

FRVTA news



JUNE 2018

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY



**“And all this science, I don’t understand...
It’s just my job, five days a week...
A rocket man”—Elton John**



BLAST OFF as we celebrate the 38th Annual FRVTA State Convention at the tropical Hyatt Regency Coconut Point Resort and Spa in Bonita Springs just south of Fort Myers. This year’s convention picks up where the 2017 event left off following that event’s cancelation due to Hurricane Irma and we’ve kept the same convention theme “RVS-THE NEW FRONTIER.” The dates for this year’s gathering are Thursday, September 6 through Sunday, September 9.

The “Area 51” Hospitality Room is a great place to unwind after a busy day of discovering the “The New Frontier” while relaxing with fellow industry professionals from around the state and country.

Everyone comes together at the “Launch Pad” Welcoming Reception on Thursday evening. This reception will include a spray paint artist creating stunning space scenes using nothing more than spray paint and newspaper!

Friday morning the convention kicks off with the informative general session. This forum will feature representatives from RVIA and RVDA to update everyone on the record-setting year the RV Industry is enjoying.

Friday afternoon will be time for leisure events, including a “Sip ‘N Paint” at which adults and kids over 13 receive lessons from an instructor while enjoying an afternoon of wine, snacks and other refreshments. You can continue to enjoy your new work of art since all paintings can be taken home!

The annual golf outing features a 9-hole tournament with prizes awarded at every hole. This includes closest-to-the-pin, straightest drive, most accurate drive and other challenging contests sure to make your putter blast off!

Of course, you can always choose to enjoy the resort’s many amenities, which includes a boat trip to a private island and several luxurious pools. Don’t miss the Hyatt’s new Lazy River complex featuring three water slides, including two speed slides and one inner-tube slide for 900 feet of winding water fun!

Whatever you choose to do that afternoon, be ready to have an OUT OF THIS WORLD time at the “Space Odyssey” Costume/Dinner Party. Music, food and the most outrageous space creatures you’ve ever seen will be there. Quite possibly a UFO or two will appear! Get agents Mulder & Scully to investigate!

Saturday morning the breakout sessions will bring detailed information to attendees in smaller, more intimate classroom settings. Allen Monello will cover Dealer Compliance Issues and Statistical Surveys will take a look at the industry numbers. There will be other sessions covering Business and Personal Safety, and topics of concern for the entire industry.

If you’re looking forward to a nice quiet lunch on Saturday, you are going to be very disappointed as “Astronaut Dave” presents “Houston We Have A Problem,” a fun and prize-filled Game Show Luncheon. Contestants will try for cash and prizes just like the old “Let’s Make a Deal” game show. “Space Trivia” and “Name that Space Song” will also be a part of a very lively lunch.

The convention wraps up that evening with the “To Infinity and Beyond” Awards Banquet and Silent Auction. The Silent Auction benefits the FRVPC Fund and will feature such items as weekend getaways, iPads, iWatches and Disney Gift Certificates among lots of other out-of-this-world items.



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IacoNOTES...

Please accept my personal invitation to our 38th Annual FRVTA Convention to be held September 6 -9, 2018 at the beautiful Hyatt Regency Coconut Point in Bonita Springs, just south of Fort Myers.

I was thinking about my favorite memories from past conventions starting with the first convention we attended, which I believe was 1998 or 1999. I was so impressed I wrote a letter to the Association about what a great experience I had. I raved about the educational experience and the friendliness. I was impressed with the professionalism of Lance and the FRVTA State Staff and how they organized and orchestrated the activities. I appreciated the welcoming spirit for newcomers. I left the convention with a better understanding of how bright the future was for the RV Industry, how exciting it was to be part of it. And I must say, it has been!

I have been fortunate to be a part of FRVTA for so many years that I have plenty of favorite convention moments. Where do I start? I asked Allie what were his special moments. His first thought was when we memorialized the NYPD and NYFD heroes of 9/11 in 2015. That was on my list also. His second was "his team winning the 2001 golf tournament and coming in 2nd place in 2002 with special thanks to Nathan and Michelle!

Thinking back on all the locations, each one was outstanding in their own way. Of course, if I had to pick favorite locations it would be the ones held in my home region of Region 1.

For our favorite Friday night costumes, now that is a hard one as we have had lots of fun coming up with ideas or inspirations from the various themes. I admit I have been out of my comfort zone many times with wigs and other disguises. It was a thrill to use my authentic Japanese Kimono, obi sash and silk cord, which I purchased on a trip to Japan in the 1980s. There have been so many great costumes worn by the members over the years, but the one that still makes me chuckle was Jim Carr and Larry Schaffer as "Nit - Wit."

Among my many convention memories, the most outstanding include my being elected and reelected to the FRVTA State Executive Board, meeting our state politicians in the formal Q&A as well as having an opportunity for a casual conversation later, being called on to hand Governor Scott a contribution to Florida's Republican Party when he joined us for lunch, meeting the young scholarship winners and their families, getting to know the movers and the shakers in the industry, and making unforgettable statewide friends and contacts (as well as finding a best friend) in this great industry.

I remember hearing our favorite crooner singing MYWAY very early one morning through the Dome at Gaylord Palms. I have truly appreciated all the valuable information obtained that made my job less stressful. I have always been amazed at the great keynote speakers and how the convention themes are chosen, then built upon. I have appreciated how the State Staff has it all under control with their fantastic organization making every convention a memorable one.

Please accept this invitation to join us for a fun, educational and memorable convention. Hope to see you all in September!

NELDA IACONO
FRVTA PRESIDENT





President Trump Signs Bill to Rescind CFPB Vehicle Lending Guidance **by Phil Ingrassia, CAE, RVDA President**

President Donald Trump has signed joint resolution, S.J.Res. 57, rescinding the Consumer Financial Protection Bureau's (CFPB) flawed vehicle finance guidance. RVDA, NADA, RVIA and other industry allies supported the legislation.

In 2013, despite Congress exempting RV Dealers and most auto dealers from the CFPB's jurisdiction under the Dodd-Frank Act, the CFPB issued "guidance" that threatened to take away a consumer's ability to receive discounted vehicle loans.

Earlier in May, the House voted 234-175 to approve the measure, with 11 Democrats joining GOP supporters. CFPB acting Director Mick Mulvaney said in a statement, "I am heartened that the people, through their elected representatives, have corrected this instance of Bureau overreach."

While the CFPB has authority over vehicle lenders, the 2010 Dodd-Frank Act specifically excluded RV and other vehicle dealers from the bureau's jurisdiction. RVDA and its allies consistently questioned the methodology used to allege discrimination in lending, which was the rationale for the "guidance."

The CFPB used consumers' last names and addresses to make educated guesses about their protected status. "They made it up," said House Financial Services Committee Chairman Jeb Hensarling (R-TX), as quoted in the Wall Street Journal. "They had no data. And so, they made it up."

Rejecting the CFPB guidance was necessary because:

- The CFPB guidance was issued without any prior notice, opportunity for public comment or consultation with the federal agencies Congress authorized to regulate dealers.
- The vehicle finance industry strongly supports fair-lending protections and has promoted a fair-credit compliance program based on a model that effectively manages fair-credit risk while preserving discounts on credit for consumers. S.J. Res. 57 does not affect fair lending statutes or implementing regulations.
- Preserving discounts for consumers keeps RV and auto loans accessible and affordable. The CFPB admits it never analyzed the impact of its guidance on consumers. Subsequent analysis revealed that the guidance would increase vehicle financing costs.

Truma Partners with FRVTA for Training

In an effort to continue training and offer further education of its products, Truma is holding a service training at the Aparicio-Levy Technical College in Tampa on June 26-28 in cooperation with the Florida RV Trade Association.

Technicians can complete this Truma Service Training by attending a one-day, eight-hour course focused around classroom presentation, hands-on troubleshooting and repair of the Truma Combi, a furnace/water heater combination unit and Truma AquaGo, a hybrid instant water heater.

The training also gives technicians eight hours toward their RV Industry Association re-certification upon a passing grade on an evaluation test given at the conclusion of the day. Billy DiDonato, technical sales rep and head trainer for Truma, will lead the service training

To register for the Truma Service Training visit <https://www.eventbrite.com/o/truma-16399172232>. Cost for the training session is \$99/technician and class size is limited to 20 participants each day. Lunch will be provided for all participants. For questions about the service training or Truma call 1-855-558-7862.–news release

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.


LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant
Political Hurricane Storms into Florida this Year

It's time to prepare for the political "hurricane season!" As we move into the formal candidate qualifying period for state office, I wanted to provide each of you with information regarding the 2018 election cycle and its historic nature in the hopes of providing

further guidance to FRVTA members to help encourage additional PAC support this year.

As has been widely reported, this year Florida will host one of the nation's most important election contests between incumbent United States Sen. Bill Nelson and Gov. Rick Scott. This U.S. Senate seat is expected to more than double previous records in campaign spending for previous U.S. Senate contests.

Many of you have probably already seen the beginning of the advertising wars related to this race. Gov. Scott's campaign has begun its advertising and is not expected to come off the airwaves until Election Day. In addition, third party groups have started their assault on the candidates, which similarly will not stop until November. With a projected \$200 million in campaign spending for this race, Florida will be a very difficult state in which to campaign in 2018.

To compound this unprecedented level of spending in an "off-presidential" year, Florida will also have open races to select a new Governor, Attorney General and Agriculture Commissioner. In addition, there will be a general election contest for the Chief Financial Officer position as incumbent Jimmy Patronis will face off against a Democrat in November. These statewide races are projected to combine to draw another \$150 million in campaign contributions.

While the statewide ballot is full for the first time in eight years, early retirements by Congressman, state senators and state representatives who were historic members of the RV Caucus in Tallahassee and Washington D.C. will further stretch the limits of the FRVTA PAC and our national counterparts as we try to find solid legislators who will continue to support the RV Industry.

Additionally, it is expected that nearly 100 state legislative seats will be in play this coming November.

Many of these seats are actually open contests, which will mean additional demands on the PAC in both the primary and general elections.

Besides these demands ahead, it is worth remembering that the PAC has had to endure a record number of special elections spanning back to last summer with all of the legislators who have resigned for various reasons over the past 18 months.

In addition to the number of election contests, much has changed in campaign fundraising law over the past eight years since we last saw an election cycle anywhere close to this one. Most importantly to the affairs of the FRVTA PAC is that the Florida Legislature significantly increased the contribution limits for state office. For statewide races for Governor, Chief Financial Officer, Attorney General and Agriculture Commissioner, the contribution limits have increased six-fold. For legislative races, the contribution limits have doubled.

To the credit of the Governmental Affairs committee and PAC board, we did plan for this historic election cycle and kept PAC spending to a bare bones level leading up to this cycle. However, the PAC is facing a shortfall due to the unprecedented level of special elections and resignations. In short, there is a need for the Association, its regions and its members to dig down deep.

With the success Florida's RV Industry has enjoyed this past year, I am hopeful it will continue to step up as the FRVTA and its members have done over the past 20 years that I have represented the FRVTA.

This is a special and unique election year that we will not likely see for another 16 or 20 years. I hope that each member and region will please consider making a special one-time supplemental contribution so we can ensure the election of state officials who will maintain the pro-RV policies in Tallahassee.

Many of you have already stepped up to the plate. To the members and regions that have done so, thank you on behalf of the entire industry.

I look forward to seeing each of you at the convention in September where we will host the annual silent auction to benefit the PAC fund. Have a great summer and thanks for always working with me, the FRVTA state board and staff to help keep Florida on top in the RV Industry.





TRAINING NEWS • by Jim Carr, Training Director

Why Does the Florida Distance Learning Network, E-Training System Work?

The Florida RV Trade Association (FRVTA) has been offering to its' members RV Technician Training via the worldwide web (on-line E-learning) free of charge as a member

benefit since 2000. In 2004, at the request of RVIA and RVDA-Canada the offering went national, available to all RV Dealers in the U.S. and Canada.

Through a Public/Private Partnership with Florida's public universities and colleges, the Florida Distance Learning Network (DLN) has delivered Basic and Advanced technician training to hundreds of RV Dealerships and thousands of technicians since its' inception. Currently, as of this writing, there are 248 Dealerships and over 2,000 students participating in the FRVTA-sponsored DLN training.

Why has it lasted so long? Because it works!

Before 2000, the only available training for RV technicians was "live" Manufacturer/Supplier offerings or Trouble Shooter "hands-on" clinics at RVIA-recognized schools. A costly endeavor for all involved, especially those small RV Dealers who also found it difficult doing without key personnel for extended periods of time. When the DLN began, e-Learning was a relatively new concept and quickly became valued as a way to reach masses of students while doing so economically.

The Florida DLN began with one simple, multifaceted program goal: to offer a web-based, instructor-led, dealership-delivered, mentor-managed group-learning experience designed to bring quality, industry-based training to RV Technicians throughout the country. It is an opportunity for all RV Dealerships to offer tech training through an in-house managed program.

Basing the program in the dealership and selecting a mentor became the key to a successful training initiative. Most sessions offer at least one hour per week of training,

during work hours, followed by hands-on sign-off sheets at key points during the program.

The mentor uses the e-learning platform as his/her personal delivery model while serving as the expert on-site resource for questions, demonstrations and follow-up review. Utilized properly, dealers quickly learned the value of having such a resource available to train existing techs to a certification test-ready status as well as quickly teaching new technicians to learn the safety and basic applications of topics such as Propane and Electricity.

RVIA continued supporting the e-learning program by keeping their textbooks up-to-date as well as

coordinating them to test content. DLN videos were updated as needed to maintain a current industry-relevant training program that could lead to new tech orientation and veteran tech certification. This brings us to the on-set of a new era of technician training initiatives currently being explored by the RVIA Board and it's staff.

A team of RV Industry experts has been working diligently for the past six months to explore all aspects of technician training following a defined model designed to ensure a study of and recommendations for all aspects of where we currently are and where we need to be in the future to ensure viable training programs are in place to meet a very specific goal; to ensure the customer has their RV fixed

correctly and efficiently the first time. The findings of this exhaustive initiative will be presented at RVIA's annual committee meetings to be held in Washington, D.C., June 3-7, 2018.

Florida DLN personnel have been deeply involved in the RVIA Tech Training initiative as mentioned above and we look forward to assisting in bringing all training delivery and materials up-to-date while setting forth a plan to keep a continuous update process in place. These are exciting times for the RV Industry and it is rewarding to see Technician Training as a key focus for continued future growth and success of industry goals.



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



Off-site Storage of Inventory

If you've been a dealer for a while, you know the DMV has always required dealership lots to be large enough to accommodate the number of vehicles that the dealer had in inventory. In other words, if you had more vehicles than your lot could hold, your lot

location would not be approved for licensing.

It also meant that if DMV noticed you were parking vehicles on the right-of-way or beyond the borders of your lot, you could have your license suspended or revoked for not continuing to meet the licensure requirements regarding "sufficient unoccupied space upon and within which adequately to store all motor vehicles offered and displayed for sale."

This created a problem for some dealers. It meant you were forced to spend a lot more money on a larger lot when you might not have that much inventory throughout the year, thereby forcing you to have higher overhead.

Luckily, the DMV has rethought this and has issued a position paper. It discusses the changes that have occurred in the industry – especially concerning internet sales – and how dealers are "offering vehicles for sale" over the internet. The DMV concluded:

"We contend that a vehicle for sale by a licensed dealer via the internet, newspaper or other media, is offered but not displayed for sale. As long as the consumer is not allowed physical access to the off-site storage area, the spirit and letter of the statute is preserved."

That's right! The DMV now allows you to store your **excess inventory** at an off-site location. This means all inventory you advertise does not have to be located on

your lot at the time you are advertising it. It may be stored at a remote location!

But there is a big caution that goes with this. You may never bring a customer to a location to view your inventory if it is not at your licensed dealership location!

Instead, when a customer inquires over the internet about a vehicle and he or she wants to come to your lot to view it, you must bring the vehicle to your lot before the customer can view it. Never take the customer to the location where you are storing the excess vehicles, because that is an unlicensed location and doing so may cause your dealership to be fined!

So, from the business side of this, you now have an opportunity to purchase additional inventory, if that's what you desire, and find a less expensive piece of property where you can store your excess inventory.

But I can't stress enough! If you take the customer to the storage lot, you will be violating your license agreement.

To view the DMV position paper on this important topic, log onto the FRVTA website (www.FRVTA.org) and click on "Dealer KnowledgeBase" then on "Off-site Vehicle Inventory Storage."



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 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.



March RV Shipments Exceed 50,000 Units

The Recreation Vehicle Industry Association's (RVIA) March survey of manufacturers found RV wholesale shipments finished at 51,607, an increase of 8.5% from the 47,579 units shipped last March. The March 2018 shipment total is the best March on comparable record and is the first time monthly production has surpassed 50,000 units.

All towable RVs, led by conventional travel trailers, totaled 45,490 units for the month, an increase of 8.9% compared to last March's towable RV shipment total of 41,766.

March motorhome shipments ended the month with 6,117 shipments to retailers, up 5.2% compared to last March's total of 5,813.

Year-to-date wholesale shipments are currently at 137,086, up 13.4% compared to the first quarter last year. Towable RVs are up 14.4% to 119,593 units. Motorhome shipments are up 7.0% to 17,493 units. –RVIA



Go RVing. Expanding National Television & Print Opportunities

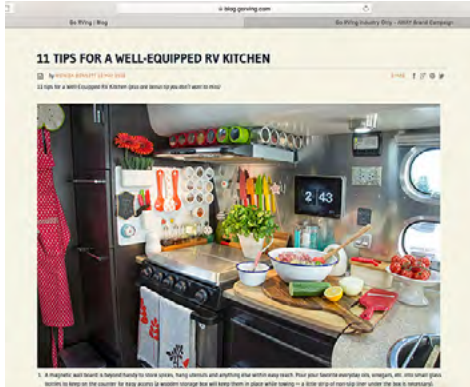
The Go RVing national marketing campaign is using both electronic and print media to reach a variety of consumers in the continuing effort to draw new buyers to dealerships.

Starting with television, Go RVing is showcasing RVs with key audiences through a partnership with The Kitchen on Food Network. In the episode, filmed in front of a Prime Time Manufacturing fifth wheel, the hosts show viewers how to elevate their camping experience with two fun recipes.

“One reason people love RVing is the ability to make their own food in the onboard kitchen, or outside at the campsite,” said RVIA Vice President of Go RVing Karen Redfern. “Our Food Channel partnership lets us show how easy and convenient it can be to make great food when you’re traveling in an RV.”

The Go RVing PR team is preparing for upcoming national television spots that showcase RVing, including four features on CNBC this summer. Go RVing will take over the plaza outside the New York Stock Exchange to set up an RV, which will be the setting for Closing Bell anchors to come outside and interview an RV Industry executive. In addition, RVs will be featured on the highly watched FOX & Friends morning show.

For print media, RVIA Today Express reports that Go RVing established a relationship with bloggers Laura and Nathan Scott. This young vibrant Latino/ African American family is featured on the flip-out cover of the June edition of Parents magazine, which highlights their family on a weekend Florida road trip in a by Forest River Inc. FR3 Class A. A full-length Go RVing ad is adjacent to the Scotts’ article.



Outside Magazine’s June Buyer’s Guide for the Summer is another publication feature that encompasses a two-page spread titled, “The Mobile Basecamp, Reimagined.” The piece highlights the benefits of the RV Lifestyle by providing readers with an inside look at amenities available in a typical fifth wheel.

HGTV Magazine is well-known for sharing home designs and tips with its audience and in the June edition readers will see a feature with Go RVing to showcase how RVs can be made home-like and cater to the style of each owner. In addition, this piece will be accompanied by two full-length Go RVing ads that will circulate to more than 1.1 million HGTV Magazine subscribers.—RVIA Today Express, Go RVing, RVBusiness

RV Learning Center Scholarship Application Online Now

Applications for the Kindlund Family Scholarship are now available online through the Mike Molino RV Learning Center Scholarship Program. College undergraduates who currently work in the RV Industry or are a dependent of an RV Industry employee majoring in business, finance, engineering, accounting or other RV Industry-related fields are eligible to apply. The deadline to apply, with all required items submitted, is JUNE 30, 2018.

A \$2,500 award will be applied to the cost of tuition for the 2018-2019 school year. This will be the 28th scholarship provided under the program.

Dealers are encouraged to extend this opportunity to their dealership team because of their employment in the RV Industry. Therefore, a primary factor for awarding the scholarship is an applicant’s background of RV Industry employment or a desire to work in the RV business after completing post-secondary education.

Posters publicizing the scholarship are available as free download from the RV Learning Center. Applicants must:

- Attend an accredited four-year college or university and be a rising sophomore, junior or senior undergraduate student as a condition of receiving the scholarship.
- Have a 2.8 or better cumulative grade point average, and a 1050 minimum SAT score (1575 minimum on the 2400 point scale). A minimum ACT composite score of 22 is also acceptable.
- Complete a 500-word essay on their goals and objectives for college and career.
- Submit a copy of their Free Application for Student Aid (FAFSA) form which is completed online at <http://fafsa.ed.gov>. If you need help on how to complete a FAFSA form, watch this video.
- Demonstrate the ability and willingness to fund a portion of their educational expenses on their own.

All materials noted above must be received by the Learning Center no later than June 30, 2018. Unfortunately, dealer principals and their family and dependents, are not eligible for the award.

The scholarship program is possible through the generosity of the Newt and Joanne Kindlund Family. The Kindlunds are the founders of Holiday RV Superstores—the first publicly-traded RV dealership. The Kindlunds sold the company in 1999. Newt Kindlund remains an active participant in RV Industry affairs.

For more information on the RV Learning Center, go to www.rvlearningcenter.com, send an e-mail to info@rvda.org, or fax to (703) 591-0734. The RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations. —RVDA

Flamingo Lake RV Resort holds 6th Annual Boots on the Ground Celebration



Flamingo Lake RV Resort held the 6th Annual Boots on the Ground Poker Run and Concert benefitting K9's For Warriors & Florida Fallen Heroes Foundation this past May. The Annual Boots on the Ground Poker Run and Concert is held each year on Mother's Day weekend and Flamingo Lake RV Resort has proudly served as the host location.

American Legion members, along with many volunteers, place over 3,000 boots around the outline of Flamingo Lake RV Resort that represents soldiers and first responders who have lost their lives fighting for the freedoms we enjoy. Each boot has a photo and a biography of a fallen soldier or first responder along with an American flag.

This most recent event attracted over 900 motorcycles and 1200+ riders participating in a poker run, which consisted of 19 different stops on seven different routes. The event raised over \$36,000 and will be distributed between the two organizations as well as helping to cover event costs. The annual event is organized by the American Legion Chapter 9 Riders and hosted by Flamingo Lake RV Resort.

Major sponsors of the event include Dick's Wings & Grill, Region 6 members, Dick Gore's RV World, Davis Tire Center and Camper's Inn Jacksonville. Besides the poker run, the event also featured over 20 vendors, four bands and almost 60 show cars from the "Callahan Cruisers" Show Car Club.

The event has been held at Flamingo Lake RV Resort in Jacksonville for the last six years. Over that time, it has grown and is now considered the largest poker run in the Sunshine State.

Additionally, the American Legion Post that organizes the event each year was recently broken into this past April and was destroyed when the thieves set the building on fire to cover their tracks. FRVTA Region 6 will make a \$10,000 donation to help them recover from the fire.—*news release*

Lazydays foundation raises over \$115,000 for local youth

The Lazydays Employee Foundation is proud to announce that its 8th Annual Golf Tournament has raised a total of \$115,000 to support at-risk youth in the Tampa Bay communities. The proceeds fund a variety of programs designed to empower local children with education and opportunities. Major partners included Bank of America, returning for the eighth consecutive year, Greenberg Traurig LLP and Grand Design.

Lazydays

If you love RVing — this is home

"We'd like to thank the many sponsors, vendors, manufacturers, players and volunteers who make this event possible. Their contributions, together with ongoing employee donations, enable us to instill hope, inspire dreams and improve children's lives," said Joe Myers, President of the Lazydays Employee Foundation. "Due to the success of these efforts, we are thrilled to have launched a new initiative supporting Bridging Freedom in their cause of bringing restoration to sex trafficking victims rescued as well as victim prevention to those they reach."—*news release*

Alliance Coach Now Offers Vanleigh RV Vilano Fifth Wheels

Alliance Coach recently announced they have signed a dealer agreement with Vanleigh RV adding Vilano fifth wheels to their selection of new motorized and towable RVs. The first unit will be arriving from the factory soon and Sales Manager, Tom Peterson, couldn't be happier.

Alliance COACH

"This is such a wonderful addition to our product line," says Sales Manager Tom Peterson. "Vanleigh RV is owned by Tiffin Motorhomes, a company legendary for their top quality products and excellent customer service. The Vilano is a well constructed luxury fifth wheel that will be right for our customers looking for that Tiffin experience in a towable RV."—*news release*

New Director of Fixed Operations at La Mesa RV



La Mesa RV Center announced the recent appointment of Keith Billings to the role of director of fixed operations for the corporation. In his new position, he will be directly responsible for all fixed operations of La Mesa RV relating to the service and parts departments. He had a noted career in the automotive service and operations space prior to joining La Mesa RV.

Bob Upton, President of La Mesa RV commented, "We're excited and pleased to have someone with Keith's caliber and background join our organization. Our goal is to always provide an outstanding customer experience and with Keith's talents we're prepared to raise the bar to the next level"—*news release*

NEW MEMBERS

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If you have a story or item of interest concerning your business that you would like to share with the FRVTA membership, please contact Dave Kelly at davekelly@frvta.org in the State Office.

LAST SHOW OF THE SEASON!



TAMPA BAY SUMMER RV SHOW

June 7-10
Florida State Fairgrounds



FRVTA Scholarship Applications Due June 8!

Applications for the annual FRVTA Scholarship are due June 8. This is another great membership benefit from the Florida RV Trade Association.

The FRVTA Scholarship Committee encourages members to alert all employees so their dependents can apply for this outstanding program.

Here are the requirements for a student to be considered:

1. Applicant must be an employee or dependent of an employee.
2. Employer must be an FRVTA member in good standing on the date an application is submitted.
3. Applicant must have and maintain a 3.0 or better GPA and/or hold a 1000 SAT score if a high school senior.
4. All accredited two- and four-year Florida universities are acceptable.
5. \$2000 awarded per applicant per year for a maximum of four years.
6. For undergraduate study towards a bachelor's degree only.
7. Applicant can be a full-time student (nine or more hours/semester) or part-time student (eight or fewer hours/semester).
8. Applicant must submit a copy of their most recent high school or college transcript.
9. Applicant must submit an essay of not more than 500 words entitled "My Goals and Objectives for Attending College."
10. Scholarship effective Fall 2018 semester.
11. Must show proof at the end of each semester to verify GPA to retain the Scholarship Award.
12. Applications must be received by **JUNE 8, 2018**. Awards presented by **JULY 27, 2018**.

MEETING DATES

Region 1 • NO MEETING • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda
Region 2 • June 13 • PGA National Resort & Spa Members Club • 400 Ave of the Champions • Palm Beach Gardens
Region 3 • NO MEETING • Rusty Pelican • 2425 North Rocky Pointe Drive • Tampa
Region 4 • June 13 • Tony Roma's • 8560 International Dr • Orlando (New Location)
Region 5 • NO MEETING • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin
Region 6 • June 19 • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville
Region 7 • June 26 • Braised Onion • 754 NE 25th Ave • Ocala

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



DISASTER PREPAREDNESS

2018 SALES TAX HOLIDAY

\$10 or less

- Reusable ice (resuable ice packs)

\$20 or less

- Any portable self-powered light source:
 - Flashlights
 - Lanterns
 - Candles

\$25 or less

- Any gas or diesel fuel container, including LP gas and kerosene containers

\$30 or less

- Batteries, including rechargeable batteries, listed sizes only (excluding automobile and boat batteries):
 - AA and AAA-cell
 - C-cell
 - D-cell
 - 6-volt
 - 9-volt
- Coolers and ice chests (food-storage; nonelectrical)

\$50 or less

- Tarpaulins (tarps)
- Visqueen, plastic sheeting, plastic drop cloths, and other flexible waterproof sheeting
- Ground anchor systems
- Tie-down kits
- Bungee cords
- Ratchet straps
- Radios (powered by battery, solar or hand crank)
 - Two-way
 - Weather band

\$750 or less

- Portable generators used to provide light or communications, or to preserve food in the event of a power outage

Always Exempt

- Bottled water (unflavored, uncarbonated)
- Canned food, including meats, vegetable, fruits, peanut butter, and other nonperishable items
- First aid kits
- Prescription and non-prescription medications (all Rx and most over the counter are exempt)
- Baby food and formulas

June 1-7

Visit www.floridarevenue.com/diasterprep

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**