



# FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY

*Soar into the stratosphere when you make your reservation to attend this year's 37th Annual FRVTA Convention at the beautiful Sawgrass Marriott Golf Resort & Spa in Ponte Vedra Beach (just south of Jacksonville), September 7-10.*



## RVs THE NEW FRONTIER

FRVTA STATE CONVENTION

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 institutes, 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 Jacksonville lies a beautiful oasis, Ponte Vedra Beach! Home to the infamous TPC Golf Course at Sawgrass, this area of Florida is a must see. The Sawgrass Marriott Golf Resort and Spa was the site of the 2008 FRVTA State Convention and its beauty, setting and amenities made it a must return in 2017. The newly renovated Sawgrass Marriott Golf Resort & Spa provides guests all the elements for a winning stay. Accommodations range from newly refreshed guest rooms, to Premium Service Wing rooms and suites and spacious Villas with kitchenettes and patios, located in two-story buildings clustered around scenic lagoons.



### Registration Procedure

Complete the Registration Form 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, check with your region treasurer for their policy.*





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## IacoNOTES...

### *Please Be Prepared!*

*With the recent change in hurricane predictions and after talking to employees and friends, I noticed complacency toward preparing for the season after many years of little activity that affected Florida.*

*With this in mind, I sought an informative statement about the storm season, which officially started on June 1 and runs until November 30. A business associate, Dan Ricker of Insurance Office of America, suggested this article. Many of these suggestions are applicable to your businesses.*

*BE SAFE out there!*

**NELDA IACONO**  
FRVTA PRESIDENT

### *The 2017-2018 Hurricane Season began this past June 1. Are you prepared?*

The destruction of a hurricane can devastate a community. Being prepared for a destructive storm is critical.

It's never too early to get prepared for a hurricane. Professor David Dilley of Global Weather Oscillations predicts we will see six named storms make US landfall this season. Professor Dilley predicts four of these storms will be hurricanes. This prediction shows the 2017-2018 storm season being the most dangerous season since 2005. For reference, Professor Dilley has been the most accurate hurricane forecaster for the last nine years running, with an 87% accuracy rate.

It's a great idea to create a storm preparedness kit before a storm is on the radar. If you wait until the last minute, trips to the store in the days before a hurricane can be frustrating with lack of supplies and general chaos.

### *Here's a short list of suggested supplies to help prepare you in the event of a hurricane:*

- AC to DC power converter
- Batteries (variety of sizes as needed)
- Battery-operated radio
- Cash, as ATMs and banks may not be able to operate without power
- Cell phone charger (both wall plug in and fully charged portable power cells)
- Copies of important documents (IDs, birth certificates, medical records) – it can be helpful to download these to your email beforehand in case your electronics get damaged
- Drinking water (enough for 72 hours PER person)
- Emergency contact numbers for loved ones
- First aid kit
- Insurance policies, your agent's number and claims numbers
- LED flashlights are preferred for their long lasting battery life
- Map of shelters in the area in case of evacuations
- Mosquito repellent
- Non-electric can opener
- Non-electric entertainment (board games, books, etc.)
- Non-perishable foods (72 hour supply PER person)
- Non-prescription and a supply of prescription drugs

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## 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. Unique "Space" paintings will be made by an artist using only spray paint and newspaper. This is a must see.

### AFTERNOON ACTIVITIES

Friday afternoon is time to relax and take part in the St. Augustine Tour or the Golf Outing, or just enjoy time around the resort to use the pool, spa and just relax.

### 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.

## PRESIDENT'S MESSAGE...Hurricane Preparation

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- One complete change of clothing per person
- Paper cups, plates and plastic utensils
- Pet supplies (72 hour supply PER pet)
- Specialty supplies for infants such as formula, diapers, food etc (72 hour supply PER infant)
- Water for sanitation use.

Besides supplies, it's important to make sure your family has a plan. Develop a disaster plan and make sure all of your family members have access to it in case of an emergency. Important things to include are an evacuation route and a list of the closest shelters.

If you have pets, you want to make sure you have a disaster plan that takes them into account. Take photos and document your valuables in case of an evacuation, but do not try to take large items with you if you're evacuating to a shelter.

You'll also want to make sure you have a full tank of gas, all of your fluids are full and that your tire treads are sufficient for road use. Try to find a large storage building to store your RV during a storm. This is something you'll want to arrange in advance. When winds are above 40 miles per hour, it is not safe to be mobile. If you can't move your RV before the storm hits, park the vehicle away from trees to minimize damage. Just like a stationary home, board up the windows and tie down all external fixtures and awnings.

*This year's storm season is shaping up to be the most dangerous since 2005. The effects of a strong storm can affect a community for months. Being prepared is critical to ensure a safe storm season. Make sure you take action now so that you will be prepared in the face of a hurricane. For more information on this topic contact Don Leggett, Vice President, Insurance Office of America at 888-269-6019.*



## *RV Technicians in Short Supply*

**EDITOR'S NOTE:** *The following guest blog post is authored by Mike Panigel, senior vice president and chief human resources office for Siemens USA. Siemens is part of ApprenticeshipUSA's LEADER program. Learn*

*more about the program at [www.dol.gov/apprenticeship](http://www.dol.gov/apprenticeship).*

It is no secret that everyone is looking for good RV Technicians. The competition for young, qualified, capable and willing new employees is absolutely intense across most industries, not just RV. The old tried and true traditional methods of finding good candidates such as want ads, school recruitment, family and friends and especially website referrals, just don't seem to be working.

Below is a unique message from the Siemens Corp. outlining how they are meeting their vacancy needs – they're growing their own through a unique Apprenticeship Training program.

The Business Roundtable recently conducted a survey of member companies to determine where the biggest gaps are in skills. The survey found that 97 percent of member CEOs see the skills shortage as a problem, and that job vacancies in science, technology, engineering and math fields often attract far fewer applicants.

Of the nearly 2,000 job openings at Siemens, almost two-thirds are for STEM jobs and nearly half of our 50,000 employees here in the U.S. require some STEM education. Yet we still find that the functions we have the hardest time filling are all STEM related.

According to the Department of Education, only 16% of American high school seniors are proficient in mathematics and interested in a STEM career – at a time when STEM jobs are growing three times faster than non-STEM jobs.

At Siemens, we've made a concerted effort to address this gap by using the German apprenticeship model as a guide. The dual system in German high schools allows for both a university track and a vocational track, with around 60 percent of young people choosing the vocational training track. With an unemployment rate

below 8 percent for workers under age 25 in Germany – compared to 21.9 percent in the rest of the European Union – it's clear the German model is doing something right.

So we've started to import this model here to the U.S. and have begun to create public, academic and corporate partnerships around the country to train workers for the highly skilled, well-paying manufacturing jobs that need to be filled.

For example, a few years ago when Siemens built a gas turbine factory in Charlotte, North Carolina, we gave applicants a test to evaluate their basic skills in math, reading and applied technology. Only about one-third of the applicants met the minimum qualifications that we were seeking.

To create a trained labor force to operate this new plant, we worked with Central Piedmont Community College to develop a mechatronics apprenticeship program. Students participate in a 3½ year program in which they get paid while going to work part time and going to school part time. There are currently 18 participants in the program and the first class will graduate later this summer.

*We're creating similar programs around the country:*

- In Fort Payne, Alabama, we recently began an apprenticeship program for machinists at our electrical component manufacturing plant.
- Just outside Atlanta, we started an apprenticeship program in testing technology at our drives manufacturing facility.
- And in Sacramento, we've partnered with multiple local community colleges to help upskill our workforce there from ferrous metal welding to stainless steel welding.

We have been taking a systematic approach to the workforce development of our manufacturing sites to ensure a

consistent build-up of our manufacturing talent pipeline driven primarily by business demand. We recognize the value that apprenticeships provide in developing that pipeline.

We believe this is a smart investment in the long-term success of our company and our country. The investment we make pays off in a workforce of highly dedicated, highly skilled employees.

***Can the RV Industry Learn from this experience? Maybe it's time.***



*Apprentices at Siemens' gas turbine manufacturing facility in Charlotte, NC.*


**LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant**

## Another Special Session is in the Books, Government Shut Down Averted

Continuing with what unfortunately seems to be somewhat of a pattern, Florida's legislators nearly shut down Florida's government over disputes involving the annual

spending plan for our state. Gov. Rick Scott brought them back in a special session and was able to broker a budget compromise that resulted in an unprecedented level of spending on K-12 education, historic funding levels for Florida's charter schools that target students in Florida's lowest performing public schools, and the restoration of funding for Florida's tourism promotion and economic development agencies. Kudos should be given to the Governor for stepping in and constructively participating in what had degenerated into a name-calling dispute between the House and Senate.

With the budget settled, the energy of Tallahassee returns to its favorite contact sport, elections. The resignation of a handful of legislators reported in last month's newsletter has set off a series of special elections over the next few months to fill vacant legislative seats. In addition, come the Fourth of July, it is likely that Florida will see a



new Chief Financial Officer as current CFO Jeff Atwater formerly leaves office to take a job in higher education on July 1.

None of these replacements are expected to result in material changes to the manner in which the Florida Cabinet, House or Senate operate, but campaigns always make for entertaining political theatre.

In addition to filling these vacancies, the Florida House Republican Caucus will convene in a unique caucus meeting this summer to designate its leader for the years 2023-2024. Such a caucus meeting has not occurred in more than 20 years and its result will be a

leader-designate, who absent some significant political upheaval, will be in line to be Speaker of the Florida House for those years.

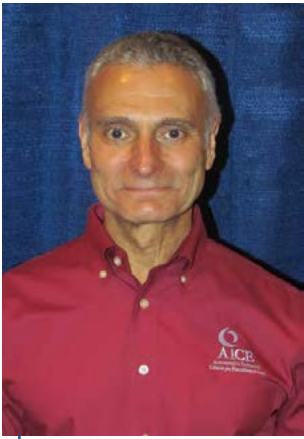
Presently, four candidates are angling for the position – Byron Donalds from Naples who is vying to be the first African American Speaker of the House and Erin Grall from Vero Beach who is vying to be the first female Speaker of the House. These two are joined by Paul Renner from Jacksonville and Jamie Grant from Tampa.

On the statewide stage, candidates are formerly declaring their candidacies for the various statewide offices that make up the Florida Cabinet. With the Governor and entire Cabinet leaving office due to term limits, the 2018 election will be a unique election with numerous open statewide seats and a potential U.S. Senate race of national profile. The current declared major candidates for these seats include the following:

- **Governor:** Republican Adam Putnam (current Florida Commissioner of Agriculture) and Democrats Andrew Gillum (current Mayor of Tallahassee), Gwen Graham (daughter of former Gov. Bob Graham), and Chris King (independent business man and son of a prominent trial lawyer).
- **Attorney General:** Republicans Rep. Jay Fant from Jacksonville, former Hillsborough circuit court judge Ashley Moody and little known Democrat Ryan Torrens.
- **Chief Financial Officer:** thus far only Democrat former Sen. Jeremy Ring has declared a candidacy.
- **Commissioner of Agriculture:** Republicans Rep. Matt Caldwell, Sen. Denise Grimsley, former Rep. Baxter Troutman, and Democrats Michael Christine and Daniel Sohn.

Expect to see additional candidates announce over the summer as these races begin to solidify. Currently, the FRVTA is focusing on three races – Governor, Attorney General and Commissioner of Agriculture as each office has a direct impact on the various affairs of the RV Industry. As we get closer to the election, I will have more information for you on the favored candidates, and hope to have some of them join us at this year's and next year's annual RV conventions held before the 2018 elections.

*Best wishes over the summer and hope to see you in September in Ponte Vedra!*


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

## Employees Who Let You Down

A while ago I wrote an article about things you must watch out for with regard to employees. After reading two recent articles, I feel compelled to remind you about the things that could happen when you are not paying attention.

In one case, an auction employee who drove vehicles through the lanes during auctions, unexpectedly accelerated and drove into a crowd and through a cinder block outer wall. Three people were killed and six were injured. The 70-year-old employee was hired in 2010, when as part of a background check, was found to have a valid driver license. The problem is that the auction had not run another check on his driver license since 2010. It turns out the employee's driver license was suspended. Can you imagine the liability (and guilt) the auction will experience for many years to come?

When is the last time you conducted a background check on your employees?

A second example concerns employees who commit fraud. Employees of a franchise dealership were involved in an elaborate scheme that included tire theft, the unauthorized use of vehicles, overbilling vendors, insurance schemes and hiding information from management. Several employees were arrested on numerous charges.

It's easy to become complacent and not pay close attention to what is going on inside your business. Are

there checks to any vendors you don't recognize? Are all of your units accounted for on a regular basis? Do you have any internal audit processes in place to monitor all financial transactions?

Put yourself in someone else's shoes. Ask yourself this: "If I wanted to steal from this dealership, how would I go about doing it and how would I prevent being detected?" If you can come up with one or more scenarios on how and when you might accomplish this, you are vulnerable. No matter how much we might trust our employees, there is no guarantee that one of them won't attempt (and succeed) to steal from you.

It is worth every minute of your time to formulate a plan of action on how you will implement internal controls and monitor all processes in your dealership. It's much easier to prevent these problems than it is to deal with them after damage has been done. Please keep your eyes and ears wide open. You will be happy you did!

**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](mailto:Allen@TheAICE.com) or by phone at (727) 623-9075. You may visit his website at [www.TheAICE.com](http://www.TheAICE.com).*

## RV Shipments Surging in 2017 to Highest Level Ever Continued Growth Expected for 2018, a Record 9th Straight Year

The RV Industry's shipments will reach 472,200 units in 2017, the highest annual total since the data has been collected and a 9.6% increase from the number shipped last calendar year, announced RVIA President Frank Hugelmeyer.

According to a new forecast presented by Hugelmeyer at RVIA's recent Committee Week meeting, RV shipments are expected to reach even greater heights in 2018, with wholesale production projected at 487,200 units.

Shipments totaled 120,866 in the first quarter of 2017, an increase of 11.7% from 2016. This represented the highest shipment rate of any quarter since 1981, with monthly totals rising throughout the quarter for all types of RVs. The quarterly gains were widespread, with type B and C motorhomes up by more than 30% from the previous year and conventional and fifth wheel travel trailers up by 10%. Shipments of folding camping trailers and truck

campers fell 10% from 2016.

"Our industry is in an era of unprecedented growth," said Hugelmeyer. "We are poised to record an eighth consecutive year of shipment gains, mainly due to product innovations that appeal to retiring baby boomers as well as younger buyers. The recession is in the rearview mirror. This is a new era for the RV Industry."

According to Hugelmeyer, the new expected peak in 2018 will mark a ninth consecutive year of expansion. The previous record of five years was set from 2002-2006.

The favorable RV outlook is based on continued modest gains in wages and household wealth and relatively small expected increases in inflation, interest rates and energy prices. Increased unit sales have expanded the ranks of active RVers, who have traditionally become repeat buyers. The current record expansion will help to bolster sales in the years ahead.—news release



## Survey says Rental Revenue and Rental Fleets Expected to Grow in 2017

The North American RV rental fleet is expected to grow more than 12 percent in 2017, with almost two-thirds of rental operators expanding their rental fleets, according to a new survey by the Recreation Vehicle Rental Association (RVRA).

“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. Renting RVs is not only a good business for dealers, it helps drive interest in RV travel and use.”

Fueling the growth in RV rental fleets is a rise in rental revenue over the past 12 months. Nearly a quarter of those responding to the survey (24 percent) said their rental revenue grew by 50 percent or more in 2016. Another 17 percent said their rental revenue increased 20 to 49 percent, while 22 percent said their rental revenue increased 10 to 19 percent last year.

Increasing revenue is important, but so is profitability and 80 percent of those responding to the survey said their

profit margins on RV rentals are adequate.

The average length of a rental contract last year was for four to five nights, according to 44 percent of the dealer respondents. Another 33 percent said six to seven nights was the average length of their RV rental contracts. Thirteen percent said three nights was the average length, and 9 percent said it was seven or more nights.

Larger RVs – as measured by the number of sleeping areas – are the most popular rental units, according to survey respondents. Forty-four percent of dealers said units with at least four sleeping areas are the most popular, while 24 percent said at least six sleeping areas was the

most popular floor plan. Another 31 percent said at least two sleeping areas was the most popular.

Although the survey results are overwhelmingly upbeat, the dealers acknowledged that renting presents challenges. The biggest challenge—listed by 24 percent of respondents—is that the rental season is too short.

Another 22 percent said the acquisition of rental fleet units is their biggest challenge. Fifteen percent said staff training is the biggest challenge, and another 15 percent said remaining profitable is the biggest challenge.—RVDA



## Go RVing Dealer Program Has Season's Timeliest Leads for RV Retailers



Go RVing is spending millions this spring to publicize the RV Lifestyle in every media format and at special events nationwide. Dealer members can benefit from the leads this massive marketing campaign generates by signing up now for the Go RVing dealer tie-in program that leads available to you ranked according to purchase time frame. You'll also receive special marketing materials, including a new DVD and access to professionally produced photos and stock footage. Go to [www.gorving.com](http://www.gorving.com) for more information.—RVDA

## Actress Jennie Garth joins Go RVing campaign



A lifelong RVer, Garth is the newest Go RVing spokesperson, sharing her personal experiences with the RV Lifestyle and working to inspire a new generation of RV travelers. She currently RVs with her three daughters on mini-weekend trips and cross-country adventures.

“We are impressed by Jennie’s RVing experience and her enthusiasm for sharing her story. This will be a tremendous opportunity to showcase the fun, affordability and accessibility of RVing,” said Karen Redfern, senior director of marketing communications for Go RVing.

Garth is best known for her role as Kelly Taylor on the Beverly Hills 90210 show; as Valerie Tyler on the sitcom What I Like About You, and her own reality show Jennie Garth: A Little Bit Country on CMT. She showcased her design skills in her own HGTV docu-series The Jennie Garth Project.—RVIA

## RV/MH Hall of Fame Reaches \$900,000 Milestone in Debt Elimination

The RV/MH Hall of Fame recently reached a fundraising milestone when total pledges and contributions to the \$1 Million Kevin Clayton Debt Elimination Challenge surpassed \$900,000, Darryl Searer, Hall president recently announced.

Since launching the \$1 million Kevin Clayton Debt Elimination Challenge in September 2014, which kicked off with a \$200,000 pledge by Kevin Clayton on behalf of Clayton Homes, 145 individuals, organizations and companies have pledged more than \$902,480. Notably, Clayton also personally pledged an additional \$25,200.



“I, along with the board of directors, thank all those who have generously supported this fundraising drive through their donations and pledges,” Searer says. “Although we are celebrating our success so far, we’re not done and need a few more benefactors to help us achieve our goal.”—news release, RV News

## **Kathy Cochran of Camping Connection and Cody Talbert Distribution Passes**



Kathleen M. Cochran, wife of FRVTA State Treasurer Rob Cochran, passed away this past June following a two-and-a-half-year battle with cancer. She was 50 years old. Besides Rob, she leaves behind her son Cody.

Kathy, who was vice president of the family's Camping Connection and Cody Talbert Distribution businesses based in Plant City, was an instrumental and vital part of their growing success. Both businesses provide wholesale business-to-business RV parts and accessory supplies to RV Dealers, RV Service Centers and Campgrounds nationwide and abroad. Prior to joining Rob in business, she worked for 18 years at the Hyatt Grand Cypress Hotel, leaving as purchasing director.

Kathy was born in Exeter, NH and moved to Florida with her family in grade school. She was active in her church, Cornerstone Church in St. Cloud, and helped mentor young high school girls.

All who knew her are invited to attend her service at 11:00 am on July 8 at Cornerstone Church, located at 2925 Canoe Creek Road in St. Cloud. Those wishing to send flowers should have them arrive by July 7. Donations to Moffitt Cancer Center in Tampa are also welcome and can be made at <https://www.moffitt.org/Media/Donation/Docs/MoffittDonationForm2010a.pdf>.

*The FRVTA Board of Directors, staff members and all FRVTA members offer their heartfelt condolences to the Cochran Family. She will be missed.*

## **Airstream Announces Top Dealers in Florida**



Airstream Inc. has announced its top dealer rankings based on retail units sold between May 2016 and May 2017 and two Florida-based dealerships are on the list. The awards were announced recently at the company's annual dealer meeting in San Antonio, Texas.

Dover-based Tampa RV was named a Top 10 Airstream Dealer based on the number of travel trailer units sold. Airstream of South Florida in Fort Myers, part of North Trail RV Center's offerings, was named a Top 10 Dealer for touring coach retail units sold.

## **Bomb threat scam at Fort Myers RV Dealership**

The Lee County Sheriff's Office is investigating after a bomb threat letter was found at an RV dealership in Fort Myers. The crew at RV Kountry found the threatening letter on their office printer Tuesday morning.

"It said that they're going to blow up the block. That they placed explosives around the building," Dennis Herb, who works at RV Kountry, said.

He said the letter went on to read they would carry out their plan unless RV Kountry sent \$25,000 by the next day and gave a passport number and name.

Herb said according to the letter, the crooks had access to their Internet, phones, and emails, so they went straight to the Lee County Sheriff's Office. Their intelligence unit said letters like the one RV Kountry received have been sent to several places across the country and appear to be a hoax.

With the amount of scams making the rounds, Herb said he and his team knew better than to fall for the scam. "Somebody's going to get caught. Somehow. Someway," he said.

RV Kountry wanted to share their story to help other people and businesses from falling for a similar scam. If you receive a similar letter, contact your local law enforcement agency.—*news reports*

## **Disgruntled Employee Strikes at Fiamma Awnings**

FRVTA member Fiamma, maker of awnings for RVs and campers, recently was the scene of a destructive and deadly attack by a former disgruntled employee.

In the incident that took place in Orlando, five employees were killed at the scene while another victim died at the hospital. Seven other people in the business were not injured.

Orange County Sheriff Jerry Demings reported that suspect John Robert Neumann, Jr., 45, who was fired in April, shot himself with a handgun just before deputies entered the scene two minutes after they were first called.

Neumann was fired after what a victim's friend said were violent tendencies and a history of starting fights with other employees. Previously, Neumann had had two injunctions filed against him by a former employee for an ongoing dispute that included stalking and assault.

Our deepest condolences go out to the staff members and family of Fiamma.—*news reports*





## 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 7-10 at the beautiful Marriott Sawgrass Resort and Spa in Ponte Vedra) in accordance with the FRVTA By-Laws. The Nominating Committee would like to hear from any qualified candidates (see below) who would like to submit their name for nomination to State Office.

Those candidates nominated thus far are:

President: **NELDA IACONO**, North Trail RV Center

Vice President: **CHRIS MORSE**, Skip Eppers RVs

Treasurer: **ROB COCHRAN**, Camping Connections

Secretary: **BRIAN COPLEY**, Copley's RV Center

Other members interested in running for state office should contact the Nominating Committee Chairman, Rob Rothenhausler, at (904) 797-5732

### 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.



## SPONSORSHIP OPPORTUNITIES AVAILABLE

*The 37th 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.*

## MEETING DATES



Region 1 • NO MEETING until October

Region 2 • NO MEETING

Region 3 • NO MEETING

Region 4 • July 12 • Bonefish Grill • 7830 Sand Lake Rd - Orlando

Region 5 • July 19 • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

Region 6 • July 18 • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville

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

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

# 2018 ADVERTISING OPPORTUNITIES

## The RVers Guide to Florida...

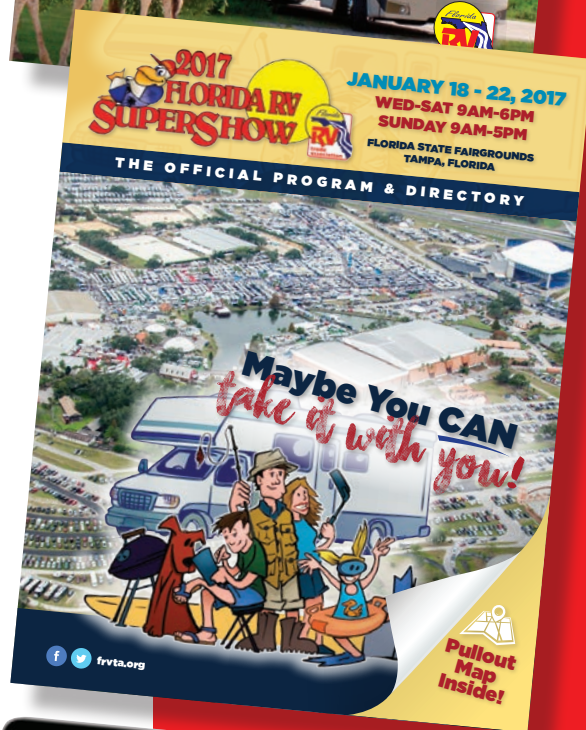
our annual membership directory showcasing seven Florida regions and one out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members. All advertising members can have a FREE logo added to their member listing when a full-page ad is purchased. Advertisers purchasing smaller ads can have their logo listed as well for a nominal fee, increasing 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 began Interstate Rest Area distribution of the RVers Guide to Florida in 2014 and currently has twenty-eight (28) racks located at Rest Area locations on I-10, I-75, I-95 and I-4, including three (3) Official Visit Florida Welcome Centers and five (5) Turnpike Service Plaza locations. In April 2016 FRVTA finalized a partnership with Pilot and Flying J, with a rack located at the RV Island or Diesel entrance of (28) Florida and (5) South Georgia locations.)*



## The SuperShow Program & Directory...

**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, a pullout show map identifies each of the participating manufacturers on the map and includes a listing by manufacturer and product brand making it easier for the consumer to navigate their way throughout the show. The Supplier participants are also listed with product type and booth location information. The publication also features editorial on new products to the industry that will be on display representing both the RV Manufacturers and RV Suppliers, some being seen by the consumer for the first time. 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!



## FRVTA Website...

**FRVTA.org** FRVTA's new Consumer friendly website launched in July of 2016. The site has been designed for the consumer representing most of the site's traffic looking for information on upcoming RV Shows held throughout the year. The site also features our members by regions, points of interest and stories related to the 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 depending on the ad size, location and contract term.



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