



FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY



REGIONAL



RV SHOWS



DOMINATE

FRVTA



WINTER



AGENDA



Following the record-breaking 2018 Florida RV SuperShow, the regional shows kicked into high gear trying to capitalize on the upbeat news out of Tampa. The following week, Region 1 started the regional show schedule at the Fort Myers RV Show. The winter show schedule will conclude in early March at the Ocala RV Show.

The Fort Myers RV Show, celebrating its 33rd year, saw 11 dealers and close to 100 vendors reap the financial benefits of participating in this annual four-day event. According to Show Manager Jack Carver, the event opened strong with long lines waiting to get in on the first day, which featured a discounted admission. "Attendance overall was good with just under 11,000 paid attendees," he said. "Unfortunately, for past several years the show has been afflicted with poor weather and this year was no exception with strong winds Friday and Saturday, followed by the heavy threat of rain all day Sunday." Despite this, Show Chairman Chris Morse reports very strong sales among both vendors and dealers, with many dealers reporting double-digit sales.

Next up, held the first week in February, was the 2018 Jacksonville RV MegaShow held at the Jacksonville Equestrian Center. Just over 9,900 people came through the ticket gates during the four-day show- the highest number of attendees ever recorded at the Jacksonville Show. "We had more than 4,000 people come out on Saturday alone, so we knew it was definitely going to be a record-breaking event," said FRVTA Region 6 President Ken Loyd. "We were also very fortunate that the weather forecast, which had called for rain just a few days before, changed and we had great weather during the entire show."



The tastes of millennials, which make up the largest segment of RV buyers today, have been steering dealerships into a different mix of inventory dealers have on their lots, which was evident at the show, as well. While there were larger, high-end Class A Motorhomes at the show, there was a dominant number of conventional travel trailers and other towable RV units of all shapes and sizes. "The travel trailers were definitely the most popular among the visitors we talked with at the show," said Campers Inn RV General Sales Manager Greg Markovich.

Rounding out the February show schedule was the West Palm Beach RV Show held at the South Florida Fairgrounds. The eight participating dealers were very happy with the crowds and sales. "We had a couple of deals the very first day," said FRVTA State Secretary Brian Copley. "With a great crowd on opening day along with securing a few deals, I just had a feeling this was going to be a great show, and it was."

While not a record-breaking crowd, the over 6,100 people that attended the show really enjoyed the event and were there to do more than kick tires. Palm Beach RV had a tent set up and featured many of the "must have" RV parts and accessories. It was hard to get under the tent sometimes during the show with the interest in various needed items. DJ Gerry was on hand once again to spin music to keep the positive vibes going. This was Gerry's 25th year of providing music at the West Palm Show. "This show has gotten better and better every year, and the people are the best."

Presently, there are still three shows left in which you can participate. Please contact the FRVTA State Office for more information.



IacoNOTES...

Is it a Cold or the Flu?

January 2018 was not the best start of a new year for Allie and I, after almost a month-long bout with acute bronchitis. We both made numerous trips to the doctor and the pharmacy. While there, I had an opportunity to have some conversions with my doctor. She explained the difference between a cold and the flu.

Suffering with a cold, you will experience loss of appetite, sore throat with irritated sinuses, sneezing, coughing and the occasional bouts of vomiting.

Afflicted with the flu? You will experience muscle pain and headaches, high fever and chills, and fatigue.

She recommended several steps you can take to avoid all the nasty bugs out there. If you have to be out in public, wear a mask (not flattering, but effective) and avoid crowds.

I know that is easier said than done during the current RV show season. She explained that a person is contagious up to two days before they have symptoms and seven days after you begin to feel sick.

Her other recommendations were to WASH your hands with warm water and soap, do not touch your eyes, nose and mouth, and sanitize all available surfaces, including your desk, keyboard, mouse and anywhere you work or prepare food. You should ALWAYS sneeze or cough into your elbow (I first learned that when we were expected to have the bird flu pandemic). Some call this the "vampire" or "Dracula" sneeze technique.

Furthermore, she suggested that after being sick you should wash your bedding and other household items that have been exposed to your germs. I told my daughters this and to also wash their family's winter scarves and gloves since both have been close to their faces.

Here's to hoping everyone avoids getting sick, but if it happens I am truly sorry! This has not been fun, but we are certainly much better. Have a wonderful RV selling season.

Until next month...

NELDA IACONO
FRVTA PRESIDENT

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2018 FRVTA SHOW SCHEDULE



OCALA RV SHOW

March 1-4 • Florida Horse Park

RV SUPERSAVER SHOW

April 20-22 • CenturyLink-Lee Sports Complex

TAMPA BAY SUMMER RV SHOW

June 7-10 • Florida State Fairgrounds

Still Being Discussed Region 2 • May Show @ The Ballpark of the Palm Beaches

RVIA Reveals Concept For Revamped Trade Show

While a number of details were still to be determined, a crowd approaching 100 RV Industry executives and managers witnessed the concept for the new RV trade show, set to debut in the spring of 2019, during a presentation this past February at the RV/MH Hall of Fame in Elkhart, Ind.

While acknowledging most details will emerge over the next several months as officials continue developing the event, Recreation Vehicle Industry Association (RVIA) President Frank Hugelmeyer said the new two-and-a-half day, mid-week trade show – which essentially would replace the now-canceled National RV Trade Show in Louisville – would be “the ultimate kickoff to the RV and camping selling season.”

“We’ll excite consumer markets around the country with the newest products and technology, and connect them to participating dealerships,” he detailed. “The time is now. We must capitalize on the current market success. This is an opportunity we are rarely going to have. This event will be the largest, best-attended and most important gathering in terms of education, innovation, celebration and excitement that has ever been seen in the RV Industry.”

The new show’s working title is “RV Reveal,” and its concept as laid out by Hugelmeyer would seek to attain the impact of the Consumer Electronics Show and the coolness factor of a major auto show.

This new event was unanimously approved by RVIA’s Board of Directors this past January and replaces the traditional 54-year-old RVIA National RV Trade Show held in Louisville, KY.

“Reveal is a working title right now, but personally I really do like it because it talks about how do we reveal the industry to others,” Hugelmeyer said. “How do we reveal what they need to know? How do we reveal where we’re going? How do we reveal what new products are out there? How do we do that and not just to ourselves, but to the world? And that’s really what we’re starting to build and what we are excited to build, and why the board made the decision to not build on the old, let’s redirect the team to be completely focused on building the new.”

When asked whether the event would be open to consumers, Hugelmeyer said it’s certainly a matter for discussion, but as of now it was being developed as a business-to-business show. The show would be heavily promoted to the media – the spring timing aids in that

effort, he added – and a “Go RVing road show” following the event would further put the industry in the face of consumers.

He mentioned the target attendee is a “c-suite upper management dealer,” however the event would appeal to all elements throughout the industry.

As for the event itself, some concepts under strong consideration include a Smart Bar in which experts in their field would be brought in and available for consultation on an appointment basis. Also, the Top Tech Challenge, which debuted to much fanfare at the 2017 Louisville Show, would be revamped to include regional competitions this fall before culminating at the new show with a highly stylized final competition in the same vein as Food Network’s Iron

Chef program. Finally, the show would showcase the newest and most innovative offerings from RV OEMs and suppliers all interspersed on the display floor, as well as a special “Future Ready” display of

emerging technologies from outside the industry.

Some of the reasons RVIA is switching gears on their signature event include:

- The Elkhart RV Open House, along with manufacturer, dealer-focused events, currently fulfills most of the order-writing needs for the industry in the show environment
- The RVIA trade show was at the end of the current industry show cycle when all new products had been seen and the winter time frame made it nearly impossible to drive extensive exposure for an industry focused on recreational travel during warmer months.
- The end of the trade show eliminates the “arms race” in terms of product displays where manufacturers would bring 40 to 50 models to the show, but only a few were new to the audience.
- By Leveraging the Go RVing experience, the new event will deliver an array of valuable elements, including unparalleled education and leadership training for all industry segments with a focus on new dealer sales and service models.

The ultimate goal is to develop an “uncopyable” event, which is why the trade association right after the 2017 National RV Trade Show participated in a strategic session with a consultant who helps organizations “separate themselves from the crowd” and, in this case, create “the single-most important event that brings together all industry stakeholders.”—RVIA, *RVBusiness*




TRAINING NEWS • by Jim Carr, Training Director

RV Professional Certification Week is March 11-17

Recognizes Certified Employees and Promotes Continuing Education

The week of March 11–17 has been designated RV Professional Certification Week by the Society of Certified RV Professionals and the Mike Molino RV Learning Center.

“This week is about recognizing your certified professionals by celebrating their achievements and encouraging others to begin the process of certification through the RVDA-RVIA Tech Certification Program or the RV Learning Center’s parts and service management certification programs,” said RVDA President Phil Ingrassia.

Fixed-ops professionals can earn certification as parts managers, parts specialists, service writers/advisors, service managers, and warranty administrators through the Mike Molino RV Learning Center, which offers testing, certification and recertification.

The center’s credentials were developed by experts at The Ohio State University’s Center for Education and Training for Employment and a team of top-performing, demographically diverse working professionals. Suppliers, distributors, dealer owners and manufacturers were also involved in developing the programs. Dealers can learn more about professional certification and training opportunities available for fixed operations staff on the RV Learning Center website at www.rvlearningcenter.com.

Mike Molino RV Learning Center Board of Directors initiated the Society of Certified RV Professionals in

2014 to increase the number of RV industry certified professionals and retain those who already hold certification credentials. The Society is aimed at individuals who currently, or aspire to, hold RV industry certification credentials. In conjunction with its commitment to encourage professional development and training, the Society provides scholarships to six long-certified professionals to attend and participate in the 70+ workshops offered annually at the RV Dealers Convention/Expo.

Established in 1993, the tech certification program is administered by RVDA and RVIA under the auspices of the RV Service Technician Certification Governing Board.

The RVDA-RVIA RV Service Technician Certification Program identifies service professionals who have demonstrated the knowledge and ability to satisfy established standards in RV diagnostic and repair procedures. Technicians begin with the Registered Technician test and, if successful, can move up to take the Certified Technician test. Technician certification and training information is available online at www.rvtechnician.com.



The Mike Molino RV Learning Center is supported by dealers, manufacturers, suppliers, distributors, and other RV Industry members who are committed to dealership education and the high level of customer service that is provided by educated employees. It supports both the Society of Certified RV Professionals and the Young RV Executives program.

–RVDA

10 Steps To Service Excellence

Enable your service techs to give the royal treatment to customers using these following steps:

1. Greet them with a smile. Introduce yourself and ask for their name.
2. Ask how you can help: “What brings you in?”
3. Use professional responses: “It’s my pleasure to do this for you.”
4. Listen respectfully and never make them feel foolish for asking questions.
5. Explain what will be done to their RV and what it will cost. Reassure them that you’ll check the entire unit.
6. Escort them to the waiting area; make sure it has magazines for both men and women.
7. If something unexpected needs repairing, show it to the customer and tell him what it will cost.
8. Explain every item on the invoice.
9. Ask for customers’ email addresses so you can send service reminders.
10. Give out referral cards that offer discounts to both the new customer and the original customer.

–RV Executive


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

When F&I Can Let You Down

As we know, the F&I manager can bring a great deal of profit to a dealership. This is known as the “back-end money.” The player who brings in more money through the sale of products and services than the unit

itself brings in. Is this an essential part of the team? No doubt!

Nonetheless, owners and managers should never take for granted that everything is going smoothly and that the F&I manager is following all the rules and regulations.

Through compliance risk assessments that I conduct at dealerships, I have learned of a few shortcuts that some (certainly not all) F&I managers have taken. This article will only focus on several of them.

FIRST: when F&I processes a deal that will be financed, a credit report is run on the customer. Typically, the software that runs the credit report will usually also run an OFAC (Office of Foreign Assets Control) check and a Red Flags check.

But when the deal is for cash, no credit report is run. That sometimes means that the OFAC check also doesn't get run. I have encountered F&I managers who believed, for whatever reason, that an OFAC check (a check against the list of terrorists and money launderers) didn't have to be run on cash deals, only on financed deals. That is not the case. An OFAC check must be run on all customers (cash or financed) to determine if their name and company name (where applicable) appears on this list. If so, you are prohibited from doing business with that person and/or company.

SECOND: when a sale is being made to a company or organization, as stated above, the OFAC check must be conducted on both the individual(s) representing the company (that is, all of the individuals representing the company) and the company itself. Documentation must be maintained by the dealership to show that all checks were conducted. I have found, on a fairly regular basis, that the company name is not always being checked.

THIRD: I have also found that OFAC checks are being run on customers' last names only. By not using the full name, it can increase the chance of receiving a false

negative or false positive “hit.” The entire name of the customer (and business name, where applicable) should be run. Some software doesn't allow the middle name to be entered; rather, it only allows a middle initial. If there is a middle initial, it should be included.

AND FINALLY: when a Red Flags check is conducted on financed deals, F&I should pay close attention to the “score” that the software has given to the person with regard to their identity theft risk. I have often found that deals were processed in spite of the fact that the customer's score was shown as “High Risk for Identity Theft.” When this score is given, it means other steps should be taken by F&I to determine if the customer is, in fact, an identity thief.



The software will usually present F&I with “out-of-wallet” questions to ask the customer. These are questions that the typical identity thief would not know the answers to (e.g., You currently have a mortgage with one of the following lenders...). I just recently learned that one software program allows you to bypass these out-of-wallet questions and go forward with the deal. F&I should never bypass prompts to take steps to verify the customer's identity.

After all, what if the customer was in fact an identity thief (by the way, this has happened at dealerships throughout the country) and your F&I manager just assisted him or her with the purchase? Obviously, your liability would be significant – both from regulators and plaintiff's attorneys.

So, no matter how much profit your F&I managers bring in, it would be prudent to take a look at what they are doing and how they are doing it.

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

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

MEMBER SPOTLIGHT

FRVTA Member Brings Relief to Hurricane Irma Victims



After Hurricane Irma hit the Keys in August 2017, Sean Thompson, owner of RV Master and Director of Region 2, assessed the damage to his Miami home, which is also the base of operations for his business. Fortunately, he suffered only minor tree damage. He knew, however, that many people in the Keys had sustained far worse and he

felt compelled to take action.

"My business area covers the Keys to Palm Beach and the Keys got hit pretty hard," says Sean. "I've vacationed down there for the last 40 years and it hits home. You see the devastation on TV, but it's even worse when you're there in person. The majority of people in that area live in different types of RVs. That's my customer base."

Sean says once the hurricane passed and he and his friends no longer needed their hurricane supplies, they decided to give them to those who needed them. He put the word out on Facebook that he was going to take supplies down to the Keys. If anyone had friends or relatives they wanted Sean to check on or deliver supplies to, he would do that, too.

Most supplies were distributed by driving around and offering them to people Sean and his volunteers encountered. "We went straight into Big Pine Key, where they got hit pretty hard and they've got a lot of mobile home parks. We were driving up and down roads talking to people, asking if they needed anything. If someone had a gas can, we'd fill it up and then give them some water and other supplies, and then move on to the next person. The majority of the people we met said, 'We've got what we need. Give it to someone else who needs it.' And then we were getting requests for beer and cigarettes, and we said, 'No, we're not giving out *that* stuff.'"

After the initial trip to the Keys, Sean and his volunteers bought more items to deliver. "We were using our own money, plus we were using money out of my business and people were giving us money as well." Among those generous donors were fellow FRVTA members who heard of Sean's relief trips.

The supplies Sean delivered were things people needed to survive, such as canned food, toilet paper, paper towels, baby clothes, toys and food, and cases of water. In addition, Sean notes, they distributed over 500 pounds of ice and over 350 gallons of gasoline.

Other supplies were needed to help survivors start cleaning up – such as peroxide and vinegar to eliminate mold, and bleach for cleaning and disinfecting. He and his volunteers delivered gallons of those products, too.

"We also gave out over \$750 in Publix gift cards with the money that was donated. People were really happy once Publix opened again in Key West and they were able to buy whatever they needed."

Sean has made between nine and 11 trips to the Keys

so far, and during the first several ones people often told Sean that the best thing he could do for them was to connect with people whom they'd been unable to reach. "I got with a couple of my customers down there and asked them to give me the names, addresses and phone numbers of people, even their employees, that they couldn't get a hold of. Since we were actually going into neighborhoods,

we were able to reach some of those people. We were able to let my customers know that so-and-so's okay."

Sean says the need to help people recover mentally and emotionally from Irma's devastation is just as important as meeting their needs for food, water and shelter. This is

exemplified by one particular resident that he and his volunteers have been assisting. "I've got a guy in Key Largo who is a Vietnam veteran. He lost almost everything inside his mobile home. He has decided to rebuild his mobile home and we're helping him with that. Once he gets more situated, part of the money we had donated is going to get him a 10'x20' tent. He does a lot of arts and crafts projects to help with his PTSD, and his tent blew away or got destroyed. I'm going to get him a tent with sides so he can do his painting projects again."

Residents of the Keys still need help and Sean continues to accept donations to his Hurricane Irma relief efforts. He says the best way for fellow FRVTA members to make a donation is to obtain his contact information from FRVTA Controller Mike Ryan at the FRVTA State office.



Record RV Shipments & Sales Seen in 2017

The Recreational Vehicle Industry Association reports a more than 17 percent annual jump in wholesale shipments for 2017 with 504,599 units shipped compared to 430,491 in 2016. For this past December, RVIA reports manufacturers made wholesale shipments of 36,227, the best December on record. This was an increase of 9.9% from the 32,970 units shipped in December of 2016.

For December, all towable RVs, led by conventional travel trailers, totaled 31,541 units, an increase of 9.5% compared to last December's towable RV shipment total of 28,795. 2017 totals for towable RVs are up 17.6% to 441,961 units. December motorhome shipments were up 12.2% to 4,686 units over last year. 2017 motorhome shipments finished at 62,638 units on 14.4% growth over the 54,741 units shipped during 2016.

A robust Class C marketplace led motorized sales as Statistical Surveys Inc. (SSI) reports that overall motorized sales rose 10.7 percent in 2017. Thor Industries Inc. was the motorized sales leader for the full year with a 41.2% market share, ahead of Forest River Inc. (23%) and Winnebago Industries Inc. (15.1%).

Class A motorhome sales edged up 0.2% for the 12 months as Thor led this category with a 33.9% market share. Forest River with 14.5% edged out REV Recreation Group with 14.4% for the No. 2 spot, followed by Tiffin Motorhomes Inc. with 14.1% and Winnebago with 13.9% market share.

Class C sales soared 20.5% for the full year as Thor again took the No. 1 spot with a 47% market share, followed by Forest River with 29.7% and Winnebago at 15.9%.

Likewise, Class B sales soared in 2017 posting a 26.5% year-over-year gain. Statistical Surveys reports that Winnebago Industries Inc. led Class B sales for the 12 months with a 35.6% market share followed by Erwin Hymer Group North America with 29% and Thor Industries Inc. at 16.7%.



Towable RVs continued to anchor growth in the RV Industry, as year-over-year sales jumped 11.5% for 2017. Statistical Surveys reports that:

- Travel trailer sales segment climbed 12.8% for the full year
- Fifth-wheel registrations were up 9.7% for the 12 months
- Folding camping trailer sales slid 5.6% for the full year
- Park model sales finished 2017 down 3.9%.

Thor Industries Inc. was the towable sales leader for the 12 months with 48.5% share of the market. This put them ahead of Forest River Inc. owning a 36% share and Grand Design RV Co. with 4.5%.

By segment, Thor was No. 1 in travel trailers for the 12 months with a 48.7% market share, followed by Forest River with a 37.4% share. Thor led fifth-wheel sales with a 53.2% market share, followed by Forest River with 28.4% and Grand Design registering 11.5%.

For folding camping trailer sales, Forest River led the category for the full year with a 69.9% market share. This was followed by Columbia Northwest/Aliner Inc. with 12.3%

and Thor at 11.5%.

Cavco Industries Inc. led the park model segment with a 22% market share, ahead of Kropf Manufacturing Co. Inc. at 17.7%, Champion Home Builders with 13.7% and Skyline Corp. at 12.3%.—RVIA, *RVBusiness*

Recreation Vehicles Account for \$30 Billion in Annual Economic Activity

Outdoor recreation accounts overall for 2.0 percent of GDP in 2016

Coming on the heels of a record-breaking year of shipments for the RV Industry, the U.S. Department of Commerce's Bureau of Economic Analysis (BEA) recently announced that RVs accounted for \$30 billion in direct annual economic activity in 2016, the most recent year for which statistics are available. The prototype statistics are from the Outdoor Recreation Satellite Account (ORSA), the first-ever government report recognizing outdoor recreation as a significant contributor to the U.S. economy.

Overall, outdoor recreation accounted for 2.0 percent (\$373.7 billion) of current-dollar GDP in 2016. In addition, the outdoor recreation economy grew 3.8 percent in 2016, compared to 2.8 percent growth in the overall economy.

"Motorized Vehicles" was the largest activity within "Conventional Outdoor Recreation" in 2016, accounting for \$59.4 billion of gross output. This means that RVs, with their \$30.0 billion in gross output, account for more than half of that value.

"The ORSA report is a welcome signal of the critical economic role outdoor recreation plays in the United States, and the RV Industry figures reaffirm the strength of our business," said Frank Hugelmeier, president, RV Industry Association. "We are very fortunate to represent a rapidly growing industry that helps keep America's economy strong and brings enjoyment to millions of Americans."—RVIA



Philip James VanWinkle founding member of FRVTA dies at 90

Philip James VanWinkle, age 90, passed away Wednesday, January 3, 2018. Born February 15, 1927 to Gladys and James

VanWinkle in Janesville, Wisconsin. He was a devoted husband of 68 years to the love of his life, Nancy, loving father to his children Philip, James (Mike) and Sherri, an adoring grandfather to Christine, Catherine and Allison and loving great-grandfather to great grandchildren Dalton, Kylee, Landon, Grace and Sophia.

He graduated with a Bachelors Degree in Geography and a minor in English from Southern Illinois University and obtained a Masters Degree in Geography from the University of Illinois. He served in the US Army Calvary during World War II and the Army National Guard. He had a great love of flying airplanes and joined the Civil Air Patrol in 1952 for which he flew rescue missions for nearly 20 years. As he got older, as part of the Civil Air Patrol, he would take Boy Scouts flying on weekends to instill his love of flying in the hearts of young boys. Over his life he owned several airplanes. For his 90th birthday a pilot friend, Don Driggers, took him flying allowing him to pilot

a plane for the last time.

Phil worked for the Navy Hydrographic Department, McDonald-Douglas and Martin Marietta before starting his own RV business, Leisure Time RV, in Orlando in 1970. He was an early pioneer in the RV Industry and a founding member of the Florida RV Trade Association (FRVTA). Leisure Time RV operated successfully as a family business for 46 years until it closed in 2016.

Phil was raised in the farming life in McLeansboro, Illinois, but he was an adventurer and his involvement in the RV business allowed him and Nancy to travel and see the world, visiting over 30 countries including China, India, Japan, South Africa, many European countries and even a photo safari in Kenya.

Phil was an intelligent and compassionate person who mentored several Vietnam veterans who struggled from PTSD and he was always willing to help homeless and lost souls who crossed his path. He had a wonderful sense of humor and loved to laugh and would sometimes instigate things with little pranks. His wife, Nancy, always said her life was never boring because there was nothing Phil was afraid to do or try.

The members and staff of FRVTA express their deepest condolences on Phil's passing and give thanks for all he did to enhance Florida's RV Industry.



TAX REFORM UPDATE

The recently signed Tax Cuts and Jobs Act, approved by both the U.S. House and Senate with limited amendments and signed into law by President Trump, benefits the RV Industry in many ways. Here are some highlights of interest to RV dealers:

Corporate Taxes

Establishes a top rate of 21% for corporations starting in 2018 and 20% for "qualified business income" of certain small businesses that pass on profits to owners and are taxed at individual tax rates.

Mortgage Interest Deduction

Allows mortgage interest deduction on loans totaling up to \$750,000 for primary residence and second homes, including RVs.

Business Interest Expense

For business with more than \$25 million in gross receipts, net interest deduction is limited to 30% of earnings before interest, taxes, depreciation, amortization and depletion, through 2021. The law allows full deduction of all floor plan financing interest expenses for motorhomes. Travel trailer floor plan financing expenses would be subject to the 30% limit. RVDA and its allies will be working to adjust this provision in 2018. Again, small businesses under \$25 million in gross receipts are exempt from the interest deduction limitations.

Estate Tax

Increases exemption to \$10 million (\$20 million for a surviving spouse); indexed for inflation; expires in 2025.

This summary is provided to dealers as an informational overview of the tax reform law, not as tax advice. Consult your tax advisor to address specific tax advice questions. RVDA will provide additional information as it becomes available.—RVDA

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Alliance Coach Breaking Ground for New Sales Facility



Alliance Coach held a groundbreaking ceremony this past February for construction on their new RV Sales Center on State Route 44 in Wildwood. Once completed, there will be new sales offices, RV display areas and a turn lane to provide easy access from the roadway.

Company owners Alan and Judy Shapiro are very excited about this expansion. Judy stated, "The time has finally arrived and it's wonderful to see this project underway. It will give our inventory much better exposure and provide our sales, service and collision centers much-needed room to grow."

The dealership recently sold their Lake Park, Georgia, sales and service facility to family-owned and operated Day Bros RV, based in London, Kentucky.

Alliance Coach President Alan Shapiro is happy to see the Georgia facility passed on to Days Bros because of the way they do business. "This move will benefit everyone involved. Days Bros has a great opportunity for growth in a new market and now we can focus on our operations in Wildwood and the expansion coming in 2018," he states.—news release

MEETING DATES



Region 1 • March 8 • **SHOW DRAW** • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda
Region 2 • March 14 • PGA Nat'l Resort & Spa Members Club, 400 Ave of the Champions • Palm Beach Gardens
Region 3 • March 13 • **MEETING CANCELED**
Region 4 • March 14 • **MEETING TO BE CONFIRMED** • Bonefish Grill • Sand Lake Rd • Orlando
Region 5 • March 20 • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin
Region 6 • March 20 • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville
Region 7 • March 27 • Braised Onion • 754 NE 25th Ave • Ocala
ALL MEETINGS: Cocktails 6:30 PM • Dinner 7:00 PM