation is at an all-time high and with the RV Lifestyle you certainly can bring your hunting gear, fishing equipment, bikes and anything else you desire. And, when your neighbors get too loud, all you have to do is move on!

For new RVers as well as old-timers, the SuperShow is the place to trade-in your old RV or obtain all the information you need to become acquainted with the RV Lifestyle. Hundreds of new RVs will be on display as well as several daily educational seminars.

National RV writer Bob Marx will host two seminars daily. “Tips for Buying an RV” helps you decide which RV is right for your particular lifestyle. “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 Caravanning*.

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.

Of course, a crowd favorite at 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! A FREE shuttle service inside the SuperShow will carry visitors from exhibit to exhibit so nothing is missed.

The Super Rally celebrates its 30th year at the SuperShow. This RV rally is open to any and all RV clubs and the general public. A stay 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 “Spittin’ Image” and a “Neil Diamond Tribute” by Keith Diamond.

Admission to the SuperShow is only \$10.00 for adults, which includes a second day admission for the cost of one day, and children under 16 are FREE. Show 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 FRVTA at (813) 741-0488 or visit our website at www.frvta.org.





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IacoNOTES...

As our busy show season gets underway, I would like to thank everyone who makes it happen and wish you all a successful selling season!

I saw this in a LIVE WELL–WORK WELL newsletter published by Zywave Inc. I thought it was well written and want to share it:

NEW YEAR'S RESOLUTIONS–“According to research, only eight percent of the people who make New Year's resolutions actually achieve them. This could be due to people setting unrealistic goals or setting no goals at all. If you want to make a resolution in the New Year and actually stick to it, consider setting a SMART goal—one that is Specific, Measurable, Attainable, Realistic and Timely.

For example, let's say your goal is that you would like to take three exercise classes per week for 60 days. If you achieve your goal at the end of the 60-day period, you should reward yourself with something worthwhile. Then, keep your original goal going with consecutive SMART goals after you complete one. Remember that when you set your SMART goal you should determine your reward then, as well. That way when you are five weeks in and tempted to throw in the towel, you can set your sights on the specific reward and remind yourself how close you are to getting it!

S-Be Specific. Specific resolutions make them more concrete and exciting. General resolutions are static and lack inspiration.

M-Make them Measurable. Determine benchmarks against which you can determine progress. Without measurable benchmarks you can't gauge progress and may not feel motivated to continue.

A-Make them Attainable. Choose resolutions that are important to you and actually inspire to take action.

R-Be Realistic. You must be willing and able to work toward something concrete. Set yourself up for success with a resolution you are able to achieve.

T-Be Timely. Identify a solid start and finish. Without that, you will have no sense of urgency to accomplish your goal.

Let me know how it goes in achieving your New Year's Resolution SMART goals.

Until next time...

NELDA IACONO
FRVTA PRESIDENT

START THE NEW YEAR WITH HEALTHY EATING GUIDELINES

From “In Defense of Food” by best-selling author Michael Pollan as printed in WGPU Public Media's Expressions magazine.

- Pay more, eat less. Yes, quality food costs more. You're worth it!
- Eat meals. A study shows among adult Americans, a fifth of all eating takes place in the car.
- Cook, and if you can, plant a garden. This way you know what's in the food and how it's grown.
- Don't eat anything your great-grandmother wouldn't recognize as food.
- Don't eat anything that makes health claims on the package. Truly healthy food doesn't need to.
- Don't eat things with unpronounceable ingredients or high-fructose corn syrup.
- Eat more leaves. We have the seeds part down, but we're missing nutrients in leaves.
- You are what you eat eats, too. Follow that?
- Eat more like the French, the Japanese, the Indians or the Greeks. Avoid the “Western diet.”
- Don't get your fuel from the same place your car does!



Certification Helps Both Dealers and Employees

By Traeanne Reynolds

Editor's Note: This article was originally published in RV Technician Today.

Professional certifications are a growing factor for ensuring the success and growth of the RV Industry. As the face of our industry has changed from the mom-and-pop operations of the 1950s to the rapidly expanding

dealership chains of the 2010s, we're forced to create and sustain education that raises the standards of safety, service and support. Certifications are the yardstick by which we can measure the success of our efforts and consumers can evaluate a business's commitment to quality.

Reasons why business owners should encourage certifications:

- Certifications ensure that you've hired the most qualified applicant for a job.
- Certifications ensure that employees have met professional standards established and verified by the RV Industry, resulting in a higher level of customer satisfaction.
- Hiring certified employees and training/maintaining your employees' certifications tell the public that your business cares about protecting its customers and providing topnotch service.
- Hiring certified employees improves your ability to recruit other top professionals, resulting in productive and motivated employees who boost dealership revenue.

Reasons why employees should seek certifications:

- Certifications assure employers that you have the knowledge and skills to successfully perform a particular job.
- Certifications tell employers that you're willing to invest time and effort to adapt to the demands of your profession.
- Studies show that employees with certifications in their field have more opportunities for professional growth and higher salaries.

As businesses continue to adapt to advances in technology and software, the need for certifications will only grow. With different vehicle manufacturers, along with component suppliers, using different job or labor codes and non-standard labor rates, the digital options for increasing job performance and productivity can be overwhelming and confusing. Standardization of job duties and practices for digital warranty filing will someday relieve the stress and confusion of software and repair interaction.

Professional Certification training programs create a benchmark of application expectations and feature opportunities for employees that may not know of their existence without training. By appropriately utilizing software and technology tools, certified professionals are able to more effectively fulfill their task responsibilities and minimize time expenditures. This results in a higher rate of job satisfaction and oftentimes financial rewards, as technicians turn more flat rate hours, advisors close more repair orders, and parts and service departments see resulting revenue gains.

Traeanne Reynolds is Director of Sales, Marketing and Implementation at Sys2K and currently serves as Director, FRVTA Region 4. She can be contacted at traeanne@sys2k.com.

2017 REGIONAL SHOW SCHEDULE



FORT MYERS RV SHOW

January 26-29 • Lee Civic Center

JACKSONVILLE RV SHOW

February 9-12 • Jacksonville Equestrian Center

WEST PALM BEACH RV SHOW

February 16-19 • South Florida Fairgrounds

OCALA RV SHOW

March 2-5 • Florida Horse Park

SPRING CLEAN-OUT RV SHOW

March 3-5 • Germain Arena, Estero

RV SUPERSAVER SHOW

April 21-23 • CenturyLink-Lee Sports Complex

**TRAINING NEWS • by Jim Carr, Training Director*****Mentor Training Update*****REGISTERED TECHNICIAN PILOT TEST:**

Thank you all for your overwhelming response to this opportunity to not only take the proposed new Registered Level test, but to do so free of cost and able to earn the Registered Certification if passing. RVIA has informed me that there were over 350 applications received and they are going to attempt to accept them all. The only downside is that RVDA has reverted back to Proctor U from Software Secure believing Proctor U provides a better security option. Hopefully this won't cause anyone to avoid this opportunity.

NEW REVISIONS AND UPDATES TO ENTIRE CERTIFICATION AND TRAINING MATERIALS:

I have alerted everyone to the proposed updates to all of the tests, texts and curriculum for both the Registered and Certified (Master, too!) levels of the Career Ladder. The Pilot Test mentioned above is the second step in the process.



The curriculum has already been updated hence the new test. As soon as I receive the new Text and Study Guide materials, we are going into the studio and completely re-film the Registered Level training program that FRVTA offers through our Distance Learning Network (DLN).

The number of sessions should be close to the same, but we are exploring a new format that includes new instructors and a complete review of the Sign-Off Sheets as they appear in the curriculum. This should help mentors as you'll be able to see the actual sign-off applications at the place in the curriculum where they should be completed.

Also, once the Registered Level is complete sometime around mid-January, RIVA will immediately begin updating the Certified & Master Certified levels. Our goal is to have an all-new Training Program in place for the 2017-18 school year that begins August 1, 2017.

ISSUES WITH TEST SECURITY:

As you've learned from above, RVDA has canceled their use of Software Secure (SS) and reactivated Proctor U (PU) to serve as their agent for web-based testing security. The big difference in the two is that SS utilizes a taped version and PU a live version of monitoring the actual test taking. SS is less invasive to in-house computer systems, uses less bandwidth and the user can begin testing immediately upon logging in. PU is very invasive, takes more bandwidth and once logged in takes up to three days to actually take the test.

Why the change? There were more instances of security breaches noted with Software Secure and they took longer to resolve due to a delay in reviewing the tapes. Other vendors are being explored, so stay tuned for further developments in this area.

And that should do it for this month. Thank you all for your continued support of our program and please let us know if we can be of any assistance: jim.carr@fgc.edu or judy.wilson@fgc.edu or give us a call: 386-754-4285.

Happy Holidays to all and to all a safe Selling Season!

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**Joint Statement from RVIA, RVDA & RVDA of Canada
Continued Commitment to Improving Customer Experience**

Over the past decade, the elected officers of RVDA and RVIA have met twice per year to discuss issues critical to the health of the RV industry. Over the last 12 months, this group has met several times to specifically address the most pressing issues around the end user experience, and all parties agreed that while significant investment and improvements have occurred in the areas of parts and service, there is still work to do.

This morning, that leadership team, coupled with RVDA of Canada and a select group of representatives from the industry's largest suppliers and distributors, agreed to invest in a third-party facilitated process to identify the primary actions needed to best improve our service-related issues. Our industry remains committed to the continued growth and prosperity of the RV industry, and this investment is the next step in the journey to improving the RV consumer experience.

FRANK HUGELMEYER, RVIA President
PHIL INGRASSIA, RVDA President
ELEONORE HAMM, RVDA of Canada President

MEMBER SPOTLIGHT

Wade RV Keeps Customers Comfortable on the Road

Holger Jensen is the co-owner and general manager of Wade RV in Seffner. The Region 3 business develops products and accessories for the RV community.

“I oversee the day-to-day business operations,” says Holger. “This includes meeting with our customers to discuss their needs and provide them with options to update, protect and repair their RVs. This helps me to improve the quality of our products and services.”

Holger got his start in the RV Industry in 1994 when Mark Wade, his eventual business partner and current co-owner, moved to Florida. “Mark had a solid background in the automotive trim business and I was eager to learn

the trade. We teamed up and began to repair used motor homes for Lazydays at their original location. Before long, we were completely recovering furniture and window treatments for both used inventory and new coaches. When a customer came to buy a coach but didn’t like a certain fabric used, instead of losing the sale, Lazydays would have us recover those items and make the customer happy.

“Sometimes,” Holger adds, “just being at Lazydays was enough incentive for the dealer’s customers to buy new coaches. Thus sprang a wonderful, long-lasting relationship with Lazydays. We really have enjoyed growing our business right alongside them for the last 22 years.”

Holger and Mark also noticed opportunities to make products for their customers to accent or protect their RVs. “We beat out our competition by designing better fitting and thus more attractive items. We didn’t cut corners on materials or workmanship. In time, we had customers coming from long distances just to have us custom make and install those items.”

Wade RV has been an FRVTA member since 2008. Holger calls the annual Florida RV SuperShow “amazing” and something that can’t be missed by anyone in the industry. He’s also a regular reader of the monthly FRVTA News and calls the newsletter articles “informative.”

He adds that getting acquainted with other members, learning about their businesses and seeing all of the latest RV innovations are key to success in the industry. “We all have room to improve, and if we can learn from others’ mistakes and successes, we have a much better chance at being successful ourselves.”

After more than two decades in business, Holger’s continual drive to improve remains evident in the

business. He’s happy to announce that Wade RV has just about completed its first shop expansion in 10 years, which adds about 1,500 square feet. “This,” says Holger, “will give us greater ability to meet the needs of our customers.”

When asked what sets Wade RV apart from its competitors, Holger has specific answers. One is experience. He says 22 years working solely with RVs has helped his 15 full-time employees fine-tune their work. When they start a job or develop a product, customers can be sure that every bit of that experience will show in the final results. Another, adds Holger, is that Wade RV isn’t

just focused on one type of product or service. “We do it all and do it well,” he declares.

That being said, Wade RV offers particular accessories that bring customers to the business year-after-year.

“I think we are most famous for our custom entry mats. They make a world of difference in keeping our customers’ floors clean. A close second is our roller shades. Ours are built in-house with the very best components available. We install them at no charge and therefore can’t be beat on price or quality.”

Consistent quality has been integral to building Wade RV’s success and stellar reputation, and Holger is concerned by an industry trend away from quality. “In the past, even if you bought a less expensive coach, you still got good furniture. Shortly after our most recent recession, some of the RV Manufacturers understandably took measures to lower their costs. We now have beautiful RVs out there only a few years old with completely worn-out upholstery. I know it has turned off many RVers and potential RVers. They are out to have fun, but it’s not fun to shell out big money for repairs you never expected.”

Holger says the RV Lifestyle can be enjoyable throughout a person’s life, and under his leadership Wade RV has helped keep thousands of RVers – both new and experienced – active and comfortable on the road.

“Traveling with your family to national parks, motorsports events or even on short trips can build memories that last a lifetime. And when it’s time to retire, hitting the road with your loved one and seeing the entire continent at a relaxed pace would be awesome!” he exclaimed.




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

Is Your Dealership on High Alert?

This article appeared in this newsletter before, but in my review of dealership records I find that the problems continue to exist. So, with some minor modifications, please read about what your dealership staff should be checking for.

Are all buyers (wholesale and retail) being checked against the Office of Foreign Assets Control (OFAC) checklist? When you have a hit, are you taking the steps required to determine whether you have a match or a false hit? Are your employees trained and required to actually pay attention to the results of the OFAC inquiry as opposed to just going through the motions, not paying attention to the results and continuing to process paperwork for the deal? To become more familiar with steps that should be taken, [CLICK HERE](#) to access OFAC's Frequently Asked Questions.

Are staff trained and required to conduct checks— as required by the Red Flags Rule—on all customers to ensure they are not identity thieves? Is this being accomplished through the use of credit reports or other software designed to determine identity theft risk? Is your staff paying attention to the results?

Please consider that there are two reasons someone may steal the identity of another. The first, and the most common one, is to make purchases using someone else's credit. The second reason, a seldom if ever considered one, is because the person is either wanted by law enforcement or is hiding from someone (e.g., spouses, partners, business associates, etc.).

While conducting a compliance risk assessment at a

dealership, I came across a document in a deal jacket that was produced by a software provider that conducts Red Flags Rule checks on all customers. Based on the findings, the software issues scores ranged from low to high risk. In this particular deal, the score was listed as “High Risk for Identity Theft.”

After reading that report I thought I must have missed something in the deal, so I started all over again by reviewing every single document in the deal jacket. To my surprise, there was nothing that showed anything had been done about the hit that was received. No additional documents were obtained, no notes were added to the deal jacket to explain what additional checks were made, and no reasons were provided as to why the deal was completed. As if nothing happened, the deal was done!

Ignoring results is a dangerous practice that could not only lead to regulatory sanctions, but could also result in civil litigation. What if the dealership went through with a deal and the customer actually was an identity thief? And to further complicate things, what if the identity thief was using a different identity because his or her real name appeared on one or more federal watch lists or there was a warrant for his/her arrest?

Times have changed and dealers must be prepared to meet the challenges ahead. Ensuring that your dealership complies with these laws and taking steps to monitor continuous compliance is where you need to be.

Allen recently was certified as a “Consumer Credit Compliance Professional” by the National Automotive Finance Association. He provides compliance consulting and training services to dealerships. Allen 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.

Know What to Do in An Active Shooter Incident

With extreme workplace violence becoming more a part of the business day, you need to be prepared to take immediate action to protect yourself and co-workers. Here are some tips to be prepared should the worst ever happen:

- 1. RUN**—Run away from the immediate threat and find a safe place. Once out of harm's way, call 9-1-1 immediately. Make sure you provide the dispatcher with as much information as possible, including the shooter's location, shooter's description and anything else you believe will help authorities apprehend the perpetrator.
- 2. HIDE**—If you are unable to run away from the situation, find a place to hide and remain as quiet as possible until authorities arrive. Be sure to lock the door or place heavy items such as furniture against the door. Silence your cell phone and make sure you have an exit route available should that be needed. Make sure you analyze the situation before coming out since the shooter may be dressed similar to law enforcement personnel.
- 3. FIGHT**—If you confront the shooter, fight back any way possible. Use nearby objects such as a fire extinguisher, office equipment or anything else you can locate. You are fighting for your life, so be aggressive and attempt to incapacitate the shooter. Never surrender or negotiate with the shooter and if you are licensed to carry a firearm make sure you know how to use it properly and safely. —*Collier County Sheriff's Office*

October Motorized Sales Flat as Towables Rise

Motorhome retail registrations were flat in October, up 0.3%, compared with the same period a year ago, while sales for the first 10 months increased 11.4%.

According to the latest report by Statistical Surveys Inc. (SSI), Thor Industries Inc. was the motorized sales leader through October with a 37.8% market share, ahead of Forest River Inc. with 25.1% and Winnebago Industries Inc. at 17.2%. SSI noted that motorhome sales by Jayco Inc. were included in totals for Thor Industries Inc., which acquired the company on July 1.

By class, October Class A motorhome sales fell 12% from the previous year, while the segment posted a 4.8% gain for the previous 10 months. Thor led the category with a 34.6% market share followed by Forest River with 15.4%, Winnebago with 14.6% and REV Recreation Group at 13.8%. Tiffin Motorhomes Inc. was fifth capturing 13.2% of the market.

October Class C registrations grew 16%, increasing 18.4% for the 10 months. Thor was again the sales leader year-to-date with a 40.7% market share, followed by Forest River with 34.1% and Winnebago at 19.6%.

Like their larger brethren, class B motorhome sales registrations tumbled in October, down 16%, while the segment showed a 10.4% gain year-to-date.

According to Statistical Surveys Inc. (SSI), Winnebago Industries Inc. was the top-selling manufacturer for the 10 months with a 34.7% share of the Class B market. This was followed by Erwin Hymer Group North America with 28.7%, Thor with 19.7% and



Pleasure-Way Industries Ltd. third with 9.8%. Towable sales rose 4.1%, however in October. This pushed towable sales up 12.2 percent year-to-date.

SSI reports results by category showed:

- Sales for travel trailers increased 7.4% for the month and 15.3% year-to-date.
- Fifth-wheel registrations slipped 5% in October, while rising 4.5% for the first 10 months.
- Folding camping trailer sales fell 3.2% in October and 3% year-to-date.
- Park Model RV sales were up 12.2% in October and 6.1% for the first 10 months.

Thor was the towable sales leader through October with 48.3% share of the market, ahead of Forest River Inc. with 37.4% market share and Grand Design RV Co. at 3.2%. SSI noted that towable sales by Jayco Inc. were included in totals for Thor, which acquired the company on July 1.

By segment, Thor was first in travel trailers for the 10 months with a 48.1% market share, followed by Forest River with 38.8%. Thor also led fifth-wheel sales with a 55.1% market share followed by Forest River with 29.4%) and Grand Design at 9.1%.

For folding camping trailers, Forest River led the category for the 10 months with a 67.1% market share. Thor was second with 14.6% followed by Columbia Northwest/Aliner Inc. at 11.6%. Champion Home Builders led the Park Model segment with a 17.1% market share, followed by Kropf Manufacturing Co. Inc. with 15.4%, Fleetwood Homes Inc. at 10.5% and Skyline Corp. with 10.1%.—*RVBusiness*

'Consumer Confidence' Highest Since Jan. 2015

As we enter the new year, a measure of consumers' attitudes has risen to its highest level since the start of another new year—January 2015.

CNBC recently reported that the Index of Consumer Sentiment hit 98 in December, as monitored by the University of Michigan. The figure is up from 93.8 in November's final reading.

Economists had expected the index to rise to 94.5, according to a Thomson Reuters consensus estimate.

"The surge was largely due to consumers' initial reactions to Trump's surprise victory. When asked what news they had heard of recent economic developments, more consumers spontaneously mentioned the expected positive impact of new economic policies than ever before recorded in the long history of the surveys," said Richard Curtin, the Surveys of Consumers chief economist and an economic advisor to RVIA.

He continued: "There were a few exceptions to the early December surge in optimism, mainly among those with a college degree and among residents of the Northeast, although no group has adopted a pessimistic outlook for the economy."—*RVBusiness*

RVIA, 12 Outdoor Groups Create 'Roundtable'

The Recreation Vehicle Industry Association (RVIA), along with leaders of 12 other outdoor industry associations, recently joined forces to create the Outdoor Recreation Industry Roundtable and strategically work together for the benefit of American outdoor recreation as a whole.



The coalition is made up of America's leading outdoor recreation trade associations and represents the thousands of U.S. businesses that produce and provide equipment, gear, apparel, vehicles and services for the 142 million Americans who enjoy the nation's parks, waterways, and byways. Outdoor recreation is an economic powerhouse in the United States. Combined, the outdoor recreation industry generates \$646 billion-per-year in economic activity and provides an estimated 6.1 million direct jobs.

"One of the primary goals of the Outdoor Recreation Industry Roundtable is to drive a business-led agenda for recreation and to work directly with the new Trump Administration and Congress," said RVIA President Frank Hugelmeier.

Besides RVIA, the Roundtable includes the following associations: American Horse Council, American Recreation Coalition, American Sportfishing Association, Archery Trade Association, International Snowmobile Manufacturers Association, Motorcycle Industry Council, Outdoor Industry Association, National Marine Manufacturers Association, National Park Hospitality Association, Recreational Off-Highway Vehicle Association, Recreation Vehicle Dealers Association, and Specialty Vehicle Institute of America.—RVIA

President Obama Signs Two Laws That Help Outdoors Recreation

President Barack Obama signed the Outdoor Recreation Jobs and Economic Impact Act of 2016 into law this past December.

Better known as the REC Act, it directs the Commerce Department's Bureau of Economic Analysis to assess and analyze the U.S. outdoor recreation economy and its impact on the economy.



RVDA is one of a number of outdoor recreation industry associations to support the bill.

In April 2016, the Secretary of the Interior enacted a temporary pilot program. The REC Act will make sure the outdoor economy receives official government recognition for years to come.

In other Washington news, the president also signed in December the National Park Service Centennial Act to help maintain the National Park System. This act provides the Park Service with new tools and authorities it can use to maintain and improve the system.

The law will help reduce park service's deferred maintenance backlog by generating new revenue to fund needed capital improvements. Other provisions will help leverage private philanthropic donations, offer enhanced visitor services and expand the Volunteers in

Parks program, according to a press release by the RVDA.

The act is the byproduct of bipartisan efforts and diverse stakeholder input, including the American Recreation Coalition.—RVDA, *RVBusiness*

Newcoast Financial Taps New RV Director

Newcoast Financial Services recently announced that industry veteran Ed Arienti has joined its team as director of RV operations.



Over the last three decades, Arienti has run specialty finance businesses for Bank of Boston, Deutsche Bank, E*Trade Financial, GE Capital and Ally Financial. During those tenures, among other responsibilities, Arienti managed Ganis Credit Corp and Thor Credit Corp.

He is recognized as an industry leader in the middle market commercial lending and direct/indirect consumer lending with a focus on recreational industries. He holds a B.A. in Accounting from Villanova University and an M.B.A. from Long Island University.

"We are pleased to welcome Ed to the team. He brings extensive financial knowledge, skills and experience that will strengthen our already successful team," explained Jim Kelaita, President, Newcoast Financial Services, LLC. "Ed's experience encompasses product management, strategic planning, sales, sales management and P&L management. However,

his primary area of concentration is in the RV Industry providing financing solutions to manufactures, dealers and their customers."—*news release*

MEMBERSHIP INFORMATION

NEW MEMBERS

INFORMED CHOICE

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Supplier, Region 10

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Minneapolis, MN 55442-4528
763-551-7000
888-411-2188
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sleepnumberbrandontowncenter@sleepnumber.com
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UGLY SHIELD REMOVAL

13581 Eagle Ridge Dr, #1427
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239-240-S 0793
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VEHICLE ADMIN SERVICES

5001 Spring Valley Rd, Ste 350W
Dallas, TX 75244-8207
972-455-1900
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972-455-3992
ethor@vehicleadminsolutions.com
www.vehicleadminsolutions.com
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KING'S RV & BOAT STORAGE

4462 Duncan Rd
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Service, Region 1

TIE BOSS

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CAJUN ELITE DISTRIBUTORS, LLC

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www.naturaloutdoorsupplies.com
Supplier, Region 3

SWFL RV RENTALS & SALES, LLC

1956 Dana Dr
Ft Myers, FL 33907-2104
239-888-2929
swflrvrental@gmail.com
www.swflrv.com
Dealer, Region 1



Don't forget to register for this year's INDUSTRY DAY ON TUESDAY, JANUARY 17

Registration for you and all your staff is FREE. What better way to see the latest and greatest the national RV Industry has to offer than to attend this FREE daylong event. You'll also receive a FREE coffee and donuts breakfast, and a FREE lunch. Go online for the registration form at events.FRVTA.org/industry-day-form or call the State Office for more information.

MEETING DATES



Region 1 • January 9 • JD's Bistro • 1951 Tamiami Trail • Port Charlotte

Region 2 • January 3 • Gander Mountain • 100 Gander Way • Palm Beach Gardens

Region 3 • NO MEETING • Rusty Pelican • 2425 North Rocky Pointe Drive, Tampa

Region 4 • NO MEETING • Bone Fish Grill • 7830 W Sandlake Rd • Orlando

Region 5 • NO MEETING • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

Region 6 • January 24 • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville

Region 7 • January 24 • Braised Onion • 754 NE 25th Ave • Ocala

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