



NOVEMBER 2017

# FRVTA news

MONTHLY NEWS CONCERNING FLORIDA'S RECREATION VEHICLE INDUSTRY

## RVIA & NMMA Back Zinke's Park Plan As Florida's Park System Faces Long Recovery From Irma's Fury

A recent joint statement by Recreation Vehicle Industry Association (RVIA) President Frank Hugelmeyer and National Marine Manufacturers Association (NMMA) President Thom Dammrich calls for a close look at our nation's park system and applauds efforts by the Trump Administration to do that.

All this took place as Hurricane Irma mangled Florida's extensive national and statewide park system, turning locations that once were beautiful natural getaways into disaster zones that may take years to recover.

"The damage assessments I'm seeing are really pretty sobering," South Florida National Parks Trust Director Don Finefrock said. "It's going to take a huge lift not just to reopen but to recover."

According to news reports, the U.S. Park Service corralled 380 workers from 95 national parks stationed in 35 states to assess damage done by the storm to 15 parks located in Georgia, South Carolina, Florida and the Caribbean.

In fact, significant damage was reported to Everglades National Park and its facilities, including the park's boat tour concession, maintenance buildings, equipment and floating docks.

Besides damage done to Florida's national parks, our state's park took a major hit as well from Irma with almost 140 state parks closed following the storm. At this time, all but 31 of those parks are reported as open.

Hugelmeyer's and Dammrich's statement recognizes our nation's outdoor recreational system is big business and its health closely affects the \$887 billion outdoor recreation industry. It is responsible for not only outdoor recreation, but provides millions of jobs via thousands of small businesses.

All this is why they are calling for our national parks, waterways and other public outdoor spaces to receive the funding attention they deserve. Their statement applauded and recognized the Trump Administration for reviewing the nation's 27 National Monuments as well as the many other recreation areas supervised by the Interior Department's National Park Service.

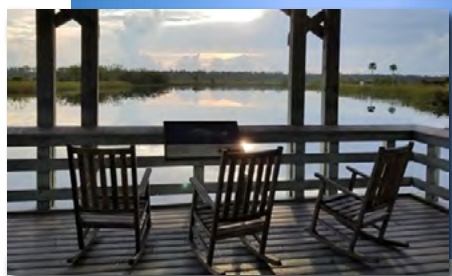
Furthermore, they commended Interior Secretary Ryan Zinke for preparing a plan that addresses the nearly \$20 billion maintenance backlog that has rendered many of our outdoor spaces unusable. This plan emphasizes the need to modernize services, lodging, marinas and campgrounds, while expanding leverage created via public-private partnerships.

Despite some initial criticism, Secretary Zinke's plan is not an attempt to privatize public lands and waterways. Rather he wants to modernize facilities to create the world-class experience many visitors expect. This includes offering everyday elements such as greater guest amenities and basic Wi-Fi.

Additionally, their joint statement acknowledges that Secretary Zinke is dealing with federal public land budgets and management practices that no longer keep pace with rising expectations. To avoid this, the secretary has held wide-ranging discussions to identify new sources of funding and innovative partnerships that will provide more opportunities for all to enjoy the outdoors.

These ideas and potential solutions are critical to the healthy return of the Sunshine State's large number of national and state parks enjoyed by residents and visitors alike.

"We applaud Zinke for tapping into the unrivaled know-how of outdoor recreation executives by creating the Recreation Advisory Committee, a leadership forum dedicated to examining how public-private partnerships can expand access and improve infrastructure. Public-private partnerships are a well-established solution (think ski areas, marinas and gateway campgrounds) that can harness the expertise and investment of the private sector and, under Zinke and bi-partisan congressional leadership, achieve the upgrades desperately needed by outdoor enthusiasts across the country," their statement concluded. —*Woodall's Campground Management, RV Business, news reports*



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## IacoNOTES...

*I hope your recovery from Hurricane Irma's wind and water was swift and painless as possible.*

## Get Ready-Set-Go... it's RV Show Season!

Unfortunately, our first show of the season at the St John's County Fairgrounds was canceled due to the state needing it for hurricane recovery operations. That makes two years in a row it was canceled! We will be back...

The Panhandle RV Show at the Emerald Coast Convention Center in Fort Walton Beach is due to take place a week from the time I am writing this. Luckily Hurricane Nate has already blown through. Region 5 Director Lyn Hart told me they were spared, so no problem with the show site! It will happen as planned.

Based on the national and international RV news, RV Shows continue to draw record attendance. There is no better place to have a RV Show than our beautiful State of Florida, so plan for an outstanding show season. Please see the FRVTA board-approved show schedule in this newsletter. We have two shows scheduled for November in Tampa and West Palm Beach. Please contact Patty in the FRVTA State Office with any questions you may have.

With only one show in December (Fall Clean Sweep RV Show in Region 1), our staff will be finishing preparations for the sold-out RV SuperShow! January will be an exciting RV Show season featuring the SuperShow to Fort Myers and a new venue in Kissimmee at the Osceola Heritage Park. The RV Show season keeps up the pace with February shows in Jacksonville and West Palm Beach with no slow down in March as the action moves to Ocala. The last show on the schedule at this time is in June in Tampa. Whew!

The State Staff, the Regional officers and various regional show committees, as well as the many participants, are to be congratulated for jobs well done! There should be plenty of interested attendees seeking the rewards of the RV Lifestyle. Best of Luck!

**NELDA IACONO**  
FRVTA PRESIDENT





## RV Industry Heads South for the 33rd Annual 2018 Florida RV SuperShow



The Florida RV Trade Association will host the 33rd Annual 2018 Florida RV SuperShow, Tuesday, January 16 through Sunday, January 21. The Florida RV SuperShow will again be held at the Florida State Fairgrounds in Tampa, Florida.

The 2018 SuperShow will have representation from every major RV manufacturer as well as hundreds of accessory booth exhibitors. "We will have more Suppliers' booths and every type, size and style of RV on the market," said FRVTA Marketing Director David Kelly. "With the addition of new entertainment and more seminars, we're anticipating record crowds this year. We're also renewing the two-day pass so the public will have two full days to see everything at the SuperShow at no additional cost."

The theme of the 2018 Florida RV SuperShow is "Wherever You Roam, You're Always at Home". The interest in outdoor recreation is at an all-time high and the phrase "Wherever You Roam, You're Always at Home" relates to the fact that you can bring your hunting gear, fishing equipment, bikes and anything else you have room for. And if you get tired of the view of your neighbors, all you have to do is move on!

RV Industry Day will be Tuesday, January 16 from 10am-4pm. All those involved in the industry are welcome to attend this day for FREE. Complimentary coffee and donuts will be served in the morning, and lunch is also FREE. If you haven't been to a major RV show this year, now is the time to see all the new products. Register on-line or contact the FRVTA State Office.

For more information on the 2018 Florida RV SuperShow contact the Florida RV Trade Association at 10510 Gibsonton Drive, Riverview, Florida 33578, (813) 741-0488, or visit our website at [www.frvta.org](http://www.frvta.org).



*The 2017 National RV Trade Show, scheduled for November 27-30 at the Kentucky Exposition Center in Louisville, features over one million square feet of exhibit space filled with all the top manufacturer and supplier brands in the RV Industry.*

Beyond being able to connect and engage with key industry stakeholders, this year's show will be bigger and better than ever before with new outdoor industry exhibitors from verticals including camping and lifestyle accessory brands.

"The entire RV Industry has come together to support the National RV Trade Show," said Liz Crawford, RVIA senior VP of trade shows and events. "Dealer attendees will be able to check out the full line of products from all the top brands in one place. Being able to comparison shop what's best for their local and regional consumers will help dealers sell more RVs."

Changes to the National RV Trade Show are all designed to deliver a top-notch event experience for

buyers. The 2017 show will be the single, most credible source for product innovation, dealer sales and marketing training, technician training, service training and more.

Attendees will be able to visit over 300 exhibitor booths featuring products including motorhomes travel trailers, campers, park models, RV parts and accessories.

[Click here](#) for a complete list of manufacturer and supplier exhibitors and check out the online floor plan of the show by [clicking here](#).

Besides the incredible list of exhibitors, RV Industry Week includes a jam-packed schedule featuring the RV Industry Awards, Outlook 2018, the Top Tech Challenge, along with a wide range of RV Dealer sales and marketing training, technician training, service training and more.

Attendee Registration for the 2017 National RV Trade Show is now available and can be accessed by visiting the [National RV Trade Show website](#). – RVIA



## LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

### *It's a special year for special elections...*

*This has been a very busy year for us in Tallahassee. The first half of the year was, of course, dominated by a very protracted and contentious legislative session followed by a series of special elections that are still on going and not*

*expected to be completed until early next year.*

*Touched off by the resignation of former Sen. Frank Artiles resignation after an alcohol-infused tirade against some fellow senators, the Governor has been busy issuing executive orders to fill the various vacancies. Here is an overview of where the special elections stand...*

#### Senate District 40

The seat held by Frank Artiles came down to two very popular and rising political figures in Miami. On the Republican side, Rep. Jose "Pepi" Diaz squared off against former Charlie Crist running mate Annette Taddeo. In all nearly, \$10 million was spent on this race that went for the Democrat Taddeo. Widespread speculation of the unpopularity of President Donald Trump among the significant independent voters as well as a voter registration advantage of the Democratic Party resulted in this net pick-up for the Senate Democrats who now closed the partisan split in the Senate to 24-16. If they are able to maintain unity within their ranks, the Senate Democrats could be a force to be reckoned with in the future on critical state policy initiatives.

#### House District 116

The House seat vacated by Rep. Diaz's run for the Senate led to its own special election. In the end, the seat remained Republican in large part to the voter registration advantage for the Republicans. Daniel Perez defeated Democrat Gabriela Mayaudon in a comfortable fashion. One item of note from this race was that apparently former Governor and presidential candidate Jeb Bush does not have quite the political cache in Miami that he once had. His endorsed candidate Jose Mallea was handily defeated by Mr. Perez despite Jeb's involvement.

#### House District 44

Rep. Eric Eisnaugle was appointed by Gov. Rick Scott to the 5th District Court of Appeals, which touched off another special election for the Orlando area. While the outcome in terms of Republican versus Democrat was of little doubt due to the significant voter registration advantage for Republicans in this District, the campaign was hard fought in both the primary and general elections. In the end, the new House member from Dist. 44 will be Bobby Olszewski. The time of the election will allow the

former Winter Garden City Commissioner to be sworn in to fully participate in the 2018 legislative session.

#### District 58

With the untimely retirement of Rep. Dan Raulerson for health reasons, the House seat for northwest Hillsborough County is now facing its own special election. Republicans Yvonne Fry and Lawrence McClure battled to face Jose Vasquez in the general election. The seat, which has a Republican registration advantage, saw serious sparks flying as Fry and McClure jostled with each other over their credentials as a "Conservative." Each had quality political consultants in their corner, but in the end it was McClure who came out victorious and now faces Vasquez and a couple of independent candidates in the Dec. 19th general election.

#### District 72

A host of contributing factors led to 2017's final scheduled special election. Rep. Alex Miller from Sarasota had high hopes for her time in Tallahassee, but after one legislative session she decided that process was not worth the strains it placed on her family and her career. Her resignation in August led to what is hopefully this year's final executive order calling for a special election. Presently, Democrats Margaret Good and Ruta Jouniari are vying in the primary to face James Buchanan, son of Congressman Vern Buchanan. This seat is one that President Trump won handily, but the local Democratic Party believes it has a chance for a pick-up in this seat. The special primary election is set for Dec. 5th, followed by the general election on February 13th.

It was expected this month that another special election would be announced with the appointment by President Trump of Rep. Carlos Trujillo as a Representative to the United Nations General Assembly. It now appears that Rep. Trujillo will serve out his final legislative session and perform both duties instead of stepping aside and causing another special election. As the sitting budget chairman of the Florida House and a key lieutenant of Speaker Richard Corcoran, his staying in the Florida Legislature will no doubt preserve stability in that leadership team and hopefully result in a smooth 2018 Session.

*As you can imagine, the calls for political contributions are reaching an abnormally high level. These special elections combined with the early legislative session, which begins the second week of January, are stretching the PAC's capabilities. With the 2018 elections bringing Florida a new Governor, Chief Financial Officer, Attorney General and Agriculture Commissioner, the PAC will face unprecedented challenges. Your help will be needed more than ever in 2018 but as it always has... I have great confidence that Florida's RV Industry will rise to meet the challenge.*





## TRAINING NEWS • by Jim Carr, Training Director



### Florida College Test Centers RV Certification Testing

*Is there any way to take the RV Certification Tests other than on-line through Proctor U.? YES! Florida was granted permission by the RV Certification Governing Board at the June 17 meeting to “pilot” a one-year program of offering the RV Technician Certification Test(s) at local Florida State Colleges. We have finalized the necessary paperwork and distributed to all 27 State Colleges and are ready to begin testing at those locations whose paperwork is in. And they are:*

#### **CURRENTLY APPROVED:** (Ready to test)

1. **LAKE CITY:** Florida Gateway College
2. **JACKSONVILLE:** Florida State College, Jacksonville – Kent, North and Deerwood Campuses
3. **PALM BEACH:** Palm Beach State College – Boca Raton, Lake Worth and Palm Beach Campuses
4. **ORLANDO:** Valencia College – West Campus
5. **TAMPA:** Hillsborough Community College – Brandon, Ybor and N. Dale Mabry Campuses.
6. **NEW PORT RICHEY:** Pasco Hernando State College – West Campus
7. **OCALA (AREA):** College of Central Florida – Ocala, Citrus and Levy Campuses.

#### **WORKING TO GET APPROVED:** (Coming Soon)

1. **TAMPA:** University of South Florida – Main Campus Test Center
2. **PENSACOLA:** Pensacola State College
3. **BREVARD COUNTY:** Eastern Florida State College
4. **DADE CITY:** Pasco Hernando State College – East Campus
5. **BROOKSVILLE:** Pasco Hernando State College – North Campus.

#### **HOW DO WE TEST:**

*NOTE: We will only test at the colleges on the last Thursday of each month.*

1. Complete the Test application from RVDA (on line at [www.RVDA.org](http://www.RVDA.org)), just as you would for testing with Proctor U.
2. Submit test application to this office ([judy.wilson@fgc.edu](mailto:judy.wilson@fgc.edu)) prior to the 10th of the month you plan to test in.
3. We will work with you to select a test center location, and provide all necessary information to complete the test; e.g. map, registration instructions, etc.
4. Testing at a College Test Center is free & part of your test application fee.

*Thank you for your participation and look forward to making your test experience almost enjoyable.*

## **RVIA** Launches First Annual “40 Under 40” Awards

RV Industry Association is proud to announce the first annual “40 Under 40” Awards, which will identify current and future leaders in the RV Industry who are under 40 years of age. To nominate someone for the “40 Under 40” Awards, visit [RVIAshow.org/40under40](http://RVIAshow.org/40under40) to fill out the nomination form. Self-nominations will be accepted.

The final group, selected by members of the RVIA Trade Shows and Events Committee, will be recognized during the upcoming National RV Trade Show, scheduled for November 27-30, 2017, in Louisville, KY.

Candidates for the “40 Under 40” Awards must be under the age of 40 prior to November 30, 2017, and currently employed by a RV Industry manufacturer, dealer, supplier, media company or other industry member. Candidates can be anyone within the industry, at any level of the organization and do not need to be in a management position within a company. Selected finalists will be announced prior to the National RV Trade Show.

“RVIA is proud to salute the achievements of those who exemplify leadership at their companies, show a sense of community, inspire others and help support the industry through their efforts,” said Liz Crawford, RVIA senior vice president, trade shows and events. “This program will showcase individuals who strive to better themselves, their companies or groups within our growing industry.” –RVIA



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

### *New Buyers Guide Deadline Approaching*

If you haven't already started using the new Buyers Guide required by the Federal Trade Commission's Used Car Rule, you are running out of time. You must begin using the new guide no later than January 28, 2018. After that date, it will be illegal to use

the old version of the Buyers Guide.

*Following are some guidelines on how to complete the new Buyers Guide:*

1. As with the old Guide, if you are offering the unit AS IS, check the AS IS box.

2. If you are offering a dealer warranty, check the DEALER WARRANTY box, then check LIMITED WARRANTY and enter what percentage of labor and parts you will cover. Under SYSTEMS COVERED describe the system(s) you will cover. **NOTE: It is unlawful to use the terms "Power Train" or Drive Train.** Under DURATION enter the number of days and the number of miles you will cover the listed systems. If you want to disclaim all warranties on other systems that aren't covered, you may enter the following language below the systems you are covering:

"Dealer Disclaims All Warranties, Express or Implied, on Other Systems or Parts of this Vehicle."

**REMEMBER** – you are required to have a separate warranty document. The Warranty Disclosure Rule requires that you disclose certain information about the coverage of your warranty and consumers' rights under state law. Another federal rule requires that you display a written warranty in close proximity to the vehicle or make it available to consumers, upon request, before they buy. You must also post prominent signs to let customers know that warranties can be examined upon request. To learn what must be included in your written warranty, see the ["Businessperson's Guide to Federal Warranty Law."](#)

3. If the manufacturer's warranty hasn't expired, you may disclose this by checking the box MANUFACTURER'S WARRANTY STILL APPLIES. If you choose to disclose that a manufacturer's warranty still applies, you need only check this box. No other language – as required under the previous rule – must be stated. You are not required to describe details about the warranty. You also are permitted to check the AS IS – NO DEALER WARRANTY box when checking the MANUFACTURER'S WARRANTY STILL APPLIES box. And you are permitted to write the following disclaimer in the SYSTEMS COVERED/ DURATION section:

"The dealership itself assumes no responsibility for any repairs, regardless of any oral statements about the

vehicle. All warranty coverage comes from the unexpired manufacturer's warranty (or from the manufacturer's used car warranty, if applicable)."

4. If there is a manufacturer's used car warranty that applies, you may check the box MANUFACTURER'S USED VEHICLE WARRANTY APPLIES. An example of this coverage could be certified pre-owned types of coverage. You are not required to describe details about the warranty.

5. If there is a third-party warranty that applies (for example, you provide a third-party warranty with the sale of the unit) check the box OTHER USED VEHICLE WARRANTY APPLIES. You are not required to describe details about the warranty. For this and the Manufacturer's used vehicle warranty, you may also check the AS-IS NO DEALER WARRANTY box and enter the disclosure shown in Item 3.

6. If you sell service contracts, check the box SERVICE CONTRACT.

7. On the back of the form, you are required to enter your dealership name, address, telephone number and email address. You are also required to enter the name and telephone number of the person to contact for complaints. It is recommended that you also include the person's job title (e.g., Customer Service Manager) so the customer will know whom to contact for complaints in case the named individual leaves your dealership.

8. If you conduct the sale in Spanish, you must post a Spanish language Buyers Guide on the vehicle before you display or offer it for sale.

9. If you wish to add an optional signature line for the customer, include a disclosure near it that says: "I hereby acknowledge receipt of the Buyers Guide at the closing of this sale." The signature line and disclosure must appear in the space provided for the name of the individual to be contacted in the event of complaints after the sale.

To learn more about the requirements of the new Buyers Guide, go to <https://www.ftc.gov/tips-advice/business-center/guidance/answering-dealers-questions-about-revised-used-car-rule>.

**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).*



## MEMBER SPOTLIGHT

### *Alliance Coach's Success Is Built on Personal Experience*

It's not surprising that Alan and Judy Shapiro own a tremendously successful RV dealership. Their experience as RVers has shown them the joys and frustrations of RV ownership, allowing them to empathize with their customers. Their experience as business owners has taught them the importance of valuing their employees.

The couple has owned Alliance Coach in Wildwood since 2009, but they were familiar with the facility long before then. "It was a former Monaco Factory Service Center," recalls Alan. "We used to bring our coach down there from Georgia. When the company went bankrupt in March of 2009, we bought the facility as an investment and opened up in September as Alliance Coach."

Alan brought to this venture 50 years of business-owning experience, and although he had no experience in the RV business specifically, he had a strong set of principles that guided him. "Business is the same, no matter what type of business you're in. There are certain important principles involved, and the most important is customer service.

"You must communicate with the customer every day, even if it's bad news. Talk to the customer at least once a day, and they'll have no problem with you. If you ignore them, they get upset, and they'll tell their neighbor, 'Oh, they're terrible!'"

Alan says friendliness is also important. He, Judy, and their employees know customers by name, and instead of having customers' calls answered by voicemail, Alliance Coach has two receptionists, so all customers are greeted personally. "Customers love personal attention. Judy and I are in the lobby, bringing cookies to customers, talking with them, getting to know them. There are very few mom-and-pops left. Everything is chains, and it's very hard to find a place that cares, but that's what we are."

Alan notes that doing good work is also essential, but adds that quality is often lacking at RV dealers. "So many companies are corporate, and they are more interested in earnings, and quality doesn't matter. Pride in their work doesn't matter. When you're a mom-and-pop company, it's a different way of doing it, and I wouldn't want to do it any other way."

Alliance Coach goes above and beyond to provide customers a pleasant, stress-free experience. It has a

campground for them to stay in while they're getting service. In the morning, the tech closes up their coach, brings it into the shop, and works on it. When the tech is done at night, he pulls the coach back into the campsite, opens the slides, and the customer stays in the site, which has full electric and water.

The Shapiros also show their employees how much they value them. "Every quarter, we cater lunch for the whole company – a hundred and fifty people – to tell everybody what a great job they're doing. During watermelon season, we get a pallet of watermelons, and Judy and I are out in the shop in the heat cutting those watermelons, making sure everybody stops working to get some. It's such a small investment to let employees know you appreciate them because they're the ones taking care of your business."

Alliance Coach, a member of the FRVTA since 2010, has been chosen as an RVBusiness Top 50 Dealer for 2014, 2015, and 2016. Alan believes the strength of its service center is one of the keys to the business's success. "We have sixty-two bays, and we service about four hundred RVs a month. All of our techs are either Master

Certified or RVIA Certified, and we don't have a shortage of techs."

Alliance Coach has a second location in Lake Park, Georgia, but Alan and Judy's current plans for expansion are focused on the Wildwood property. It's located in The Villages, which is building an additional 20,000 homes within two miles of Alliance Coach. The dealership will have seven acres of frontage on Highway 44, and Alan and Judy are relocating their sales department and all RVs for sale to the main road, with a turn lane going in.

The Shapiros have a thriving business with loyal customers and happy employees, and Alan says much of their success is due to their firsthand experience as RVers. "We went into the business understanding the frustrations of the customer, especially when you spend \$25,000 for a travel trailer or \$500,000 for a motorhome, and the quality is not what it should be," concludes Alan. "People spent this money to have a good time, and they're sitting in a service center instead of being at the beach. We understand that frustration because we were there."



## RV Sales & Shipments Continue Vigorous August Growth

RVIA reports that this past August saw RV wholesale shipments to retailers continue to post strong gains as shipments increased to 334,408 units. This was a gain of 15.1 percent over the 290,582 units shipped through the first eight months of 2016.

For the month of August, shipments were 15.3% higher than the same month last year at 45,031 units. All product categories showed growth and it marked the best August for shipment total on comparable record.

Towable RVs, led by conventional travel trailers, totaled 39,479 units, an increase of 26.7 percent compared to the 31,155 units shipped in August 2016. Year-to-date totals for towable RVs are up 15.3% to 292,130 units.

Motorhome shipments were up 15.9% to 5,552 units over last August. Year-to-date motorhome shipments reached 42,278 units on 13.9 percent growth over the 37,128 units shipped during August last year.

Echoing this positive report, Statistical Surveys Inc. (SSI) reports towable unit sales grew 10.5 percent over the first eight months year-over-year. Results included:

- Sales for travel trailers climbed 11.8% year-to-date.
- Fifth-wheel registrations were up 8.6% for the eight months.
- Folding camping trailer sales edged down 4.2% through August.
- Park model RV sales fell 6% year-to-date.

Thor Industries Inc. was the towable sales leader through August with 48.8 percent market share, ahead of Forest River Inc. with a 36.7 percent share and Grand Design RV Co. at 4.2 percent.

By segment, Thor was No. 1 in travel trailers for the eight months with a 49.2 percent market share, followed by Forest

River with a 37.9% share. Thor led fifth-wheel sales with a 53.4 percent market share, followed by Forest River (28.9 percent and Grand Design RV Co. (11 percent).

In folding camping trailer sales, Forest River led through August with a 70.2 percent market share, followed by Thor with 11.7 percent and Columbia Northwest/Aliner Inc. at 11.4 percent. Cavco Industries Inc. led the park model segment with a 23.5 percent market share, ahead of Kropf Manufacturing Co. Inc. at 18.9 percent, Champion Home Builders with 13.6 percent and Skyline Corp. at 12.4 percent.

Statistical Surveys Inc. reports that Class C's continued to push overall motorhome sales through the first eight months of 2017 as overall registrations grew 12.4 percent compared to the same period a year ago.

According to the latest data, Thor was the motorized sales leader through August with a 41.7 percent market share, ahead of Forest River Inc. at 23.5 percent and Winnebago Industries Inc. with 15.2 percent.

Class A motorhome sales were flat, up only 0.2 percent year-to-date. Thor led this category for the eight months as well with a 34.5 percent

market share followed by Forest River with 14.5 percent, REV Recreation Group at 14.3 percent, Winnebago with 13.9 percent and Tiffin Motorhomes Inc. at 13.8 percent.

Class C sales gained 23.7% through August as Thor led the category with a 47.1 percent market share, followed by Forest River at 30.3 percent and Winnebago with 16.1 percent.

Class B sales continued to climb as overall registrations during the first eight months of 2017 rose 31.3 percent. Winnebago Industries Inc. led this segment through August with a 34.8 percent market share followed by Erwin Hymer Group North America at 30.4 percent and Thor Industries with 16.6 percent. —RVIA, *RVBusiness*



## Ron Fleming New Lazydays Vice President & National GM



Lazydays has appointed Ron Fleming as Vice President and National General Manager as the company restructures from a regional dealership management organization to a national one with Fleming overseeing the management of all five Lazydays RV Dealerships. The general managers in Tucson, Arizona and Loveland, Denver and Longmont, Colorado will now report directly to him.

"Our transition to a national dealership management organization allows us to offer a best-in-class customer experience in a very consistent and efficient way across our entire dealership network," Lazydays Chairman and CEO Bill Murnane says. "Ron's 37 years of experience in the RV Industry, his attention to detail and his proven expertise in RV Dealership operations will help him excel in this new role."

Fleming joined Lazydays RV in 2013 and previously served as Vice President and General Manager of the company's Tampa dealership.

"I am honored to have been chosen to lead Lazydays' new national dealership management organization, and I'm excited for the challenges and opportunities that lie ahead," Fleming says. — news release

## NEW MEMBERS

### SUNSHINE STATE RV

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[info@silver-top.com](mailto:info@silver-top.com)  
[www.silver-top.com](http://www.silver-top.com)  
Supplier, Region 10

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

## 2017-18 FRVTA SHOW SCHEDULE



### TAMPA BAY FALL RV SHOW

November 9-12 • Florida State Fairgrounds

### WEST PALM BEACH FALL RV SHOW

November 9-12 • South Florida Fairgrounds

### CLEAN SWEEP RV SHOW

December 1-3 • CenturyLink-Lee Sports Complex

### FLORIDA RV SUPERSHOW

January 17-21 • Florida State Fairgrounds

### FORT MYERS RV SHOW

January 25-28 • Lee Civic Center

### HERITAGE PARK RV SHOW

January 25-28 • Osceola Heritage Park

### JACKSONVILLE RV SHOW

February 8-11 • Jacksonville Equestrian Center

### WEST PALM BEACH RV SHOW

February 15-18 • South Florida Fairgrounds

### 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

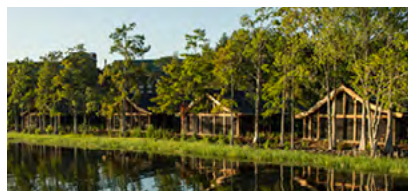
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### Shows Still Being Discussed

Region 1 • Spring Clean-Out RV Show

Region 2 • May Show

@ The Ballpark of the Palm Beaches



## Disney Unveils Magic Kingdom 'Glamping' Resorts

The most magical place on Earth has embraced the great outdoors with its new Copper Creek Villas & Cabins at Disney's Wilderness Lodge in Orlando.

According to the Robb Report, the collection of rustic retreats debuted this past July. They include 184 villas and cabins, the most luxurious of which are the 26 waterfront cabins and four grand villas.

Located just around an artificial river bend from the Magic Kingdom, the accommodations feature full kitchens, living and dining rooms, and refined decorative details inspired by the westward settlers of the Pacific Northwest.

Guests of the new villas and cabins have access to a host of amenities, from a cabana-lined swimming pool and riverfront spa to a water taxi that ferries passengers directly to the Magic Kingdom park. —Woodall's Campground Management

## MEETING DATES



Region 1 • NO MEETING

Region 2 • November 15 • La Fogata Mexican Restaurant • 924 Northlake Blvd • North Palm Beach

Region 3 • November 14 • Rusty Pelican • 2425 North Rocky Pointe Drive • Tampa

Region 4 • November 15 • Bonefish Grill • Sand Lake Rd • Orlando

Region 5 • November 21 • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

Region 6 • November 15 • Conference Call

Region 7 • November 21 • Braised Onion • 754 NE 25th Ave • Ocala

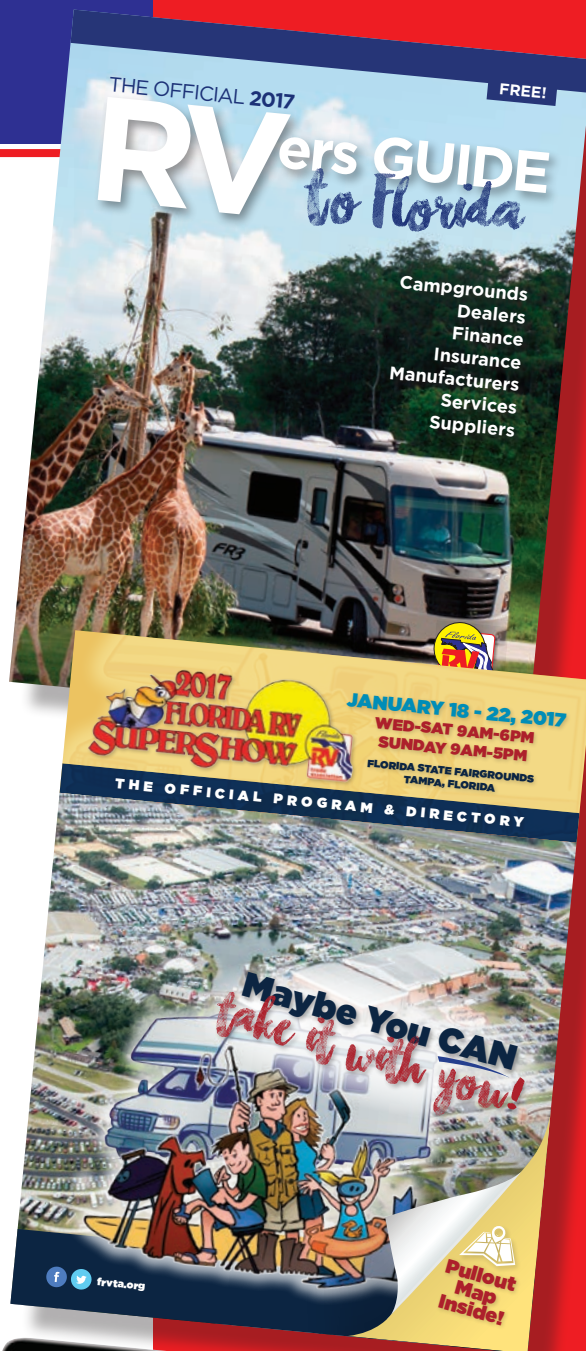
ALL MEETINGS: Cocktails 6:30 PM • Dinner 7:00 PM

# 2018 ADVERTISING OPPORTUNITIES

## The RVers Guide to Florida...

our annual membership directory showcasing seven Florida regions and one out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members. All advertising members can have a FREE logo added to their member listing when a full-page ad is purchased. Advertisers purchasing smaller ads can have their logo listed as well for a nominal fee, increasing visibility, while providing consumers with your logo recognition. The publication is available to consumers at regional RV Shows, Member businesses and mail, email or website request plus 'rack' locations statewide.

*(FRVTA began Interstate Rest Area distribution of the RVers Guide to Florida in 2014 and currently has twenty-eight (28) racks located at Rest Area locations on I-10, I-75, I-95 and I-4, including three (3) Official Visit Florida Welcome Centers and five (5) Turnpike Service Plaza locations. In April 2016 FRVTA finalized a partnership with Pilot and Flying J, with a rack located at the RV Island or Diesel entrance of (28) Florida and (5) South Georgia locations.)*



## The SuperShow Program & Directory...

**celebrating its 33rd year** and considered the greatest RV Show in the country. The publication is filled with everything the consumer attending the show would need, a pullout show map identifies each of the participating manufacturers on the map and includes a listing by manufacturer and product brand making it easier for the consumer to navigate their way throughout the show. The Supplier participants are also listed with product type and booth location information. The publication also features editorial on new products to the industry that will be on display representing both the RV Manufacturers and RV Suppliers, some being seen by the consumer for the first time. The SuperShow Program also includes editorial on Tampa plus points of interest throughout the state making the publication "A Year-Round Keeper" magazine! Get your message in the hands of thousands of qualified RV buyers!

## FRVTA Website...

**FRVTA.org** FRVTA's new Consumer friendly website launched in July of 2016. The site has been designed for the consumer representing most of the site's traffic looking for information on upcoming RV Shows held throughout the year. The site also features our members by regions, points of interest and stories related to the Florida for the RV consumer. Members who advertise in the publications can advertise on the website for a discounted rate. The website offers Banner ads on the Home page and Banner or Tile ads on the SuperShow, RV Shows and Regional Member pages. The cost ranges from \$250 to \$700 depending on the ad size, location and contract term.



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