

# FRVTA News



JUNE 2019

MONTHLY NEWS CONCERNING  
FLORIDA'S RECREATION VEHICLE INDUSTRY

## IT'S AN RV JUNGLE OUT THERE!



*"In the jungle the mighty jungle the lion sleeps tonight."*

*There's not going to be many lions sleeping at the 39th Annual FRVTA State Convention at the beautiful Wyndham Grand Orlando Resort Bonnet Creek in Orlando. This will be the first time the FRVTA State Convention will be held in this beautiful resort. Being in the center of the Sunshine State should make it easier for more members to attend. Convention dates are Thursday, September 5 through Sunday, September 8.*



This year's convention will feature the brightest and best minds in the RV Industry to bring FRVTA members up-to-date on the state of the industry and what to expect in the coming months.

The theme for the convention is "It's an RV Jungle Out There." The "Watering Hole" Hospitality Room is a great place to unwind after a busy day of exploring "The Jungle" while relaxing with fellow industry professionals from around the state and country.

Everyone comes together at the "Welcome to the Jungle" Reception on Thursday evening. This wonderful reception will include light snacks, open bar and fun games to help everyone mix and mingle!!

Friday morning the convention kicks off with the general session. This session will feature representatives from RVIA and RVDA to update everyone on the record-setting year the RV Industry is enjoying. Also a representative from KOA will talk about the ever growing Millennial market and how to attract them.

Friday afternoon will be time for the leisure events, including the "Serengeti Sip & Paint" painting class and the "Monkeying Around" 9-hole golf outing. Or you can just enjoy all the amenities the resort has to offer.

Whatever you choose to do that afternoon, be ready to ACT LIKE WILD ANIMALS at the "Jungle Boogie" Costume/Dinner Party. Music, food and the most outrageous jungle creatures you've ever seen. Quite possibly a hunter or two will appear!!

Saturday morning the breakout sessions will bring detailed information to attendees in smaller, more intimate classroom settings. Allen Monello will cover Dealer Compliance Issues, Statistical Surveys will take a look at the industry numbers and 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 "Safari Dave" presents "Grab a Tiger By the Tail," a fun and prize-filled Game Show Luncheon. Contestants will try for cash and prizes and maybe answer some "Jungle Trivia" and "Name that Jungle/Animal" Songs. This is always a fun and lively luncheon!

The convention wraps up that evening with the "King of the Jungle" Awards Banquet and Silent Auction. The Silent Auction benefits the FRVPC Fund and will feature such items as weekend getaways, iPads, eReaders, iWatches and Disney Gift Certificates among lots of other great items.

There are still a few sponsorship opportunities and FRVTA is still taking prize donations for the silent auction and the game show luncheon. For more information or to make a donation, contact the Florida RV Trade Association at (813) 741-0488.



## STATE OFFICERS

PRESIDENT  
Rob Cochran  
VICE PRESIDENT  
Brian Copley  
TREASURER  
Tom Wegge  
SECRETARY  
Joey Schneider  
CHAIRMAN OF THE BOARD  
Nelda Iacono

## REGIONAL OFFICERS

REGION 1  
Everett Henkel III - PRESIDENT  
Paul Graef - DIRECTOR  
REGION 2  
Susan Squillace - PRESIDENT  
Sean Thompson - DIRECTOR  
REGION 3  
Deanna Pearce - PRESIDENT  
Snow Chamberlain - DIRECTOR  
REGION 4  
Ken Gifford - PRESIDENT  
Traeanne Reynolds - DIRECTOR  
REGION 5  
John Schuster - PRESIDENT  
Lyn Hart - DIRECTOR  
REGION 6  
Ken Loyd - PRESIDENT  
Rob Rothenhausler - DIRECTOR  
REGION 7  
Dell Sanders - PRESIDENT  
George Grimm - DIRECTOR  
George Lempenau  
CAMPGROUND DIRECTOR

## OFFICE STAFF

Lance Wilson  
EXECUTIVE DIRECTOR  
David Kelly  
MARKETING DIRECTOR  
Mike Ryan  
CONTROLLER  
Lesa Colvin  
SHOW DIRECTOR  
Patty Flanagan  
SHOW COORDINATOR  
Ana Correia  
ADMINISTRATIVE COORDINATOR  
Sharlene Nelson  
MEMBERSHIP COORDINATOR

FLORIDA RV TRADE ASSOCIATION  
10510 Gibsonton Drive  
Riverview, Florida 33578  
(813) 741-0488 • Fax (813) 741-0688

e-mail address: info@frvta.org  
website: www.frvta.org

## PRESIDENT'S MESSAGE...

### *What are your dreams? How often do you think about them?*

*As you probably have learned by now, I'm a perpetual student of business, technology and self-improvement. I'm always reading something enlightening, so I want to share one of my more interesting, yet easy reads. It's a book called The Dream Manager by Matthew Kelly. It's about getting and keeping employees happy, but it also allows you to take an inward look at yourself.*

*In this book, Kelly explores the power of articulating and pursuing your dreams. To do so, he uses a fable about a janitorial company and its incredible transformation from a place of high turnover and low company morale to one of the most sought-after places to work. The message is simple and clear: by acknowledging, sharing and working proactively to achieve our dreams, we enrich our own lives and the lives of those around us.*

*"...people stop dreaming because they got caught up in the hustle and bustle of surviving. And once we stop dreaming, we start to lead lives of quiet desperation, and little by little the passion and energy begin to disappear from our lives."- The Dream Manager, page 26*

*Kelly suggests we take a new approach to retaining our employees by helping them achieve their dreams. The fictional company creates a new position and hires a "Dream Manager" whose only purpose is to connect with employees, document their dreams and then go to work helping them achieve them. He provides information and resources they cannot obtain on their own. Some of the dreams are what you would expect, like putting their kids through college or owning a home. Some wish to get an education or a job that would take them away from the current company. By essentially helping these folks find their "dream" job by working elsewhere, they create a loyalty and reputation that makes a noticeable difference in recruiting new employees.*

*Kelly also addresses the very real issues of trust and culture. Not everyone will open up to share their dreams if they don't feel the environment is safe for them to do so. But slowly people begin to share. As the Dream Manager gains credibility, more employees are willing to come forward to discuss their dreams. This results in better quality work, higher efficiency, lower turnover and larger profits—which are used to grow the business and the dream program.*

*Not every company is able to hire a full-time Dream Manager, but there are certainly some simple principals that can be learned and applied here. I encourage you to read The Dream Manager and see if you can create a culture of helping your folks achieve their dreams.*

*Till next time,*

**ROB COCHRAN**

*FRVTA State President*





## 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.**

### Major Expansion Underway at RV/MH Hall of Fame

There's nothing recreational about the latest vehicles to move onto the grounds of the RV/MH Hall of Fame (HOF) in Indiana. Construction equipment is on-site to mark the start of the RV/MH Heritage Foundation's Inc.'s latest 27-acre expansion plans.



Phase 1 calls for the construction of a 22,000-square-foot pavilion with seating space, restrooms and a food staging area. Each side of the building will feature six large glass panels that will open like garage doors for an open-air feel.

RV/MH Heritage Foundation President Daryl Searer reported that the entire project is "the realization of the vision of the future that the Hall of Fame put out a little over two years ago.

He emphasized that the "dream" had come to fruition through the backing of Thor Industries Inc. and CEO Bob Martin, noting that "they were able to put us over the top."

According to Searer, the addition of the pavilion also allows the HOF to build on its roster of events, which has been growing for the past several years.

"It will be used for rallies and car shows and boat shows — all types of events that require a lot of parking area and so forth," Searer said. "Thor will be using the pavilion approximately two weeks out of the year and the rest of the time the Hall of Fame will be able to use it for events. They will be year-round types of events because of the pavilion being air conditioned and heated."—*news release, RVBusiness*

### RV Technical Institute Selects New Elkhart Location

The RV Technical Institute has been actively searching for a permanent residence since last summer, shortly after announcing that a new school would be formed to support technician education in the RV industry. Now the search is over with the announcement of a building for their new training facility.

The 18,000-square-foot facility in Elkhart sits on 3.34 acres and offers a lot of potential for future expansion to accommodate the program's anticipated growth.

"The facility was chosen based on several factors," said RV Technical Institute Executive Director Curt Hemmeler.

"The building is centrally located in Elkhart, is move-in ready allowing us to occupy the space immediately, already contains many of the elements we need and the space is set up as a technical school, including shop space that will be an essential portion of the institute's new program."

There are currently seven classrooms in the facility, 10,000 square feet of shop/bay space with 17-foot ceilings to accommodate two to three RVs—enough space for learning, depending on RV type, as well as space for component trainings.

The ample classroom space allows trainers to hold both individual training sessions like the Technicians in Training (TnT) classes and group trainings similar to the trouble-shooter clinics presented several years ago.

Minor renovations will begin early this summer, including exterior landscaping, signage and branding, paint and carpet modifications, IT configurations, security systems and access controls, and renovations to separate the student space from the administrative staff offices.

"We look forward to moving into our new facility and taking the next steps to get students in to begin training," said Hemmeler. "We expect the RV Technical Institute's grand opening in fall 2019."—*RVIA*





## *RV Industry Association President Frank Hugelmeyer Resigns*

President Frank Hugelmeyer recently announced his resignation from the RV Industry Association (RVIA). In his resignation letter, Hugelmeyer said he is leaving RVIA to become president and CEO of the National Marine Manufacturers Association (NMMA). A full transition timeline is being formulated, and Hugelmeyer will remain with RVIA for a yet-

to-be determined period to provide guidance and support during the transition.

In response, the RVIA Executive Committee of the Board of Directors has executed the organization's procedure for the implementation of an interim-president, designating Craig Kirby, senior vice president of government affairs and general counsel, interim-president of RVIA. Kirby is a 25-year veteran of RVIA, where he oversees government relations, standards, and the organization's legal team.

Garry Enyart, director of RV business for Cummins, and chairman of the RVIA Board of Directors issued the following statement: "We truly appreciate all of the work Frank has led to improve the position of RVIA and strengthen the relationships with not only the membership, but also with our industry partners. Under his leadership, RVIA has modernized the association's technological capabilities, strengthened its federal and state advocacy, welcomed the RV Aftermarket Association's members, launched the RV Technical Institute (RVTI), and expanded the reach and impact of the industry's Go RVing program. Further, Frank leaves the organization in a position of strength both operationally and financially. He will be missed at RVIA, but we are eager to continue working closely with him moving forward as we continue to partner on growing the position and influence of the outdoor recreation economy.

"During the interim period, RVIA's Executive Committee will be alerted to any special support needs of the interim president and shall convene a monthly meeting of the group. At this time there is no timetable as to the formation of a search committee for a permanent replacement, and RVIA's Executive Committee and full Board of Directors will be meeting the first week of June during Advocacy Week in Washington, DC.," he continued.

Outgoing President Hugelmeyer stated: "In nearly four years of working together, we have made great strides as an organization, and it has been my great privilege to serve the RVIA members and collaborate with an exceptionally talented board and staff. As many of you know, one of my life's passions is boating and fishing and this leadership role with NMMA truly represented a dream opportunity. I will miss the RVIA family, but look forward to serving the numerous crossover members that operate in both the RV and boating worlds, and continuing our work with the Outdoor Recreation Roundtable (ORR), as well as building on the close bonds that have formed during my time at RVIA."

During his nearly four-year tenure, Hugelmeyer also spearheaded the national trade association's involvement in a wider outdoor recreation alliance—ultimately the Outdoor Recreation Roundtable—in which he and now-retiring NMMA President Tom Dammrich, who has led the NMMA for 20 years until his announced retirement in 2018, worked closely with other elements of the outdoor sphere from sports fishing to archery and national park concessionaires. They also lobbied assertively for the upgrading of national park facilities, especially campgrounds.

The revamp of the industry's national trade show agenda, including the early 2018 termination of RVIA's traditional Louisville Show and the introduction of this year's "RVX: The RV Experience" in March in Salt Lake City also occurred on Hugelmeyer's watch

NMMA, in its Friday morning release, praised Hugelmeyer's qualifications for leadership of the \$170.3 billion recreational boating arena.

"We conducted a thorough search over the last year to find the right person for this important leadership role for the marine industry and Frank's tenure in outdoor recreation-related industry associations was unparalleled," said Bill Watters, former NMMA chairman and president of Syntec Industries, who led the search committee for the next president. "He is a tremendous addition to the NMMA team and the recreational boating industry, and we welcome him aboard."

"Frank brings extensive experience and expertise in outdoor recreation and association management to NMMA, making him the ideal growth-minded leader for the recreational boating industry," said Ben Speciale, NMMA chairman and president of Yamaha's U.S. Marine Business Unit. "We look forward to his leadership and strategic vision as he guides our industry through ever-changing economic and political landscapes."—RVIA, *RVBusiness*

## LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

### 2019 Legislative Wrap Up



The 2019 Florida Legislature closed with the passage of a record state budget of more than \$90 billion dollars. The legislative session did need a little bit of overtime, however, in order for the senators and representatives to complete the budget work. The constitutional 60-

day session, which traditionally ends on the first Friday in May, needed an extra 16 hours into Saturday to complete the budget work.

*Here are some interesting statistics from this legislative session:*

- Total bills filed - 3571
- Total amendments considered - 2997
- Total votes taken by legislators - 3765
- Number of bills passed to the Governor – 197

This year was a record low in terms of bills sent to a Governor in the modern era. As of the writing of this article, at least one of those bills has fallen under the veto pen of Gov. DeSantis. A bill that would have prevented local governments from banning the use of plastic straws was vetoed in what the Governor considered an unnecessary encroachment into local control.

Despite a record state budget, the Legislature allocated a pittance to reduce the tax burden on Floridians. The state tax reduction package is estimated at \$73 million or less than one tenth of one percent of the state budget.

*Key tax cuts were focused on the following areas:*

- Reduction in the business rent tax from 5.7% to 5.5% (which is a continuation of the phase-out of this tax started under Gov. Rick Scott)

- Sales tax holidays for back-to-school shopping and hurricane preparedness
- Sales and use tax exemptions for inventory items purchased for resale that are donated to 501(c)(3) charities
- Documentary tax exemptions for transfers of real estate between spouses
- Limited Sales Tax relief for farm purchases as part of Hurricane Michael recovery.

The state budget saw record spending on education and the environment, which were two critical issues for Gov. DeSantis. Senate President Bill Galvano was able to send to the Governor his legacy infrastructure measure that could lead to the construction of three new toll-based turnpikes connecting Florida north to Georgia and from coast to coast. Finally, Speaker of the House Jose Oliva passed his signature health care measures that included the repeal of the Certificate of Need process as well as landmark education reforms with enhanced funding for school voucher programs and charter schools in Florida.

The new legislature, Governor and Cabinet are feeling each other out in how to collectively govern Florida and its nearly 24 million residents. While the Session has concluded, there is little rest for the weary in Tallahassee as there will not be a lot of time between the new budget going into effect and the next legislative session. In 2020, the Legislature will convene from January to March with its interim committee meetings beginning later this summer.

*Keep in mind that the 2020 elections will be upon us before you know it and our PAC took a huge hit with the historic 2018 election cycle. Please continue to spread the word for the need to support the FRVTA PAC Fund. I'm looking forward to seeing you over the summer and at the convention in September. In the meantime, best wishes for a great summer!*

### Small Businesses Should Prepare for Hurricane Season

*With the start of the Atlantic hurricane season on June 1, small business owners can expect to hear admonishments from government agencies about getting prepared.*

Owners should think now at least about basic disaster planning, including how to protect their employees, computer data and premises. Don't forget the Florida sales tax holiday on hurricane preparedness items that started May 31!

Meteorologists at Colorado State University issued their first forecast for the season this past April, predicting 13 named storms – tropical storms or hurricanes with sustained wind speeds of 39 mph or higher. Five hurricanes are predicted. That compares with the 15 named storms and eight hurricanes in 2018, including Hurricane Michael that caused billions of dollars in damage to Florida's Panhandle. An average season has 12 named storms and six hurricanes; the hurricane season officially ends Nov. 30.

A number of online disaster prep resources are available from federal and state government agencies, and some include checklists that will help owners decide what they need to do. The sites include:

- [www.wfm.noaa.gov/workplace/HurricanePrepGuide.pdf](http://www.wfm.noaa.gov/workplace/HurricanePrepGuide.pdf) operated by NOAA
- [www.ready.gov/business](http://www.ready.gov/business), operated by the Department of Homeland Security
- [www.score.org/resource/hurricane-preparedness-checklist](http://www.score.org/resource/hurricane-preparedness-checklist), operated by SCORE, the organization that provides free counseling for small businesses
- [www.fema.gov/media-library/assets/documents/15238](http://www.fema.gov/media-library/assets/documents/15238), operated by the Federal Emergency Management Agency

-news report





## TRAINING NEWS • by Jim Carr, Training Director

### *RVTI Update*

*The RV Training Institute, born just one year ago, has made major inroads into all aspects of the RV Technician Certification and Training programs. We have just received the new curriculum for RV Plumbing Systems and will be in the studio filming by the time this article arrives. It will be part of our new school year program beginning Aug. 1, 2019.*

*RVTI has committed to sending us all of their new materials as soon as possible and we will completely revise our entire program for the upcoming year.*

*We (Florida) recently participated in the pilot of the new Registered Technician Test, both written and practical (hands-on). New to the process was adding theory to the written test and then a practical test that included a PDI.*

*To bring you up-to-date on the progress of RVTI, here is an article from RVIA that details movement in meeting our training needs.*

### **RV Technical Institute Announces Career Levels for new Technician Training Program.**

The new Technician Training program was rolled out to RV technicians and dealers, including new program requirements and curriculum, during the inaugural RVX event in Salt Lake City. Under the RV Technical Institute's new program, technician training and proficiency will be based on four levels of training ranging from pre-delivery inspection (PDI) training to master technician. Each level serves as a foundation for the next level and will be achieved through practical application and skills-based assessments.

The new program focuses on continued education over the course of a tech's career that emphasizes being up-to-date on new technologies and products as they become available in the RV market.

The Level 1 training credential will be good for life and does not require any recertification or continuing education as it establishes the foundation for the technician to become well-versed in the basics of RV repair and diagnosis. Levels 2-4 requires continuing education within five-year periods to ensure that technicians remain up-to-date on the newest products and technology in RVs and insure that technicians are able to easily diagnose, troubleshoot and repair issues to a varying degree of expertise.

#### **The new technician career path is:**

- **Level 1** – A pre-delivery inspector (PDI) technician with a proven skill set to prepare an RV for customer delivery by verifying the operation of all components.
- **Level 2** – A technician that has theoretical knowledge of all the systems and components within an RV and a proven skill set to be able to diagnose, troubleshoot and repair those systems and components.
- **Level 3 - Specialties** – A technician that has completed vendor trainings on specific types of components increasing their proficiency in troubleshooting and repair. (Requirements apply for each specialty.)
- **Level 4** – Master Technician – this technician has completed all five designated specialties through vendor trainings and is proficient in troubleshooting and repairing of ALL major systems and components within an RV.

Levels 1 and Level 2 will be offered over the next year to support the new career path and credentialing system. Level 3 training, specialties, will continue to be available over the next several months and in a similar form under the new program. They are already being offered under the current Technicians in Training (TnT) program and will continue to be available at the RV Technical Institute. Technicians obtaining specialty training now will receive credit for completing it under the new program. The RV Technical Institute will offer multiple training formats such as instructor-led, live/hands-on classes, independent learner online training and hybrid classes that use a mix of online and live/hands-on. Courses will be delivered through the institute's faculty and licensed partners across the country.

The new curriculum has been broken into seven courses and 38 modules giving the most flexibility for delivery and the learner. This flexibility allows the learner to focus on one area at a time or take only the courses needed.

Technicians who already have completed training or achieved certifications will be grandfathered into this new program. All expiration dates will remain the same for your current certification.–RVIA

### **RV Learning Center College Scholarship Available**

*College undergrads can start getting their finances in order for the fall semester by applying to the Mike Molino RV Learning Center's scholarship program.*

RV-related company employees and their dependents, who are working toward a degree in a business-related field or a major applicable to the RV Industry are eligible to apply for the \$2,500 scholarship. Deadline to apply is June 28, 2019.

One of the factors considered when choosing the recipient is whether he or she has previous experience working in the RV business or a desire to do so after graduation. Individuals must be a rising sophomore, junior or senior at an accredited four-year school and have a 2.8 or better grade point average.

The scholarship program is made possible through the generosity of the Newt and Joanne Kindlund family. Unfortunately, Mrs. Kindlund recently passed away, but thankfully her and her husband's generosity continues. For complete requirements and to apply, [click here](#).–RVDA



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

### When was the Last Time You Updated Your Safeguards and Red Flags Rule Plans?

About a month ago, I asked a dealer about the last time the dealership's Safeguards Rule and Red Flags Rule plans were updated. The dealer paused, gave me a blank stare and then said: "I guess that's something we should have?" Obviously, the dealership had not updated either plan. As a matter of fact, the dealership never developed and implemented either plan!

I am surprised about how many dealers continue to operate without the required Safeguards Rule Plan and the Red Flags Rule Identity Theft Prevention Program (ITPP) Plan. It's something they don't think about or, quite frankly, worry about...until it's too late.

Dealerships are required by federal law to have such plans. (By the way, dealerships are considered financial institutions because they assist customers with obtaining financing.) In fact, the Federal Trade Commission (FTC) enforces these requirements.

*In its publication "Privacy and Data Security Update 2018," the FTC explains the following about both requirements:*

- The GLB Safeguards Rule requires financial institutions over which the FTC has jurisdiction to develop, implement and maintain a comprehensive information security program that contains administrative, technical and physical safeguards.
- The Red Flags Rule requires financial institutions and certain creditors to have identity theft prevention programs to identify, detect and respond to patterns, practices or specific activities that could indicate identity theft. This year, the FTC announced a regulatory review in which it is seeking public comment to determine whether it should update the Rule in light of new developments in the marketplace.

In short, the Safeguards Rule requires you to have practices and procedures in place to protect customer nonpublic personal information (NPI). The Red Flags Rule requires you to have practices and procedures in place to prevent you from selling a unit to an identity thief. When the

FTC becomes aware of a company's (dealership's) actions or inactions that result in harm to consumers, it acts.

One example, regarding violations of the Safeguards Rule, follows: The FTC alleged that "\_\_\_\_\_" violated the Safeguards Rule by failing to develop a written comprehensive security program until November 2015; to conduct a risk assessment to identify reasonably foreseeable internal and external risks to security; and to implement information security safeguards that would help prevent a cyberattack.

As part of the settlement with the FTC, the company is prohibited from violating the Privacy Rule and the Safeguards Rule of the Gramm-Leach-Bliley Act for 20 years. Consistent with several past cases involving violations of Gramm-Leach-Bliley Act Rules, the company is required to obtain biennial third-party assessments of its compliance with these rules for 10 years.

*(NOTE: A violation of this order could result in very significant civil penalties.)*

If you already have these plans in place, make sure they are updated on a regular basis, as conditions change, and more threats are encountered. Your plan should clearly state how you detected any issues and what you did to resolve them. If you don't already have these plans, you should develop them immediately.

In the next two articles I will tell you what needs to be included in each of the two plans. But you may not want to wait for the articles before you get started!

**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).*

### RVIA Names RVX Task Force Members, Reveals Show Numbers

An RV Industry Association member task force has been identified and selected by Chairman Garry Enyart, to explore a path forward for the RVX event. The task force will specifically address how changes to the timing and location of RVX can increase participation and unity across all segments of the RV industry.



The RVX Task Force's immediate goal is to collaborate together and build on the successful components of the RVX show, as well as to reach out to dealers and other industry stakeholders for input and guidance over the next few months.

RVX: The RV Experience has also announced its final audited attendance of 4,104 industry members with more than 800 dealers and 239 media attending the event in Salt Lake City. Earned media impressions to-date exceeded 400 million, with coverage from the Ellen Show, Backpacker Magazine, Fox & Friends, Gear Junkie, Forbes, Snews, Curbed, Motortrend TV and more. For more information or questions about the RVX Task Force, contact Liz Crawford at [lcrawford@rvia.org](mailto:lcrawford@rvia.org) -RVIA

## New Edition of Service Management Guide Now Available

The 12th Edition of the Service Management Guide is now available from the Mike Molino RV Learning Center. The guide includes updates to previous editions and features additional material provided by dealers, service managers, technicians and suppliers. The guide offers more than 100 pages of average work unit times for the most functions RV technicians perform, along with Service Check Sheets to serve as a reference for service managers, and technicians.



“The new guide has even more service management guidance, including advice on developing sample service special menus,” said RV Learning Center Service Consultant Tony Yerman, who coordinated work on the new edition. “Every labor operation listed has a labor time associated with it. If a labor time might have a variance or be questionable as to accuracy for the application, the publication provides guidance on how to handle the situation. There are also new listings for hydronic heat and the newer Truma heating systems.”

The guide, also known as a flat rate manual, is an ideal tool for the service department when working with extended service agreement and insurance companies.

Two formats are available: 1. A printed version on durable cardstock paper with a 3-ring binder. 2. A CD-ROM that features searchable PDF documents.

Special pricing is available for RVDA members. Current prices are: Manual or CD-ROM: RVDA Members \$201, Non-Members \$402. Manual and CD-ROM together: RVDA Members \$333, Non-Members \$672. Order from the RV Learning Center website (<http://www.rvda.org/RVLearning>). Prices are subject to change.—RVDA

## Interviews Wanted for Magazine Profiles

Attention! If you are a dealer who has taken the reins of your dealership from either your parents or grandparents, RV Pro Magazine wants to talk to you! For their July issue, the magazine is preparing an “All in the Family” feature article on this topic and is seeking Florida-based dealerships to profile. If interested, please contact Publisher Chris Cieto at [ccieto@nbm.com](mailto:ccieto@nbm.com) or call him at 721-566-7253.

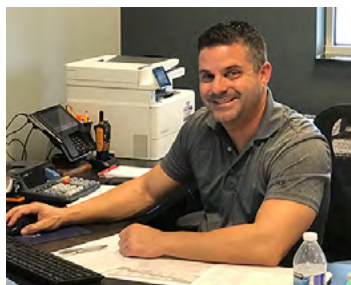
## Go RVing partners with Disney to produce Toy Story 4

Go RVing is teaming up with Disney and Pixar in celebration of “Toy Story 4” to launch an integrated marketing campaign to inspire RV travel that takes family and friends on adventures – just like Bonnie’s family and the Toy Story 4 friends.

In the movie, Woody (voice of Tom Hanks) has always been confident about his place in the world and that his priority is taking care of his kid, whether that’s Andy or Bonnie. So when Bonnie’s beloved new craft-project-turned-toy, Forky (voice of Tony Hale), declares himself as “trash” and not a toy, Woody takes it upon himself to show Forky why he should embrace being a toy.

But when Bonnie takes the whole gang on her family’s road trip excursion, Woody ends up on an unexpected detour that includes a reunion with his long-lost friend Bo Peep (voice of Annie Potts).

Now in its 22nd year, Go RVing challenges Americans to “find their away” and pursue their passions more frequently when they travel by RV, the release stated.—Go RVing



## Alliance Coach Appoints New Sales Manager

Wildwood-based Alliance Coach recently announced that Keith Brahier has joined the company as sales manager and will oversee day-to-day operations.

According to a news release, Brakier has experience in banking, RV sales and finance, as well as general management. His goal is to create a positive sales culture that ensures a great customer experience while growing the Alliance brand.

Owner and President Judy Shapiro noted, “We are well acquainted with Keith and very confident in his ability to direct our sales department while helping us further integrate our sales and service operations.”—news release



## Region 6 Donates \$6,000 to Investing in Kids

FRVTA Region 6 Board President Ken Loyd (left) of Flamingo Lake RV Resort and chapter secretary Gary Fowdy (right) of Camping World present a \$6,000 donation to INK! (Investing in Kids) Executive Director Donna Lueders. The nonprofit, formerly known as the St. Johns County Education Foundation, administers an early learning and literacy enrichment program called the FLY (Five Learning Years). Region 6 has donated over \$60,000 to various community organizations over the past three years.



## NEW MEMBERS

### ON THE ROAD AGAIN RV INSPECTION

Chris Kluesner  
8221 Royal Hart Dr  
New Port Richey, FL 34635-5068  
PH: 813-445-6978  
Website: [www.ontheroadagainrvpro.com](http://www.ontheroadagainrvpro.com)  
Email: [chris@ontheroadagainrvpro.com](mailto:chris@ontheroadagainrvpro.com)  
Service, Region 3

### TIME4T, LLC

Geoff Baker  
16313 Cherry Tree Ct  
Clermont, FL 34714-6329  
PH: 484-432-9002  
Website: [www.inspectrv.com](http://www.inspectrv.com)  
Email: [geoff@inspectrv.com](mailto:geoff@inspectrv.com)  
Service, Region 7

### KENECT

Trevor Allred  
2100 W Pleasant Grove Blvd, #380  
Pleasant Grove, UT 84062-3911  
PH: 888-972-7422  
Website: [www.kenect.com](http://www.kenect.com)  
Email: [tallred@kenect.com](mailto:tallred@kenect.com)  
Supplier, Region 10

### COMPLETE 360 RV

Gregg Duarte  
4455 Ulmerton Rd  
Clearwater, FL 33762-4140  
PH: 727-559-2900  
Website: [www.complete360rv.com](http://www.complete360rv.com)  
Email: [gduarte@complete360rv.com](mailto:gduarte@complete360rv.com)  
Service, Region 3

### COTTAGES AT OYSTER BAYOU

Nicole Dufala  
Mailing: 35246 US Highway 19 N, #149  
Palm Harbor, FL 34684-1931  
Physical: 4835 Green Key Rd  
New Port Richey, FL 34652-2118  
PH: 727-378-0608  
FAX: 813-354-4467  
Website: [www.cottagesatoysterbayou.com](http://www.cottagesatoysterbayou.com)  
Email: [nicole@dufala.com](mailto:nicole@dufala.com)  
Campground, Region 3



## FINAL RV SHOWS OF THE SEASON

### TAMPA BAY SUMMER RV SHOW

June 6-9 • Florida State Fairgrounds

### WEST PALM BEACH SUMMER RV SHOW

June 20-23 • Palm Beach Outlets



## FRVTA Scholarship Applications Due June 7!

Applications for the annual FRVTA Scholarship are due June 7. 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 2019 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 7, 2019**. Awards presented by July 26.

*Thank you for your help in making our scholarship program successful!*

## MEETING DATES



*Region 1 • No Meeting until October • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda*

*Region 2 • June 12 • PGA National Resort • Palm Terrace Room, 400 Ave of the Champions • Palm Beach Gardens*

*Region 3 • No Meeting • Rusty Pelican • 2425 North Rocky Pointe Dr • Tampa*

*Region 4 • No Meeting • Tony Roma's • 8560 International Dr • Orlando*

*Region 5 • No Meeting • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin*

*Region 6 • June 18 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville*

*Region 7 • June 25 • 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**