

# FRVTA news

MONTHLY NEWS CONCERNING  
FLORIDA'S RECREATION VEHICLE INDUSTRY

MAY 2018



## *How Does Your Business Market in Today's Digital World?*

**By Dave Kelly, FRVTA Marketing Director**

Marketing in today's world of earbuds and DVRs, the world of lower newspaper circulation and entertainment on demand, leaves you wondering is there any way to get my message in front of the buying public anymore? Well, the answer is yes, but the "shot gun" approach to just blasting a message into the papers, on TV and over the radio waves is not only outdated, but also ineffective.

The average adult's attention span is less than a goldfish's! That's according to a recent survey by Microsoft in Canada. "In our age of buzzing phones and 140-character news items, they say, the Canadian attention span has dropped from an average of 12 seconds in 2000 to the jittery low of eight seconds today." EIGHT SECONDS?? Now you just try getting your message across in just eight seconds. Heck, just try getting your company name, address and website in an eight-second commercial.

The numbers show that the people most likely to buy an RV are using social media more and more. The number of users in the 65+ age group has nearly tripled in the last four years. According to an article by RVIA's President of Communications and Marketing James Ashurst, 67% of adults aged 30-49 with kids in the household actively use social media with 43% visiting a social site more than three times a day!

In the last five years alone, digital use has jumped to 40% of Go RVing's annual media budget and this year the amount will be more than TV for the first time. People are using social media to re-connect with lost friends, sharing experiences with family members and letting people know what they are up to.

They also use it to recommend businesses or warn people about bad experiences. Remember when it was hard to convince people to take long RV trips? They were worried about doing their banking, getting their mail and staying in touch with family members. Do you ever hear these concerns today? The internet has allowed people to stay in touch no matter how many miles are between them.

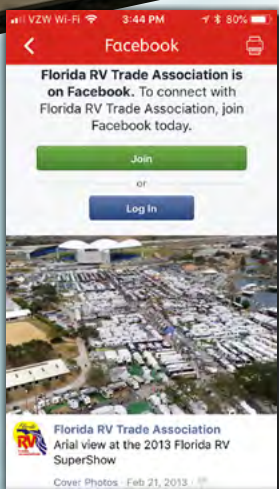
Knowing your audience is even more important today than ever before. The RV Dealer that specializes in small lightweight trailers certainly has a different audience than the dealer that handles high-end motorhomes or fifth wheels.

Get to know the people who are in the market for your particular product. What are the media that they expose themselves to? Are they using Twitter, Facebook and Instagram? Have you set up your company's social media accounts to give yourself more of a chance to get in front of them? Do you engage your customers with emails, offers, specials and sales notices?

Create a persona profile of your customer. In many cases, even if you're an established business, this exercise will help you put a face on your customer. This is the old "Know Your Customer" routine we used years ago.

In today's digital world, Lee Traupel, the Founder & Digital Strategist with Linked Media Group, says to "do an all hands meeting and identify who your customer is: age, income, location, buying habits, dislikes, problems your business solves, how to reach them via social and advertising channels. List the attributes and refine these down until a clear picture emerges of whom your business serves in every sense of the word.

"Technology has given us the ability to target and reach customers quickly and once you have a persona done you can then map your tactical marketing to this profile, tie-in a sales funnel and A/B testing on product pricing and features, and maximize your



*continued on page 3*

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## IacoNOTES...

### Why attend the Annual FRVTA Convention?

*You may ask yourself—should I block a few days out in September right after Labor Day to attend the FRVTA convention? This year it's at the HYATT REGENCY COCONUT POINT RESORT in Bonita Springs, September 6-9, 2018. I encourage you to set those days aside! Make the commitment for having FUN and a positive educational experience. Who said you can't have it all?*

### This my personal invitation—

*Come for the beautiful location with the relaxing ambience found on this 26-acre resort!*

*Come for the camaraderie, new friendships—discover hidden talents among your RV Industry brethren!*

*Come for the very interesting keynote speakers who can move you from sidesplitting laughter to tears to fascination with amazing feats of artistic expression!*

*Come for the “facts and nothing but the facts” of what is happening in the RV Industry brought to you from representatives of both the RVIA and RVDA!*

*Come to learn about the political happenings that could/will impact your business and your personal life in Florida during this highly charged political year!*

*Come for the Saturday Breakout Sessions that teach about compliance, taxation, power of statistics, online presence, safety in the workplace and I could go on, but you get the idea that there is a wealth of information presented in a couple of hours of your time. Who knows what you might learn that will enhance your business success?*

*Come for the FUN of the fabulous THEME party with all the wild costumes! Enjoy the challenge of coming up with an original outfit to have fun with the theme.*

*Come for the leisure activities—be it in the golf tournament, a leisurely lunch with friends, a romantic walk on the beach collecting shells, or letting the kids make a 100 trips down the waterslides while you enjoy lounging by the pool, a trip to the spa for some “me time”—whatever provides relaxation.*

*Come for the games and prize-filled Friday luncheon! You never know who will have to stack almost impossible items or perform balancing acts to win. It's all in fun!*

*Come for the election of the officers of FRVTA State Board.*

*Come for the entertainment and conversations in the outstanding hospitality room. There's always something afoot there.*

*Come to check out the PAC Fund Silent Auction and place a bid or 10 on desirable items—there's sure to be something among all those items you just must have!*

*Come to meet and engage in conversations with the knowledgeable RV Industry vendors. They may be able to offer an excellent solution to a vexing problem in your business.*

*Come to enjoy the Saturday night banquet that allows the opportunity to recognize the capable FRVTA Staff, thanking them for a job well done creating a great convention. Recognize the State Board of Directors and Officers who volunteer their time and talents for the good of the Association as well as for Florida's RV Industry. We also have the chance to recognize students and their families who have been awarded FRVTA scholarships.*

*Please accept my invitation and COME join us in September! Hope to see you there!*

**NELDA IACONO**  
FRVTA PRESIDENT



marketing spend with very targeted advertising and reach.”

Today’s RVers are more engaged in social media than ever before. They are sharing recipes, telling each other where they’ve been and where they are headed, recommending restaurants and roadside attractions.

But they are sharing much more than that. They REALLY share when they get a bad meal, poor service or bad products. In fact, people are more likely to forward a complaint than a positive review. This is where you can get out in front of these complaints (in the unlikely event your company would ever have any!). Many times customers only want someone to listen and social media is a great way for your company to hear and listen to feedback, and respond in a timely manner.

Mark Sheffield is a Spader Business Management 20-group facilitator and recently shopped 32 RV Dealer’s websites. “On each dealer’s website, I selected a standard unit and requested a quote on it. I included a phone number, email address and five questions. I also indicated that I had a trade-in and that I was ready to purchase. All my online inquiries were submitted between 11 a.m. and 1 p.m. Eastern. Other than sending a copy of my bank statement, it would have been hard to throw out many more “I’m a buyer” signals.

“Amazingly, 25 percent of the dealerships I shopped failed to respond within 96 hours of my online inquiry. And that percent is actually a little better than I’ve seen with more wide ranging studies. Digging deeper into why they didn’t respond, we found a variety of reasons, including spam filters, poor communication and emails not being monitored. *Among the dealerships that answered my inquiries, there were two types of responses:*

- **Sales response** – The GM or sales manager distributes leads to the sales staff, which is then supposed to follow up with the customer. In many cases, the leads are distributed based on the type of vehicle the customer is inquiring about and the strengths of the individual salespeople.
- **BDC (business development center) response** – A few dealers have a dedicated group of employees (note that I said employees and not sales staff) who respond to all incoming digital leads (and in some cases all incoming phone calls). BDC responses primarily focus on appointment setting, moving the customer from the keyboard to the showroom.

“And yet, when I meet with owners and GMs, many tell me that more than 50 percent of their vehicle sales now start out as digital leads received either through their websites or affiliate sites.”

So, while you might have all the tools in place at your business, it’s just as important to have the people on the other end of that tool to make it work efficiently. The salesman that can be successful in the showroom might not have that same touch when it comes to handling digital leads. Make sure you have the right staff in the right places.

*Digital marketing can be very daunting, but can be very profitable as well. Be sure to do your homework and learn all you can about what is available to you. It will pay big dividends in the long run!*

## FRVTA Board of Directors meet in Brandon

*The FRVTA Board of Directors held its quarterly meeting at the Embassy Suites in Brandon over the weekend of April 13. Here are some things that came out of that meeting:*

- The Finance Committee reported that the FRVTA is in great financial shape following a record setting SuperShow. The Committee will put some additional funds into Treasury Bonds to balance the investment portfolio.
- The State Office in Riverview is looking into resurfacing the parking lot and getting quotes on moving the show trailer and all storage to the State Office.
- The PR Committee reported that over 24 locations have posted our Public Service Billboard Campaign promoting the Certified Service Centers and the new FRVTA website. The program renews in April and the billboards for next year will promote the Certified Service Centers and the new FRVTA App. The Committee is also looking at ads on the website and how they can make them more visible to the public. The new rate cards for advertising in the RVers Guide and the SuperShow Directory will go out shortly. Deanna Pearce will again handle ad sales in both publications and the website. The cover photo for the 2019 RVers Guide was shot at Bok Tower in Lake Wales. Thanks to Camping World of Bartow for providing the RV and the models.
- FRVTA Scholarship Applications were mailed to all members. Please display the poster and applications in an area where your employees will see them. The deadline to apply is Friday, June 8.
- The racks at the Flying J/Pilot stations have been very successful for distributing the RVers Guide. There are a few slow locations that will be moved to other new stores opening soon.
- It was decided that the 2019 FRVTA State Convention will be held at the Wyndham Grand, Bonnet Creek near Orlando. The 2018 Convention will be held at the Hyatt Regency Coconut Resort in Bonita Springs and the 2020 Convention will be held at the Sawgrass Marriott in Ponte Vedra.
- Enrollment in the FRVTA Distance Learning Program is up and the newly taped programs are being used. Jim Carr will attend RVIA’s Committee Week in June to get more information about the Certified Testing and materials. Jim mentioned that this is the second year for Certified Service Centers and they will need to re-qualify for 2018-2020.
- Legislative Consultant Marc Dunbar brought everyone up-to-date on the recent Legislative Session. Marc was concerned about the upcoming elections since this is the year we elect not only a new Governor but also a new Cabinet as well. Marc stressed the importance of the PAC Fund and encouraged all regions to make a donation. It’s important that the FRVTA supports those candidates that are for an open and competitive marketplace.
- The Membership Committee is working on a poster for FRVTA businesses that will tell employees what they are entitled to since they work for an FRVTA-member business. This should go out before the end of the month.



## ***Baird Survey Indicates Dealers Upbeat About 2018 Market***

**By Jeff Kurowski, RVDA Director of Industry Relations**

*Editor's Note: The following article appeared in the March 2018 issue of RV Executive Today in which Jeff provides a break down of a recent Baird dealer survey.*

Dealer sentiment was near all-time highs as of late January, suggesting that retailers are optimistic about 2018, according to Robert W. Baird & Co., the Milwaukee-based investment firm that surveys dealers quarterly in partnership with RVDA.

When the firm surveyed dealers in late January, its dealer sentiment index stood at 83, compared with 79 a year earlier. Looking out three to five years, the index was 81, up sharply from the reading of 70 a year earlier.

Dealers surveyed reported that sales of towable RVs were up by mid-single digits during the November through January period, compared with the same time a year earlier. Motorhomes sales were up by low-double digits during that period. The upbeat mood was reflected in several dealer comments, such as a 40-year veteran retailer who said he set records almost every month in 2017 and is experiencing a strong start to this year.

"We expect big increases in sales," one dealer said. "We just hope the factories can keep somewhat decent build times. We have ordered much more aggressively this year to keep units in stock and not run out like we did last year. Customers seem to want to spend money on the RV lifestyle, so the industry has a lot going for it right now."

But not everything is rosy. Some dealers cited issues such as poor product quality and bad after-the-sale service.

"Manufacturers better improve dealer relations and invest in legitimate service, or our industry may never recover from the black eye it will receive for the workmanship, poor warranty payments, and lack of technical training," one

dealer told the Baird firm.

Another dealer said that when compared with the past three years, this winter's RV market was "a tad slower" and that "it's difficult to keep morale up when little is going out the door." With fewer units being sold, the dealer has had to rely more on his service department to generate income while also having to raise wages to retain his best service techs.

Some dealers are beginning to worry about their inventories of new towable RVs. Some 42% of respondents said their inventories were too high as of late January.

However, 46% said their towable inventories were "just right," and 12% said they were too low. The Baird firm concluded that dealers' inventories of new towables were within the normal range.

Meanwhile, Baird characterized new motorhome inventories as "balanced," with 23% of dealers saying they're too high and 23% saying they're too low. The other 54% said they're just right.

Dealers said they had 118 days worth of new towables and 111 days of new motorhomes in inventory as of late January.

In the used RV market, inventories were lean for both towables and motorhomes. Sixty-five percent of dealers said their used towable inventories were too low, and 50 percent said their used motorhome inventories were too low. Only 8% of dealers said their used towable

inventories were too high, and only 8% said their used motorhome inventories were too high.

For the remainder of this year, 37% of dealers plan to expand their towables inventory, while 16% will shrink it. The remaining 47% of dealers want their factory orders to equal their retail sales throughout 2018.

Among motorhome dealers, 15% plan to have more units in inventory, and 15 percent plan to carry fewer. The remaining 70% plan to order one motorhome for each one they sell to a retail buyer.—RVDA



## ***RV Shipments Continue to Rise Through 2018***

RV wholesale shipments are expected to reach 539,900 units by the end of 2018, a 7 percent increase from the 504,599 units shipped in 2017, according to the new quarterly projection from Dr. Richard Curtin.

This anticipated growth would mark the ninth consecutive year of expansion for the RV market, eclipsing the previous record of five years set from 2002-2006.

"The favorable RV outlook is based on expected growth in employment, wages and after-tax incomes," said Curtin, director, Surveys of Consumers at the University of Michigan and has conducted RV market research since 1979.

Towable RV shipments are projected to rise to 472,000 in 2018. Motorhome shipments will also see gains, growing to 67,900 units in 2018.

The positive outlook is also a reflection of the strong performance of the RV Industry through the last half of 2017.

—RVIA Spring RV RoadSigns



## TRAINING NEWS • by Jim Carr, Training Director

### *Here's an update on what's happening in the world of DLN Training*

#### 1. Interesting Things Coming Down from RVIA:

You may have seen the article in RV Business titled "RVIA Aims to Upgrade Technician Training"

announcing a plan adopted by the RVIA Board this past October as follows: *"By Committee Week (June 2018), present to the RVIA Board a comprehensive strategic plan that leverages all RVIA departments to increase technical training, certification and employment in anticipation of making a significant investment in re-inventing RV tech recruitment and training."*

Matt Wald, VP, Strategic Initiatives RVIA has been given the task of overseeing this project. I can share that all aspects of the current Training, Credentialing and Certification processes are being explored, but until there is final closure we will certainly continue with our current training, testing and certification until further notice.

Committees have been formed to work on this ambitious project with certainty that a presentation will be made to the RVIA Board of Directors at their upcoming June meetings. I am serving on the Lead committee, working with the Curriculum Committee and will keep everyone informed as to what recommendations are being made at the June meetings. If you are part of the committee process, I would be interested to know and perhaps together we can continue to give input to ensure our voices are heard. Obviously much more on this is to come.

#### 2. Training Reporting vs. Verification and Validation:

As I have mentioned in previous updates, this year marks our move to a new streaming and archiving platform at Florida Gateway College. One new application available to us, and one we have sought for a long time, is the ability to verify and validate training being viewed in four formats; date logged in, time logged in, time logged out and URL site.

When the entire program is completed and certificates are to be awarded we can spot check completion by name from the roll pages submitted. So you know, we do so

randomly from time-to-time before issuing certificates. If there are any questions pertinent to accuracy, we will contact you (Mentor) to clarify. Please do not take this as an indictment or indication that we suspect inaccuracies are happening. Our goal is to ensure that if or when the credential we issue is called into question we can stand behind it without question.

For clarification, our program is designed as a Web-Based, Instructor-Led, Group-Learning, Mentor-Managed and Dealership-Delivered technician training program. These are our parameters for a successful program

and are intended to be handled accordingly. We do not sanction or encourage technicians being left to do the training off-site or on their own, but do support Mentor's giving passwords to technicians for off-site review. We just do not expect those occasions to be included on roll pages as an actual class.

Yes, we have been questioned and called on this process so here's our resolve: if a certificate of completion is to be awarded, we will do so using the roll pages as our guide for completion. If this is not acceptable, then we ask that you just not consider asking for certificates

of completion and manage the program as you wish. Any training is valid, but the way we have structured this program is by far the most effective and proven year-after-year by mentors who deliver and manage the program as it was designed.

#### 3. New Advanced Video Available:

Matteo Geovanetti of Micro-Air Inc., delivers a 58 minute program on their new product – EASYSTART that is designed to boost generator power for A/C etc. Micro-Air has been involved in the Marine Industry for years and just recently became involved in the RV Industry, so you may see the EastStart coming into your shops. This video is an excellent primer on what the EasyStart does, how it works and how to maintain it. No sales pitch, etc., just cold hard tech stuff. Try it out, it's one of the best presentations I've seen in a long time and you can tell, since electrical engineer Matteo knows his stuff.

*As always let us know if we can assist with anything. Judy is always here while I'm in between here and dealerships. Thanks for your continuing support.*





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

## *Refresher on Sales to Customers Who Reside in Other States or Countries*

*When selling units to customers who live in other states or countries, you need to ensure you are collecting the correct amount of sales tax or have the documentation to show that the sale was tax exempt. The following checklist is a guide for the different types of transactions.*

### Sales to Out-of-State Customers Who Take Possession of the Unit (drive off your lot) in Florida

1. Check the Department of Revenue [Tax Information Publication](#) regarding the sales tax rates of other states.
2. You must charge the customer the sales tax rate that their state charges, which can be as little as zero (if their state has no sales tax on motor vehicles or towables), but not more than six (6) percent (Florida's tax rate).
3. Complete Department of Revenue [Form DR 123](#) (Affidavit for Partial Exemption of Motor Vehicle Sold for Licensing in Another State), have the customer sign it and have the signature notarized. Give the customer a copy of this form and retain a copy in your records for at least three (3) years.
4. If you will not be completing the title and registration paperwork for the customer (e.g., on a cash sale), complete and have the customer sign DMV [Form 84061](#) (Declaration Affidavit for a Motor Vehicle Which Will be Titled and Registered in Another State or Country). This form advises the customer that he/she is responsible for applying for title and registration. Retain a copy of this form in your records for at least five (5) years.
5. The vehicle must be titled and registered within the customer's state within 45 days after the date it was purchased, although the unit does not have to be removed from the state.

### Non-Reciprocal States

There are three states that do not give credit for sales tax paid to Florida: Arkansas, Mississippi and West Virginia. If customers take delivery of the unit from your lot and they will title and register the units in one of these three non-reciprocal states:

Collect sales tax from these customers at their state rate and remit it to Florida.

The customer will have to pay the sales tax again to that state.

The only way to prevent the double taxation to the customer is to have the unit shipped to them or for you to deliver the unit to them outside of the State of Florida.

### Shipping Vehicles Out-of-State or Out-of-Country

There is no sales tax due on the sales of motor vehicles or recreational vehicles purchased for shipping or delivery outside the state or for export outside the country. If you are shipping the unit outside the state, you must use a:

- Common carrier (documentation would be a bill of lading)

**If you are exporting the unit to another country, you must have documentation from a:**

- Licensed exporter
  - Freight forwarder
- (Examples of documentation could be a dock or warehouse receipt and a bill of lading.)

If the customer or anyone representing the customer (employee, family member, etc.) takes delivery of the unit in Florida, sales tax will apply to the purchase. The customer should be taxed just like a Florida resident. (See Department of Revenue Publication [GT-400400](#) "[Tax Information for Motor Vehicle Dealers](#)" for further information.)

*For example, the customer cannot offer to drive the unit to the port to have it exported.*

**If you are delivering the unit to the customer (driving it across the state line) you must have documentation such as:**

- Trip tickets and truck log records
- Completion and notarization of an out-of-state delivery affidavit (sample by the Department of Revenue)

## **DOR Suggested Affidavit for Delivery to Customer in Another State**

*The following is a suggested statement to be used by a Florida dealer when making sales of aircraft, boats, mobile homes, motor vehicles, or other vehicles that are delivered outside this state:*

### **SUGGESTED AFFIDAVIT FOR ACCEPTANCE OF DELIVERY OF AIRCRAFT, BOAT, MOBILE HOME, MOTOR VEHICLE, OR OTHER VEHICLE OUTSIDE FLORIDA**

Date \_\_\_\_\_

#### ***Dealer or Seller:***

Name: \_\_\_\_\_

Address: (Street) \_\_\_\_\_ (City) \_\_\_\_\_ (State) \_\_\_\_\_

#### ***Purchaser:***

Name: \_\_\_\_\_

Address: (Street) \_\_\_\_\_ (City) \_\_\_\_\_ (State) \_\_\_\_\_

#### ***Description of each aircraft, boat, mobile home, or motor vehicle sold, including make, model, identification number, and purchase price:***

\_\_\_\_\_

State of \_\_\_\_\_ County of \_\_\_\_\_

Before me, the undersigned, personally appeared the individuals whose names and addresses are shown above, and after being duly sworn certified that they are the seller and the purchaser of the aircraft, boat, mobile home, motor vehicle, or other vehicle described above, that delivery of the aircraft, boat, mobile home, motor vehicle, or other vehicle was accepted outside Florida, and that the aircraft, boat, mobile home, motor vehicle, or other vehicle listed hereon will not be used in Florida under conditions which will subject said aircraft, boat, mobile home, motor vehicle, or other vehicle to the Florida sales or use tax.

\_\_\_\_\_  
Seller

\_\_\_\_\_  
Purchaser

\_\_\_\_\_  
NOTARY PUBLIC, STATE OF  
NOTARY SEAL  
My commission expires: \_\_\_\_\_  
Personally known: [ ]  
Produced Identification [ ] Type: \_\_\_\_\_

***Having proper documentation will prevent any surprises during a Department of Revenue sales tax audit.***

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).***



## Longtime Region 1 Dealer Passes Away

Holiday Trailer Sales owner Jerry Strine passed away this past March following a short illness. He was 93 and was an active participant in many Region 1 shows during his career. Jerry will be known and remembered for his work ethic, energy and upbeat personality. He was profiled in the April 2011 issue of FRVTA News.

Jerry and his family lived in Mansfield, Ohio, for many years before moving to Florida in 1970. Working six days per week up to his 93rd birthday, Jerry loved being an entrepreneur and was a successful RV Dealer in both Fort Myers and Mansfield.

Jerry is survived by three sons, Tom (Bonnie) of Middlefield, Ohio, Ron (Karen) of North Fort Myers and Gary (Jayne) of Mansfield, Ohio. He also is survived by one brother, six grandchildren, 12 great grandchildren as well as numerous nieces and nephews. He was preceded in death by his wife Velma and brother Phil.

He will be missed by all who knew him. The FRVTA Board and officers, as well as all Region 1 members, offer their heartfelt condolences on his passing.

## FRVTA Region 6 Donates \$2,500 to College-Bound Student



FRVTA Reg 6 Treasurer Jerry Tempio (L) and President Ken Loyd (R) present a \$2,500 check to Brianna Batrous.

In keeping with its past support of children's issues and organizations that assist kids, FRVTA Region 6 recently donated \$2,500 to Nassau County Senior Brianna Batrous to use for financial support in attending college. Batrous, who is legally blind, will graduate with a 4.5 GPA and has amassed more than 1,200 community service hours. With this support and from other local organizations, Batrous plans to attend Florida State College.

Region 6 has made more than \$35,000 in similar community donations over the last two years. These included a \$15,000 donation to the Jacksonville Equestrian Center, \$5,800 for St. Augustine Youth Services (SAYS), a \$4,000 donation in concert with Jacksonville's Flamingo Lake RV Resort to Wolfson Children's Hospital, and a \$10,000 donation to the local Morocco Shrine, which supports 22 Shriners Hospitals for Children.

"The region wouldn't be in the position to make these donations without the community's support of our two regional RV shows every year, which has put us into the financial position to support kids like Brianna and other organizations that help children in our area," Loyd said.—news release

## Traeanne Reynolds Selected as new President of Greentree Business Consulting



Greentree Business Consulting recently announced that Traeanne Reynolds, previous Vice President of Sales, Marketing, Implementation and Support for Sys2K Dealership Software, has assumed the position of President of Greentree.

Traeanne brings over 20 years of management experience to the company and has a proven record of creating operational efficiencies, strategic opportunities and innovative revenue growth. She has worked closely with RVDA on numerous educational initiatives and continues to serve as president of FRVTA Region 4.

Traeanne noted, "It is my deep honor to have the opportunity to continue the tradition of excellence that Greentree has brought to the industry. It is a pleasure to work with a company comprised of amazing people and a dynamic culture. Leading the company through the next phase of growth is an exciting opportunity to which I am looking forward."—news release

## Andina, Lazydays Ink Deal; Retailer Going Public

Lazydays R.V. Center Inc. and Andina Acquisition Corp. II recently announced the closing of their previously announced business combination for Andina to acquire the dealership from private investment funds managed by Wayzata Investment Partners LLC and other minority shareholders.

The combined company was renamed Lazydays Holdings Inc. and it is anticipated that the common stock will commence trading on the NASDAQ Capital Market under the ticker symbol "LAZY."

William P. Murnane, chairman and CEO of Lazydays, stated, "Our vision has been to become a public company so we would have access to the capital markets in order to accelerate our geographic expansion strategy. The Lazydays brand and model is well positioned to support a national network of RV Dealerships and service centers. The financings associated with this transaction will give us the balance sheet flexibility and liquidity to support our growth strategy and bring our exceptional customer experience and product expertise closer to our loyal customers throughout the country."—news release



## NEW MEMBERS

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Service, Region 3



## FRVTA Scholarship Applications Due in June!

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 28, 2017.



## FRVTA REMAINING SHOW SCHEDULE

**WEST PALM SUMMER RV SHOW** • May 10-13 • South Florida Fairgrounds  
**TAMPA BAY SUMMER RV SHOW** • June 7-10 • Florida State Fairgrounds

## MEETING DATES

Region 1 • NO MEETING • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda  
Region 2 • May 17 • PGA National Resort & Spa Members Club • 400 Ave of the Champions • Palm Beach Gardens  
Region 3 • May 8 • Lazydays RV Resort Rally Center • 6210 Hwy 579 • Seffner  
Region 4 • May 9 • Bar Louie • 8510 International Dr • Orlando  
Region 5 • NO MEETING • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin  
Region 6 • May 15 • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville  
Region 7 • May 29 • Braised Onion • 754 NE 25th Ave • Ocala

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

