

FRVTA News



JULY 2019

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY



*Welcome to the jungle we've got fun and games!!
Attend this year's 39th Annual FRVTA State
Convention at the tropical Wyndham Grand
Orlando Resort Bonnet Creek in Orlando,
September 5-7.*



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 "It's An RV Jungle Out There" 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 SAFARI ON!!!*

HOTEL INFORMATION

In the heart of the Orlando theme-park area sits the beautiful Wyndham Grand Orlando Resort Bonnet Creek. From the picturesque landscape of Bonnet Creek to the tranquility of the Blue Harmony Spa to the magical adventures of the Walt Disney World Resort, this upscale resort hotel delivers unforgettable moments that will make you smile for a lifetime.

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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PRESIDENT'S MESSAGE...

Hugelmeyer Out, Kirby In— Where Does It Go from Here?

RVIA President Frank Hugelmeyer announced his resignation this past May to take his “dream job” as president of the National Marine Manufacturers Association. Many of us got introduced to Mr. Hugelmeyer when he first spoke at an earlier FRVTA state convention.

It was clear he brought a different perspective and energy to the job, and I was certainly encouraged by his comments. Now that I can step back and look at what has transpired over the last four years, I would have to say that he was a positive for the RV Industry despite a few question marks that only time will answer.

The industry has certainly transformed in the last few years, more than anytime in the Association's history. During this period, we saw RV sales rise to unprecedented levels; the Elkhart Open House gained momentum, Louisville lost momentum (and disappeared); manufacturers consolidated, dealers consolidated, suppliers consolidated; and the need for technicians increased exponentially. Certainly not easy waters for anyone to navigate (yes, pun intended!).

From my angle, I think Frank did a great job of building relationships, being innovative and bringing RVIA into the digital age. I don't believe RVX was exactly the answer they were looking for, but I applaud the effort to try some “out-of-the-box” thinking. Certainly there were some positives and a few lessons learned from this recent Salt Lake City event.

Craig Kirby now steps in as the interim president and his first remarks were about keeping the momentum going and maintaining industry unity. Kirby is certainly no stranger to RVIA as he's been there since '94. He's seen the highs and lows of this industry and certainly has the experience to keep us moving in the right direction, short-term or long-term if needed.

I also believe industry unity will be one of the biggest challenges moving forward. It will require a greater emphasis as we see more international business and increased private equity activity in our industry. I also believe that government relations will continue to play an important role moving forward and RVIA has made much progress in that arena.

The forecast for the RV Industry is positive for 2020 as a slight increase is predicted and the economy remains stable. If there must be a change in the leadership at RVIA then there's probably no better time for that to happen.

My hope is that the initiatives for Go RVing, the RVTI (Technical Institute) and the progress with government affairs do not take a backwards slide during this transition period. The core group at RVIA has been together for many years, so I'm hopeful progress will continue moving in the right direction.

Till next time,

ROB COCHRAN

FRVTA State President



FRVTA CONVENTION

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 open 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 "Welcome to the Jungle" Reception. Enjoy cocktails and hors d'oeuvres in a relaxed and social atmosphere.

Be sure to bring your phones/cameras



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as you never know what kind of "jungle animals" might show up!

AFTERNOON ACTIVITIES

Friday afternoon is time to relax and take part in the "Serengeti Paint 'N Sip" adventure great for both adults and kids over 13. You can enjoy the "Monkeying Around" 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 INTO THE WILDERNESS this year! The "JUNGLE BOOGIE" Costume Dinner Party will feature the weirdest animals, hunters, wildlife and the wildest jungle 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 the "Grab a Tiger by the Tail" gameshow luncheon. Cash and prizes could be yours during this 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 at the "King of the Jungle" Banquet. The winners of the Silent Auction items will be recognized and raffle winners will be drawn.

SPONSORSHIP OPPORTUNITIES AVAILABLE



The 39th 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

Distance Learning Network Update

Greetings everyone. I hope the summer season is being kind to you and without the Snowbirds you're quieting down a bit—not too much—but a bit is good! I have a few items relevant to your duties in the training area:

LP Gas News: I wish I had some great revelation about solving the on-going LP Qualifier testing dilemma and the never-ending questions about LP Licenses, We are still in discussion and consultation with the LP Division of the Department of Agriculture airing as clearly as we can the issues I receive from the field and recommendations on how to solve them. Clearly, we need more testing venues, more testing dates and better information flow from Tallahassee to solve these problems. *As of now, FRVTA has made the following recommendations:*

1. **Consider a new LP License Category for the RV Industry.** Revise the language formerly contained in the 605 and 407 licenses. ACTION: *This will take a legislative amendment of the current LP legislation passed in 2016 to identify a new Category for the RV Industry. Being considered for the 2020 Legislative agenda.*
2. **Increase venues and times of LP Qualifier Testing.** Use the State College System test centers for all LP Qualifier Testing. ACTION: *Recommended to Dept. of Agriculture, LP Division. They currently are exploring the possibility.*
3. **Add License Renewal CEU Training to include all RV LP curriculum contained in the FRVTA Distance Learning Network training program.** ACTION: *Will add this stipulation to legislation proposal (#1 above) and submit to LP Division, Dept. of Agriculture for addition to their list of approved providers.*

We will keep you informed as the above three items are finalized and/or acted upon. If you have any further recommendations or input on this matter, please send them to me as soon as possible at jim.carr@fgc.edu. Thank you for your continued support and we look forward to hearing from you and solving what many consider the LP License mess.



Ingrassia: Outdoor Rec Posts Key Legislative Wins

Editor's Note: The following column by Recreation Vehicle Dealers Association (RVDA) President Phil Ingrassia details the strides made through various organizations to champion legislation beneficial to outdoor-related industries. This article appeared in a recent issue of RV Executive Today.

As we move into summer, outdoor recreation has scored some significant victories in Congress and with the Trump administration so far in 2019.

National Resources Management Act

The Outdoor Recreation Roundtable (ORR) — the nation's leading coalition of outdoor recreation trade associations which includes RVDA, RVIA, ARVC and other allied outdoor organizations — is a strong supporter of the Natural Resources Management Act, which was passed by Congress and signed by President Trump in March.

This bipartisan legislation not only protects public lands and waters, it also delivers needed reforms to enhance visitor experiences in the great outdoors. It includes reauthorization of the Land and Water Conservation Fund, the Yellowstone Gateway Protection Act, Every Kid Outdoors Act, 21st Century Conservation Service Corps Act, and much more. This is a major step forward to improving recreation access and infrastructure, including roads and campgrounds on public lands.

Public Access on Bureau of Land Management Property

Also in March, the U.S. Department of the Interior released a Secretarial Order to help prevent the sale of public lands important to outdoor recreation, while ensuring that public access is a key consideration in land exchanges.

Secretarial Order 3373, "Evaluating Public Access in BLM Land Disposals and Exchanges," prioritizes recreation and access when Bureau of Land Management (BLM) parcels are being considered for disposal, exchange and acquisition under the Federal Land Policy and Management Act (FLPMA).

What this means is that more public lands with recreation assets will remain public and new areas will be identified for recreation access. This is especially important in rural areas, where BLM has vast public lands under its control. Access to these areas is not only important to recreation but also has a major impact on jobs and local economies.

More Work Ahead

There's more to do on issues like the \$18.62 billion combined deferred maintenance and repair backlog of the major federal land management agencies, modernizing infrastructure including campgrounds and a host of other issues. ORR is working with Congressional leaders and federal agencies to advance the outdoor recreation agenda, and 2019 is off to a strong start.



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

Developing Your Safeguards Rule Plan

In the last article presented in the June issue of FRVTA News, I discussed the requirements for each dealership to develop written Safeguards Rule and Red Flags Rule plans. This article will cover some of the requirements for the Safeguards Rule Plan.

The Safeguards Rule requires dealerships to assess and address the risks to customer information in all areas of your dealership, including three areas that are particularly important to information security: **Employee Management and Training; Information Systems; and Detecting and Managing System Failures.**

As part of your plan, your dealership must:

- Designate one or more employees to coordinate your information security program;
- Identify and assess the risks to customer information in each relevant area of your dealership's operation, and evaluate the effectiveness of the current safeguards for controlling these risks;
- Design and implement a safeguards program, and regularly monitor and test it;
- Select service providers that can maintain appropriate safeguards, make sure your contract requires them to maintain safeguards, and oversee their handling of customer information; and
- Evaluate and adjust the program in light of relevant circumstances, including changes in the dealership's business or operations, or the results of security testing and monitoring.

Employee Management and Training

The success of your information security plan depends largely on the employees who implement it. Consider:

- Checking references or doing background checks before hiring employees who will have access to customer information.
- Asking every new employee to sign an agreement to follow your company's confidentiality and security standards for handling customer information.
- Limiting access to customer information to employees who have a business reason to see it.
- Controlling access to sensitive information by requiring employees to use "strong" passwords that must be changed on a regular basis.
- Using password-activated screen savers to lock employee computers after a period of inactivity. (This is very important. I have found a great deal of customer information on sales and F&I staff's computer screens after they stepped away.)
- Developing policies for appropriate use and protection of laptops, PDAs, cell phones, etc.

- Training employees to take basic steps to maintain the security, confidentiality, and integrity of customer information.
- Regularly reminding all employees of your dealership's policy—and the legal requirement—to keep customer information secure and confidential.
- Imposing disciplinary measures for security policy violations.
- Preventing terminated employees from accessing customer information.

Information Systems

Information systems include network and software design, and information processing, storage, transmission, retrieval and disposal. Examples include:

- Knowing where sensitive customer information is stored and store it securely. Make sure only authorized employees have access.
- Taking steps to ensure the secure transmission of customer information
- Disposing of customer information in a secure way and, where applicable, consistent with the FTC's [Disposal Rule](#).

Detecting and Managing System Failures

Effective security management requires your company to deter, detect and defend against security breaches. That means taking reasonable steps to prevent attacks, quickly diagnosing a security incident and having a plan in place for responding effectively. Consider:

- Maintaining up-to-date and appropriate programs and controls to prevent unauthorized access to customer information
- Using appropriate oversight or audit procedures to detect the improper disclosure or theft of customer information.
- Taking steps to preserve the security, confidentiality and integrity of customer information in the event of a breach.

The above is a partial list of what must be included in your plan. For more complete information, go to the Federal Trade Commission website at <https://www.ftc.gov/tips-advice/business-center/guidance/financial-institutions-customer-information-complying>

NOTE: This article is not intended to provide legal or financial advice. It is for informational purposes only. Please consult your attorney if you have any questions requiring legal advice.

S. Allen Monello, D.P.A. is the Managing Member of the Automotive Industry Center for Excellence, LLC. Allen provides compliance consulting and training services to dealerships and is certified as a "Consumer Credit Compliance Professional" by the National Automotive Finance Association. He can be reached by email at Allen@TheAICE.com or by phone at (727) 623-9075. You may visit his website at www.TheAICE.com.



SERVICE WORKS • by DON TIPTON, DTC Retail Consulting

Is your Service Department a “Field of Dreams” or “Poltergeist”?

Editor's Note: This is the first of a two-part article that provides tips and insights to make your Service Department as efficient and profitable as possible. Part 2 of this interesting article will be presented in the August 2019 issue of FRVTA News.

In the movie Field of Dreams the famous line was, “build it and he will come.” I’ll change that around a little to better fit my application to... “build it and they (the customers) will come.” While I consider this to be an accurate assessment of the available service work out there, I believe the movie Poltergeist has a more appropriate line to describe the current situation most of you are probably in... “they’re here.” They are already here!

I may be going out on a limb here, but I’m guessing that most of you reading this would have very little problem filling additional service bays with work if you had them (and technicians) available. I see this pent-up demand for service work as the single largest area of opportunity to increase service revenue and even pick up some new customers along the way. I did not say it was the easiest to address.

There are other areas of the Service Department that can yield some significant returns if paid attention to and addressed with good processes and training. These areas of “low hanging fruit” that I am referring to are quite often easier and quicker to fix, and should be addressed before going after additional service business. Generally the low hanging fruit in the Service Department are:

- Increasing Billed Hours
- \$\$\$ per Customer Repair Order
- Improving the Effective Labor Rate
- Reducing non-productive time (improving efficiency)
- New/Used unit prep turn-around time

The backlog of service work is not only unrealized revenue, but it may be a **significant** problem brewing for the future of the sales department and the entire store. If customers that bought units from you are not able to get into your Service Department to have their concerns taken care of within a reasonable time period, many will consider purchasing somewhere else in the future. The Sales-to-Service, Service-to-Sales cycle is broken!

Unfortunately it is much easier for a customer to disconnect from your store than to have them reconnect and become a loyal customer once again. A high performance Sales Department creates a lot of pressure on the Service Department to have units prepped and ready for a delivery deadline. The customer pay-and-warranty work usually gets “squeezed” out and pushed further out on the appointment schedule with many shops scheduling work as far out as six to eight weeks or more.

So what are the options to go after this work and shorten the appointment schedule and generate additional income? I will outline nine in this contribution, some easy and some not so easy.

1. Add apprentice technicians to partner with and be mentored by your experienced technicians. Some of these young recruits can come from trade schools or as a referral by an employee already on staff. At some point these individuals should be able to perform basic services such as winterize, de-winterize, wheel

bearing packs, preps, roof inspections, accessory installation, etc. These apprentices will be an additional expense initially, but as they become partially productive they can help pay for themselves. Creative technician/apprentice pay plans can be developed to reduce or even eliminate any additional expense or increase in the cost of sale.

Pay example:

INITIAL COST OF SALE

- Technician \$20.00 per billed hour X 40.0 billed hours = \$800.00
- Apprentice \$10.00 per clock hour X 40.0 clock hours = \$400.00
- Effective cost per hour \$1,200.00 paid out for 40.0 billed hours equals \$30.00 per billed hour produced

ADVANCED “POOLED-PAY” COST OF SALE

- Technician “new rate” \$25.00 per billed hour X 60.0 billed hours X 60% of “pool” = \$900.00
- Apprentice “new rate” \$17.00 per billed hour X 60.0 billed hours X 40% of “pool” = \$408.00
- Effective cost per hour \$1,308.00 paid out for 60.0 billed hours equals \$21.80 per billed hour produced*

* This example assumes the Technician/Apprentice will produce additional hours after an initial trial period.

2. Take a close look at your scheduling priorities. Maybe those large structural jobs should be put off for a slower season to accommodate many smaller jobs that can be turned over quicker. Those small customer pay jobs can improve your effective labor rate, billed hours, gross profit, cash flow and customer experience. Do you have an established scheduling priority for your shop? If not, create one and follow it. Of course, there will always be exceptions, just monitor them. Here is an example of what a scheduling priority would look like:

- Units sold within the last month
- Units sold within the last three months
- Units sold within the last six months
- Units sold within the last year
- Units sold by this dealership
- Other customer pay work, regardless where sold
- Other warranty work?

3. Should shop space (stalls/bays) be an issue, consider a second shift. Most shops are “dark” two-thirds of the 24 hour day, five days a week. Even more so on weekends. This second shift could be setup as 4 – 10 hour days, Monday thru Thursday and maybe only to perform preps, which require less supervision, parts support and technician skill. Should a second shift not be a good option right now, how about extending the shop hours, days worked and limit the time off during your peak selling season. Consider a bonus or incentive plan for your technicians putting in extra time that could be reserved and paid out during the slower service season.

Don Tipton is president of DTC Retail Consulting based in Jacksonville Beach. He is a Speaker, Trainer & Consultant with 35 years of RV and Automotive experience. Don has conducted training workshops for many state and local associations and is often an invited speaker for 20-groups. Call him at 803-917-9991 or visit www.dcretailconsulting.com.



Slight Uptick in Shipments Expected in 2020

Following a sluggish start for RV wholesale shipments through the first third of the year, retail deliveries are expected to have a slow recovery for the remainder of 2019 and persist until 2020.

RV RoadSigns recently reported that RV shipments are projected to total 416,300 units in 2019, down 13.9% from the 2018 yearend total of 483,700 units, before gaining 2.4% to 426,700 units in 2020, according a RV RoadSigns' special 2020 industry forecast from Richard Curtin, director of the survey of consumers at the University of Michigan.

Those annual totals would rank as the fourth and fifth highest in the last 40 years, trailing only the totals from the previous three-year period that saw the RV Industry reach an all-time high.

Shipments of conventional travel trailers are expected to account for the largest share of the anticipated gains, while shipments of all types of motorhomes are expected to be largely

unchanged in 2020 from 2018. Towable RVs are projected to reach 365,200 units in 2019 and 375,700 units in 2020. Motorhomes are forecasted at 51,100 units in 2019 and 51,000 in 2020.

Curtin said RV shipments will benefit from renewed growth in wages and employment, low inflation and interest rates and gains in household wealth through the remainder of 2019.

“Heightened concerns about the state of the economy early in the first quarter have been replaced by renewed optimism as wages and employment posted significant increases, unemployment fell to a half-century low and stocks rebounded to new record peaks,” detailed Curtin.

The longtime RV industry researcher believes the right quality and mix of RV products is crucial for attracting and keeping Millennials as well as repeat Baby Boomer buyers. If that mix is found, he said, RV sales will continue to benefit from demographic trends.

The number of consumers between the ages of 55 and 74 – always a sweet spot for the RV Industry with their love of traditional and large units – will total 79 million by 2025, 15% higher than in 2015, and the number between age 30 and 45 – who favor smaller, high-tech trailers as part of their embrace of the RV Lifestyle – will total 72 million by 2025, 13% higher than in 2015. –RVIA

RVs Move America Study Shows Total US Economic Impact of \$114 Billion

The new *RVs Move America Economic Impact Study*, released at the recent annual meeting of the RV Industry Association, revealed that the RV Industry had an overall economic impact to the US economy of \$114 billion, supporting nearly 600,000 jobs, contributing more than \$32 billion in wages and paying over \$12 billion in federal, state and local taxes. Garry Enyart, chairman, RV Industry Association and Director, Mobile Generator Sales & Coach Care at Onan/Cummins made the announcement.



“What the study reveals is that RVs are not just the familiar highway scene of an American summer,” said Mr. Enyart. “Indeed, RVs are the heart of an industry that has become an American juggernaut, a business that has tripled in size since the Great Recession of 2009.”

The \$114 billion total annual RV industry economic impact includes:

- \$68 billion generated by RV manufacturers and suppliers;
- \$25.6 billion by RV campgrounds and related travel; and
- \$20.1 billion by RV sales and service activities.

In 2018, 482,389 RVs were made in the US, with towable vehicles accounting for 88% of shipments to dealers and motorized vehicles the other 12%.

The 25 million Americans who go RVing each year contribute not only generally to the US economy, but specifically to the outdoor recreation economy, which according to the US Department of Commerce’s Bureau of Economic Analysis represents 2.2% of the US Gross Domestic Product. Camping and hiking, and even boating and fishing, are often not just activities in themselves, but start and end with a destination reached in an RV.

The *RVs Move America Economic Impact Study* includes all companies involved in the manufacture, sale, rental, repair, storage and service of recreation vehicles, as well as the aftermarket industry and the financing and insurance of RV purchases and the economic impact of recreation vehicle travel.

The economic impact of each state and congressional district can be found at www.RVsMoveAmerica.org. –RVIA

Lazydays Announces Alliance Coach Buyout

Lazydays Holdings Inc. recently announced that a letter of intent has been signed to acquire Alliance Coach Inc. based in Ocala. Alliance Coach offers a variety of brands including Thor, Forest River, Holiday Rambler, Renegade and Vanleigh. The Alliance Coach dealership also has a strong service presence that will enhance Lazydays' operations in Florida.



"We are extremely pleased to announce the planned acquisition of Alliance Coach as we continue to execute our geographic expansion strategy" stated William P. Murnane, chairman and CEO of Lazydays. "Alliance is strategically located near the intersection of I-75 and the Florida Turnpike and will give us excellent access to the rapidly growing Ocala and Orlando markets, including The Villages, a popular and fast growing active adult community.

"We are honored that Judy Shapiro has entrusted Lazydays to carry on with the wonderful dealership and outstanding team of employees she built with her late husband Alan. We are thrilled to have Alliance Coach become part of the Lazydays family of dealerships."

The acquisition is expected to be finalized in approximately 60 days. Upon closing, Alliance Coach will be rebranded as Lazydays RV of Central Florida. Lazydays currently operates six dealerships in Florida, Colorado, Arizona, Minnesota and Tennessee.—news release

Campers Inn Acquires Dick Gore RV

Campers Inn RV recently announced it has acquired Dick Gore's RV World, which includes RV dealerships in Jacksonville, St. Augustine and Richmond Hill, Ga. The dealerships will remain open as they transition into the Campers Inn RV organization.



"We are extremely enthusiastic to welcome Dick Gore's customers and team to the Campers Inn RV family both here in Northeast Florida and Southeast Georgia" said Ben Hirsch, chief operating officer for Campers Inn RV in a press release. "This acquisition, when combined with our existing store in Jacksonville, now makes Campers Inn RV the largest RV dealer in the Jacksonville market in service capacity, selection of RVs and number of convenient locations."

"I'm happy that in this new venture the staff of Dick Gore's RV World will continue to serve the needs of our customers in the North Florida/Georgia area," said President and CEO of Dick Gore's RV World, Richard R. Gore. "Dick Gore's RV World has been a family business since our founding in 1984. With the help of an outstanding team, we built a reputation that our customers trusted. We are confident that Campers Inn RV will provide the superior service and great care our customers have come to expect."

With this acquisition, Campers Inn RV now has six locations in Northeast and Central Florida, four locations in Georgia and an expanded network of 26 locations nationwide.—news release



FRVTA Region 6 Assists Injured Sheriff Deputies

FRVTA Region 6 recently presented injured Jacksonville Sheriff Officers Chris Rouselle and Josh Wiggins with checks of \$5000 each. Both officers were injured during a car jacking that turned into a car chase and ended with the subject apprehended and both officers injured. Region 6 President Ken Loyd said "These are the individuals who put their lives on the line each day for us to be safe in our communities and we were honored to be able to be with them and support them."

Lazydays Foundation Golf Tourney Raises \$130,000

The Lazydays Employee Foundation recently announced that the 2019 Lazydays Employee Foundation Golf Tournament raised over \$130,000 to support at-risk youth in the Tampa Bay area. According to a news release, proceeds will fund a variety of programs designed to empower local children with educational and life-changing opportunities.

Similar to previous years, all 36 team slots sold out for this 9th annual event, which took place this past May at the River Hills Country Club in Valrico. Major partners included Bank of America, returning for the eighth consecutive year, and Greenberg Traurig LLP and M&T Bank.

To kick-off the fundraising event, sponsors and golfers participated in a web-based silent auction. Tournament golfers played 18 holes and competed in putting contests, longest drive and closest-to-the-pin challenges, and hole-in-one shootouts with a Winnebago Intent motorhome as the top prize. An awards luncheon was held immediately following the tournament.

"We graciously thank the many sponsors, vendors, manufacturers, players and volunteers who make this event possible," said Joe Myers, president of the Lazydays Employee Foundation. "Their contributions, together with ongoing Lazydays employee donations, enable us to instill hope, inspire dreams and improve children's lives."

The 10th Annual Lazydays Employee Foundation Golf Tournament is tentatively scheduled for May 8, 2020.—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 5-7) at the beautiful Wyndham Grand Orlando Resort Bonet Creek in Orlando in accordance with 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.



(l to r) JOEY SCHNEIDER, Secretary; BRIAN COPLEY, Vice President; NELDA IACONO, Chairman of the Board; ROB COCHRAN, President; and TOM WEGGE, Treasurer

MEETING DATES



- Region 1 • No Meeting until October • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda*
- Region 2 • No Meeting • PGA National Resort • Palm Terrace Room, 400 Ave 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 • July 10 • Tuscany Italian Bistro • 36178 Emerald Pkwy • Destin*
- Region 6 • July 16 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville*
- Region 7 • July 23 • Braised Onion • 754 NE 25th Ave • Ocala*

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

RVers GUIDE TO FLORIDA

Our annual membership directory showcases seven Florida regions and one out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members.

All advertising members can have a FREE logo added to their member listing when a full-page ad is purchased. Advertisers purchasing smaller ads can have their logo listed as well for a nominal fee which increases visibility while providing consumers with your logo recognition. The publication is available to consumers at regional RV Shows, Member businesses and mail, email or website request plus 'rack' locations statewide.

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

Interstate distribution of the RVers Guide to Florida currently includes twenty-four (24) racks at Rest Area locations on I-10, I-75, I-95 and I-4. Three (3) Official Visit Florida Welcome Centers, six (6) Turnpike Service Plaza locations, two (2) Tourist Information Centers and thirty-one (31) Pilot Flying J Travel Centers in Florida and South Georgia.

RV SUPERSHOW PROGRAM

Celebrating its 35th 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 "points of interest" throughout the state making the publication "A Year-Round Keeper" magazine. Get your message in the hands of thousands of qualified RV buyers!

Circulation: 35,000+
(at both show entrances)
Total Audience: 74,000+

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. Tile advertising is offered on the Home, SuperShow, RV Shows and Blog pages. The cost ranges from \$250 to \$700, depending on the contract term. We have added a rate for FRVTA members that only want to advertise on the website.

Avg. Unique Monthly Users: 25,500
Avg. Monthly Page Views: 82,000+



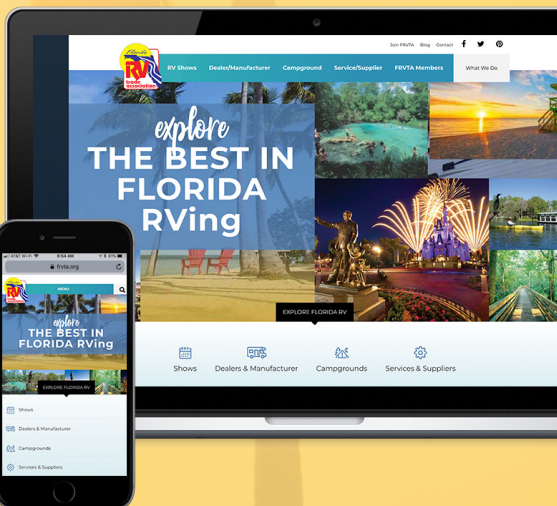
**SOCIAL FOLLOWING:
7,250+**

Source - Google Analytics, 3/31/19



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

ADVERTISING Opportunities



CLICK HERE TO DOWNLOAD OUR MEDIA KIT FOR SPECS & RATES