

FRVTA news

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY

JULY 2018



Soar into the stratosphere when you make your reservation to attend this year's 38th Annual FRVTA State Convention at the tropical Hyatt Regency Coconut Point Resort and Spa in Bonita Springs (just south of Fort Myers), September 6-9.

If you've never been to the FRVTA Convention this is a three-day conference designed to bring fellow industry friends and members together to build leadership, expand knowledge, develop new ideas and share experiences that will help your business become more successful. This is one of the best ways to meet FRVTA members from around the state and country in a casual and comfortable atmosphere.

All our members are welcome including RV Dealers and Manufacturers, Campground owners/operators, Supplier companies, Financial institutions, Insurance firms and Service providers, as well as their spouses and management employees. During this convention we hold the annual meeting and witness the installation of the incoming Board of Directors. Come see why RV's are the New Frontier and get to know your Association.

We have assembled a variety of speakers that will supply you with ideas and information to make your business more effective and profitable. Special functions are planned throughout these three days along with plenty of leisure time for you to enjoy some fun activities or simply lay by the pool. *This industry will continue to move forward and grow because of your participation, so let's BLAST OFF!!!*

Hotel Information

Just south of Fort Myers, is the beautiful Hyatt Regency Coconut Point Resort and Spa in Bonita Springs. This outstanding resort was the site of the 2009 FRVTA State Convention. For those of you who remember, the site's waterfront location, tropical gardens, outstanding facilities and the addition of a brand new waterpark made it a must return in 2018.

Registration Procedure

Complete the Registration Form (www.frvta.org/members/state-convention) in full by indicating the names of all attendees and their participation in the functions as this allows us to plan accordingly for meals and activities. (Changes may be made at a later date, if needed). Children 12 and under will receive alternate kids meals. Full registration fees are required with registration form. If you wish to pay by credit card, contact our state office to obtain a payment form.

NOTE: Many regions provide reimbursement, so check with your region treasurer for their policy.



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IacoNOTES...

While I was listening to the radio the other day, the DJ advertised a free DJ service from a national syndicated radio company. From their website, you can download, play or get a list of songs from the year you graduated high school for a graduation party, or you get lists of any genre of music to play so you can be the emergency DJ at any event.

Never fear! I am here to be your STORMY WEATHER emergency DJ with a list of songs to play as you make your annual hurricane preparations! This list is for strolling down memory lane and to ease the burden of, yes indeed, another Hurricane Season. I found this in our local newspaper.

Which STORMY WEATHER versions do you like best—Etta James or Lena Horne? Allie and I agreed that Etta James was the best. I noticed that Garth Brooks THUNDER ROLLS is missing, so you may want to add this to the list, too.



HURRICANE SEASON PLAYLIST

- "A Hard Rain's A-Gonna Fall," Bob Dylan
- "Against the Wind," Bob Seger & the Silver Bullet Band
- "Ain't No Sunshine," Bill Withers
- "Aquarius/Let The Sunshine In," 5th Dimension
- "Blown Away," Carrie Underwood
- "Can You Stand the Rain," New Edition
- "Can You Stop The Rain," Peabo Bryson
- "Crying In The Rain," Everly Brothers
- "Early Mornin' Rain," Elvis Presley
- "Feels Like Rain," John Hiatt
- "Fire and Rain," James Taylor
- "Gimme Shelter," The Rolling Stones
- "Here Comes that Rainy Day Feeling Again," The Fortunes
- "Here Comes the Rain Again," Eurythmics
- "Higher Ground," Stevie Wonder
- "I Can't Stand the Rain," Tina Turner
- "I Love a Rainy Night," Eddie Rabbitt
- "It Takes A Little Rain," The Oak Ridge Boys
- "Laughter In The Rain," Neil Sedaka
- "Like a Hurricane," Neil Young
- "Purple Rain," Prince & the Revolution
- "Rain," The Beatles
- "Rain In My Heart," Frank Sinatra
- "Rain Is a Good Thing," Luke Bryan
- "Rain Song," Led Zeppelin
- "Raindrops Keep Fallin' on My Head," B.J. Thomas
- "Rainy Day, Dream Away," The Jimi Hendrix Experience
- "Rainy Days and Mondays," The Carpenters
- "Ride Like The Wind," Christopher Cross
- "Riders on the Storm," The Doors
- "Save It For A Rainy Day," Stephen Bishop
- "Set Fire to the Rain," Adele
- "She's Like The Wind," Patrick Swayze
- "Shelter From the Storm," Bob Dylan
- "Singin' in the Rain," Gene Kelly
- "Southern Thunder," Hank Williams Jr.
- "Standing in the Rain," Al Green
- "Storms," Fleetwood Mac
- "Stormy," Santana
- "Stormy Sky," The Kinks
- "Stormy Weather," Etta James
- "Summer Rain," Johnny Rivers
- "Summer Wind," Frank Sinatra
- "Thunder Road," Bruce Springsteen
- "Thunder Rolls" Garth Brooks
- "The Tide is High," Blondie
- "When the Ship Comes In," Bob Dylan
- "Who'll Stop the Rain," Creedence Clearwater Revival
- "Windy," The Association
- "You and Me and Rain on the Roof," The Lovin' Spoonful



I wish you all the best of luck during the Hurricane season and I am looking forward to seeing you all at our 38th Annual Convention September 6-9 at the awesome Hyatt Regency Coconut Point Resort in Bonita Springs. It will be out of this world!

NELDA IACONO
FRVTA PRESIDENT

FRVTA CONVENTION

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REGISTRATION DESK

This is where you'll pick-up your credentials, get all your questions answered and buy some raffle tickets. The desk will be opened the following hours:

Thursday: Noon - 5PM

Friday: 7:30AM - Noon

Saturday: 7:30AM - Noon

HOSPITALITY ROOM

The Hospitality Room is the best place at the convention to make new friends and catch up with old ones. Take pleasure in a complimentary beer, cocktail or soft drink, enjoy snacks and get to know fellow industry members in a laid back atmosphere.

Thursday: 1PM - 5PM;

7:30PM -Midnight

Friday: 1PM - 6PM; 10PM - Midnight

Saturday: 10PM - Midnight

SILENT AUCTION

This is one of the highlights of the FRVTA Convention. Check out numerous fun and useful items and place a bid. Proceeds benefit the Political Action Committee (FRVPC). Doors will close prior to Awards Banquet on Saturday night.

WELCOME RECEPTION:

Thursday 5pm-7pm

Meet the FRVTA staff and fellow members at "THE LAUNCH PAD" Welcome Reception. Enjoy cocktails and hors d'oeuvres in a relaxed and social atmosphere.



Watch as an artist paints unique "Space" paintings using only spray paint and newspaper. This is a must see.

AFTERNOON ACTIVITIES

Friday afternoon is time to relax and take part in a "Sip 'N Paint" adventure great for both adults and kids over 13. You can enjoy the 9-hole Golf Outing, or just unwind at the resort via the many different pools, spa or waterpark.

COSTUME DINNER PARTY:

Friday Evening

We're taking the party OUT OF THIS WORLD this year! The "SPACE ODESSEY" Costume Dinner Party will feature the weirdest aliens, astronauts and space creatures you've ever seen! Food, Drinks, Games and Prizes make this a fun evening.

GAME SHOW LUNCHEON:

Saturday Afternoon

Get ready for more excitement with games and prizes, while enjoying a delicious lunch. Regional Awards will be presented.

AWARDS BANQUET:

Saturday Evening

Join us for a lovely dinner as we wrap up the weekend and announce our new State Officers. The winners of the Silent Auction items will be recognized and raffle winners will be drawn.

SPONSORSHIP OPPORTUNITIES AVAILABLE

The 38th Annual FRVTA State Convention is the perfect opportunity to increase your company's recognition through reaching a targeted audience of RV Dealers, Manufacturers and Suppliers. Sponsorship opportunities and prize donations for both the silent auction and the game show luncheon are now available. For more information or to make a donation, contact the Florida RV Trade Association at (813) 741-0488.




TRAINING NEWS • by Jim Carr, Training Director

RV Industry Launches Major Initiative to Address Technician Training & Improve Service

Here's a major announcement from RVIA concerning a new training initiative that came out of the recent industry meetings held in Washington, D.C. this past June—Jim

This past June, the RV Industry Association (RVIA) Board of Directors approved a comprehensive strategic plan and multi-million-dollar investment to address RV owner satisfaction by creating a supporting foundation, the RV Technical Institute (RVTI), to solve the RV Industry's shortage of trained technicians and to implement metrics to track the RV customer experience.

In making this announcement, the RV Industry Association is taking a leadership role in closely monitoring RV owner satisfaction, driving members and partners to focus on reducing repair event cycle times (RECT), and aggressively working to improve the industry's shortage of trained RV technicians.

Many industries monitor customer service experiences through the RECT metric. RECT is impacted by various factors including but not limited to causes such as lack of parts information, inconsistent part stocking programs, delivery options and technician training. The goal of this project is to position RECT as a key performance indicator for customer service to every segment of the RV industry.

The newly formed RVTI will establish a headquarters and training facility in the Elkhart, Indiana area, where it will implement a comprehensive RECT reduction initiative as well as launch an aggressive recruitment campaign to attract new technicians into the RV industry.

Critical to this plan is the immediate creation of world-class RV technician training curriculum. Curriculum is at the heart of training, credentialing and providing proficient RV technicians to the RV Industry.

The RVTI plan calls for taking the best of the current industry-training curriculum and making significant investment in improving these training offers by utilizing industry subject matter experts in conjunction with professional curriculum developers and technical writers. The new program will feature digital textbooks, PowerPoint decks, video and other modern teaching tools. The curriculum will serve as the framework for instructing new and existing RV technicians. The process of building this new curriculum has already begun.

"In building the plan, we were determined to end

nearly three decades of partially-funded half measures to solve one of the industry's biggest service challenges," said RV Industry Association President Frank Hugelmeyer. "We worked closely with representatives from all key industry stakeholder groups and conducted over six months of thorough data-driven planning to arrive at this point. The strategy calls for an unprecedented investment not just in tech recruitment and training, but in repair event cycle time reduction initiatives beyond technicians. I want to commend the RV Dealers Association (RVDA) for their guidance and involvement in the process, and for their support of this ambitious plan."

"With the industry now selling more than half a million RVs annually, increasing service efficiency across the supply chain is critical," said RVDA President Phil Ingrassia. "This is an ambitious plan that will help provide the support that dealers and RV technicians require to service today's RV products."

"This truly is a watershed moment for the RV Industry, one that illustrates pulling the industry together always creates the best solution to challenges we face," said RV Industry Association Chairman Bob Parish. "By implementing a robust recruiting, marketing and placement plan, the Elkhart area RV technician recruitment and training facility will successfully compete with other technical industry training centers for attracting new talent by

using state-of-the-art technology to deliver world-class educational material in a hands-on training environment. We are heavily investing in technician development and benchmarking our effort against customer satisfaction, the ultimate indicator of success."

"Not only are RVDA and RVIA actively working on a parts improvement initiative, but this new RVTI plan will make critical investments in technical education as well, including RECT performance benchmarks to measure the industry's progress," said RVDA Chairman of the Board Tim Wegge of Burlington RV Superstore in Sturtevant, WI.

By establishing its headquarters in the Elkhart, Indiana area, the heart of the RV Industry, subject matter experts and trainers from RV component suppliers and OEMs will be able to easily provide practical hands-on training to technicians. These newly recruited technicians will attend a tech 'boot camp' at RVTI then be placed at partnering RV dealerships and service facilities all over the country. The facility will also provide training and accreditation for existing RV service technicians.

In addition to its headquarters in Indiana, RVTI will also establish a network of regional training partners that will be accredited to deliver training to existing



TRAINING NEWS

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technicians on a local or regional basis. Current and existing training venues, as well as new training providers, will be asked to partner with RVTI to provide standardized, centrally managed training. Several of the industry's leading providers of current service training have already agreed to join this new standardized training initiative.

By accrediting regional partners to deliver curriculum, RVTI will deliver standardized training to technicians as close to their service center as possible. Following the proof of concept established by the Florida RV Trade Association, the RV Industry Association's TnT Registered Training class, Camping World and other industry leaders, regional partners will conduct hands-on training and assessments that rely on practical assessments of skill and proficiency rather than written tests.

The initial \$10 million-dollar seed fund will set up the RVTI training center and kick-off an aggressive three-year

implementation of technician training accreditation, curriculum and credentialing, delivery, marketing and tech recruiting/placement as well as repair event cycle time reduction.

RVIA will provide the initial \$5 million-dollar investment to establish RVTI. In concert with this investment, Go RVing, the RV Industry's national consumer outreach campaign managed by both RVIA and RVDA, will provide an investment match. As part of this initiative, both the RV Industry Association and RV Dealers Association Boards of Directors approved the Go RVing investment.

RVIA leadership will immediately form a task force to help its efforts to secure the proper location for RVTI, as well as forming a search committee to assist in recruiting an executive director to lead the RVTI enterprise.—RVIA



College is not the only path to success and it's okay to say it.

by Adam Putnam

If we truly want to make Florida first, every Floridian should have the opportunity to find their piece of the American Dream right here in the Sunshine State.

Liberal elites would tell you that this requires a four-year university degree, but it's just not true. Too many of our kids are pressured into college, leaving them with degrees they can't use and bills they can't pay. But with the right skills and training, there are good-paying careers to be had.

Our parents and grandparents – they built this country with their hands and they made a good living doing so. Our next generation should have the same opportunity: to have a hand in building our future and make a good living doing so.

As a state, we'll need 2 million more jobs over the next decade to accommodate Florida's population growth. Of the 100 fastest growing jobs in Florida, more than half of them will require more than a high school diploma, but less than a four-year degree.

We ought to build more boats in the state that's the fishing capital of the world and the state that put the man on the moon ought to be producing the workforce to help the innovative minds on the Space Coast reach Mars. Whether it's building the next generation of Coast Guard cutters or working to restore power across the state after a hurricane, Florida must have the skilled workforce to make that happen. I want those jobs to go to Florida men and women who are interested in working hard, earning good wages, and building a brighter and better Florida.

As Governor of Florida, my number one priority will be to give Florida's students the skills and experience they need to compete in this economy – and win.

Recently, I released my "Florida Jobs First Agenda," which details my plan to modernize career training to include 21st Century skills like coding, advanced manufacturing and health care. I plan to bring businesses to the table in developing curriculum for vocational and technical education so students will learn the skills they'll need for real jobs. And I will build on existing apprenticeship programs so more students can "earn while they learn" a modern-day trade.

But these efforts will have little impact without high quality teachers and instructors ready and willing to pass on their skills to the next generation workforce. We have failed to recognize the value and contributions of teachers who lead vocational and technical training courses. Not once have we as a state awarded a CTE teacher the coveted "Teacher of the Year."

We need to destigmatize vocational and technical training. We need to get back to honoring and respecting experts of a trade. College is not the only path to success and it's okay to say it.

Adam Putnam is a citrus grower and cattle rancher in Bartow. He is Florida's current Commissioner of Agriculture and the leading Republican candidate for Governor.



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

New Federal Law – Two Takeaways for F&I

According to the Identity Theft Resource Center, 2017 had the highest number of data breaches since the center began tracking them in 2005. According to LifeLock, 16.7 million individuals were impacted by identity theft in 2017.

Wallet Hub also conducted a ranking of the worst states in 2017 for identity theft. How did Florida rank? Number 4! (In case you are interested, the top three were California, Rhode Island and the District of Colombia. The lowest ranking of any state was Iowa at 51.)

Based on these grim statistics, it's not surprising that Congress passed a law that requires credit reporting agencies to provide free credit freezes. The new law, Economic Growth, Regulatory Relief and Consumer Protection Act, takes effect on September 21st of this year. At that time Equifax, Experian and TransUnion must set up web pages to allow consumers to request free credit freezes and fraud alerts from anywhere in the country. The law also allows free credit freezes for children under the age of 16.

Other changes include fraud alerts (which tell businesses they should check with you before opening a new account), which have been extended from the current 90-day period to one year and that within one year, credit reporting agencies must offer free electronic credit monitoring to all active duty military.

So, what does this mean for F&I Managers? First and foremost, you must be extra vigilant in complying with the federal Red Flags Rule, which mandates that

financial institutions (including dealerships) take steps and implement policies designed to prevent, detect and mitigate identity theft. It is anticipated that 2018 will be even worse than 2017 in the number of data breaches and identity theft incidents.

Second, with credit freezes being free beginning September 21, it is likely that many more individuals will chose to place a freeze on their credit report. This means that the F&I Manager will not be able to run a credit report on the potential customer unless the customer has the PIN provided to him or her by the credit reporting agency. The PINs for Equifax and Experian are 10-digits long!

Will the customer remember to bring their PINs to your dealership? If not, how much of a delay will there be to close the deal? Perhaps it would be wise to start asking customers as early in the process as possible (through the dealership website, when customers schedule appointments, etc.) if they have a freeze on their credit report, and if so, to be sure to bring their PINs with them. Credit freezes may become the norm.

References:

Identity Theft Resource Center, LifeLock, Wallet Hub, Federal Trade Commission

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.

Allen is 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.

Rental Revenue and Rental Fleets to Grow Again in 2018

The North American RV rental fleet will expand again in 2018, according to a new survey by the RV Rental Association (RVRA). A total of 43 percent of RV dealers and rental agencies surveyed said they planned to expand their fleets, while only 11 percent said they would reduce their rental offerings. Another 44 percent said their rental fleets would be the same size in 2018 as they were in 2017, and three percent said they would either expand their fleets or keep them the same size.

"This segment of the market continues to be a winner for the RV Industry," said Scott Krenek, RVRA Chairman and owner of Krenek RV Super Center in Coloma, MI. "The RV rental market is healthy and growing. That's why so many RVRA members are looking forward to a great summer."

Revenue Fuels Growth

Fueling the growth in RV rental fleets was a rise in rental revenue last year. Nearly three-fourths of those responding to the survey (72 percent) said their rental revenue was

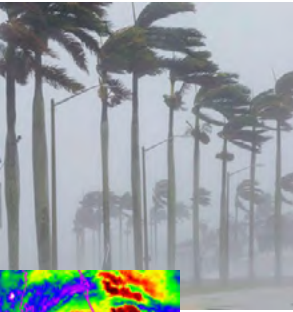
higher in 2017 than in 2016, with 18 percent saying it was up more than 50 percent. Another 47 percent said their rental revenue increased between six and 30 percent in 2017, when compared with 2016.

For the 2018 rental season, 60 percent of the operators completing the survey are expecting higher revenue again this year, while another 21 percent said their rental revenue would be the same as last year.

Larger RVs, as measured by the number of sleeping areas, are the most popular rental units, according to survey respondents. Forty (40) percent of dealers said units with at least four sleeping areas are the most popular, while 27 percent said at least six sleeping areas was the most popular floor plan. Another 24 percent said at least two sleeping areas were the most popular. -RVRA



New Website Will Help Florida Businesses Prepare for Natural Disasters



The Florida Department of Economic Opportunity (DEO) recently announced the launch of a new website, www.FloridaDisaster.biz, to help Florida businesses prepare for and recover from hurricanes and other disasters. By providing critical information before, during and after a disaster, the website will help businesses recover and get Floridians back to work following emergencies.

Features of the new website include:

- A disaster planning toolkit to help businesses prepare for hurricanes and other disasters;
- Critical disaster updates from the State Emergency Operations Center to keep businesses informed during emergencies; and
- A Business Damage Assessment Survey to help businesses get back up and running after an emergency.

Gov. Scott said, “Floridians understand the importance of being prepared for disasters, especially during hurricane season. This new website will help businesses make safe and informed decisions for themselves, their employees and their customers. Every Florida business can visit www.FloridaDisaster.biz, make a disaster plan and stay updated as we move further into hurricane season.”

FloridaDisaster.biz is a partnership between DEO and the Florida Division of Emergency Management. Other partners include the U.S. Department of Commerce, Florida State University’s Center for Disaster Risk Policy, the Florida Chamber of Commerce, the Florida Restaurant and Lodging Association, the Florida Retail Federation, VISIT FLORIDA, the Florida Small Business Development Center Network and others. DEO is the lead agency for the support of business, industry and economic stabilization during a statewide disaster.—*news release*

Decrease in Florida Workers’ Comp Rates

The Florida Office of Insurance Regulation has approved a rate decrease for workers’ compensation insurance. The 1.8% decrease was filed by the National Council on Compensation Insurance (NCCI) in a law-only filing resulting from the effects of the Federal Tax Cuts and Jobs Act.

Florida Chief Financial Officer Jimmy Patronis said, “Reducing insurance costs and financial burdens is great news for our business community. Businesses in Florida support our local communities, create jobs and help our state’s economy. This rate reduction is a much needed insurance cost savings for Florida businesses.”

Florida Insurance Commissioner David Altmaier said, “NCCI has demonstrated through its rate filing that this decrease is an actuarially-sound response to the savings workers’ compensation insurers realized as a result of recent federal legislation.”—*news release*

Rebranded RVIA Launches New Website & Logo

As part of the first day’s events during the recently-held Committee Week, Recreation Vehicle Industry Association (RVIA) President Frank Hugelmeyer announced the organization officially was rebranding itself as the “RV Industry Association,” an initiative that includes a revamped logo and website.



The change is to more clearly and immediately convey to legislators and others that the organization represents the recreational vehicle industry, as opposed to other powersports industries as has sometimes previously happened, explained RVIA’s James Ashurst.

The revamped website is not only reflective of the new branding, Ashurst pointed out, but also is designed to be a better experience for members to access a multitude of news, publications and other information.

One aspect of the newly revamped website is it’s connected to a single database built off the Salesforce Platform, a leading cloud-based Customer Relationship Management software system that allows members a single point of entry and account management.—*RVIA, RVBusiness*

Aqua-Hot Offers Florida Training Courses

Aqua-Hot Heating Systems is offering its certified technician training in two Florida locations this year. [Training sessions take place in Tampa on August 14 and in Lake City on August 15.](#)

The course provides eight hours training credit toward RVDA-RVIA Service Technician Training. Registration is at www.aquahot.com/authorizedservicetraining. The day includes lunch and costs \$200.

Aqua-Hot certified training offers a comprehensive overview on all current products, including hydronic heating principles, and diesel and LP burner design, maintenance, diagnostics and repair. Techs will receive online access to current troubleshooting manuals, an electrode adjustment tool, refractometer for testing ethylene glycol and propylene glycol antifreeze, and a discount on additional tools. A certificate of achievement, Aqua-Hot cap, iron-on technician patch and ID card are mailed to students upon completion.

For more information, call 303-651-5500, email marketing@aquahot.com or visit www.aquahot.com.—*news release*

Alliance Coach Joins REV Rental Program

Alliance Coach RV Sales and Service of Wildwood recently announced it has signed on for the new REV RV rental program. Class A Fleetwood and Class C Holiday Rambler motorhomes are available for short or long-term rental and include the added security of the REV Assist roadside assistance program.



These rental units are separable from other RV rental companies most of which use basic units with no slide outs, TV or other amenities, which are tailored to the number of people using the RV. Units can be fully equipped with all amenities including accessory packages to provide linens, dishes and flatware, etc.

Alliance Coach co-owners, Alan and Judy Shapiro, are happy to launch this new program. "We strive to provide our guests with 'A Better RV Experience' and having rental units on hand will prove to be especially helpful to first-time RVers. Now you can try before you buy."—news release

Lazydays Resort Earns 4th 'TripAdvisor' Award

Lazydays RV announced that their Lazydays RV Resort has earned its fourth consecutive TripAdvisor Certificate of Excellence. According to a release, the achievement spotlights companies that provide a superior customer experience based on TripAdvisor reviews.



If you love RVing—this is home

"TripAdvisor is excited to announce the recipients of the 2018 Certificate of Excellence, which celebrates hospitality businesses that have consistently received strong praise and ratings from travelers," said Heather Leisman, vice president of industry marketing.

"Lazydays RV is extremely proud to be awarded the Trip Advisor Certificate of Excellence award for the fourth consecutive year," said Linda Stephens, vice president and general manager, Lazydays RV accessories, rental and ancillary services. "Lazydays aims to deliver a best-in-class RV destination experience and we appreciate all the RVers who have taken the time to share their feedback."

Located just outside Tampa, the Lazydays RV Resort is adjacent to the dealership and encompasses 300 paved sites. Together, the resort and dealership span 126 tree-covered acres off Interstate 4, just one exit from Interstate 75.—news release

Newmar Honors Florida Dealers



Newmar Corp. recently recognized several dealerships as leaders in sales, service and delivery for 2017 at their recent Dealer Awards festivities at the Gaylord Texan Resort Hotel & Convention Center in Grapevine, Texas. Congratulations to the Florida-based dealers honored:

TOP 10 SALES AWARDS: *Independence RV Sales*, Winter Garden • *North Trail RV Center*, Fort Myers • *RV One*, Dover

2017 NEWMAR DELIVERY EXCELLENCE: *Dick Gore RV World*, Jacksonville

2017 NEWMAR SERVICE EXCELLENCE: *North Trail RV Center*, Fort Myers

2017 NEWMAR SERVICE EXCELLENCE & DELIVERY EXCELLENCE: *Independence RV Sales*, Winter Garden

RVC Outdoor Destinations Names new President

RVC Outdoor Destinations, recently announced the appointment of Lloyd Lauland as its new President. Andy Cates will continue his role as Chief Executive Officer and General Partner. Yale Spina will continue in his operations role during this transition and will shift his focus to business development as he supports RVC's efforts to add more resorts to its existing portfolio of outdoor destinations.



"We're thrilled to have Lloyd join our strong team and are making the investments in people and properties necessary to significantly grow RVC," said RVC CEO Andy Cates. "Lloyd brings a remarkable hospitality background, operating expertise, high integrity and passion for the outdoors, and he's hit the ground sprinting."

With over 30 years of experience in the hospitality industry, Lauland has extensive experience leading, evaluating and improving key strategies to scale hospitality services and positively transform customer engagement.

"I'm excited to join RVC Outdoor Destinations at this pivotal point in the company's history and look forward to being part of its very exciting future," Lauland said.

The RVC Outdoor Destinations portfolio of Florida properties includes: *Carrabelle Beach RV Resort* in Carrabelle, *Carrabelle Boat Club* in Carrabelle and *Live Oak Landing* in Freeport.—news release



FRVTA State Elections Set for September

It's Your Chance to Make a Difference!

The annual election of FRVTA State Officers will take place at the State Convention (September 6-9 at the tropical Hyatt Regency Coconut Point Resort and Spa in Bonita Springs, just south of Fort Myers) in accordance with the FRVTA By-Laws.

The Nominating Committee would like to hear from any qualified candidate. Members interested in running for state office should contact the Nominating Committee Chairman, **Nelda Iacono**, at (239) 693-8200, x-219 or the FRVTA State Office.

ARTICLE VI SECTION III

VOTING: Voting on all questions or issues submitted to a vote of the members, shall be done in such a manner as is determined by the person presiding at the meeting, or by a majority vote of the members. In connection with any secret ballot vote, the person presiding at the meeting where the vote is to be taken shall appoint two tellers to distribute, collect and count the ballots.

SECTION IV

PROXIES AND ABSENTEE BALLOTS: There shall be no voting by proxy at any meeting of the FRVTA. Absentee ballots may be cast for the election of State Officers, which will be held at the Annual General Membership Meeting or Convention. It will be the responsibility of the Chairman of the Nominating Committee to see that absentee ballots containing the nominations for all officers are mailed to all voting members who have provided written notice that they will not attend the General Meeting.

All absentee ballots must be returned to the Chairman of the Nominating Committee in adequate time to allow

the sealed votes to be presented to the teller prior to the voting at the General Meeting.

ARTICLE VII SECTION II

ELECTION AND TERM OF OFFICE: All officers of the State shall be elected by a majority vote of the members present at the Annual Meeting except where previously noted. All officers will be elected to serve a one-year term of office. Any officer can be nominated for an additional term of office with no more than two (2) consecutive years being served in any one office. No member shall serve in the State Office of President, Vice President, Treasurer or Secretary unless they previously have served on the Board of Directors for a minimum of one year. Only an owner, corporate officer, sole proprietorship or its assigned designee is eligible to run for State Office.



FRVTA State Officers: (l to r) **ROB ROTHENHAUSLER**; Chairman of the Board, **NELDA IACONO**; President, **CHRIS MORSE**; Vice President, **ROB COCHRAN**; Treasurer, **BRIAN COPLEY**; Secretary,

MEETING DATES



Region 1 • NO MEETING

Region 2 • NO MEETING

Region 3 • NO MEETING

Region 4 • July 11 • Tony Roma's • 8560 International Dr • Orlando

Region 5 • July 17 • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

Region 6 • July 17 • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville

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

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

2019 Advertising Opportunities

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.

- FRVTA Member Listing by Region: Name, Address, Phone, Website or E-mail Address
- All Advertisers have "See our ad on page XX" in Member Listing
- State and Regional Maps
- Informative RV Lifestyle Stories & Photography
- Show Schedule and Much More
- A "Keeper" for the RV Enthusiast as well as the First-Time Buyer



Circulation: 120,000+
Total Audience: 240,000+

Interstate distribution of the RVer's 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!

- Pull-out Show Map identifies participating Manufacturers making it easy for consumers to navigate their way through the Show
- Listing by Manufacturer and product brands
- Listing of Supplier participants including product type and location
- Editorial features "NEW PRODUCTS," many being seen for the first time
- Articles and points of interest - locally and throughout the State... making the publication "A Year-Round Keeper" magazine!

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.



SOCIAL FOLLOWING:
6,750+

Avg. Unique Monthly Users: 26,540
Avg. Monthly Page Views: 88,751

For additional information or to reserve your advertising space, contact Deanna Pearce directly at **(863) 318-0193** or by email at **dlpearce7@gmail.com**