

FRVTA News



NOVEMBER 2018

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY



FRVTA Board of Directors Approves Augmented Reality Pilot Project

by Jim Carr, Training Director

The Florida RV Trade Association at their September Board of Directors meeting approved a \$16,000 expenditure to test a state-of-the-art high-tech Augmented Reality (AR) Pilot Project to demonstrate that RV Technician “Hands-On” testing is a viable alternative to the current written, 200-question three-hour Tech Certification Test.

The industry agrees that the written test is not the best option, especially for tactile learners where they learn by doing. Let’s test by doing, therefore maximizing their potential testing skills.

The major barrier to practical (hands-on) testing has always been “how can we possibly test a large number of applicants with relevant real-life situations while maintaining security. The answer is an Augmented Reality (AR) program called “I See What You See” software/hardware application used by Porsche Motors, the trucking industry and the marine industry, among others.

The program connects factory experts with dealership technicians to solve service problems in real-time.

The question is if the technology exists to let a factory expert log into a pair of AR glasses worn by a dealership technician and view exactly what the tech is working on, why can’t this same technology connect a remote expert proctor with a technician performing a hands-on testing situation? The answer is—yes, it can!

This Pilot Project is designed to have five Florida dealerships, each with a pair of AR glasses (rented for the three-month Pilot) connect with one of three industry experts available to view and witness a technician complete one of the Florida Distance Learning practical sign-off sheets from a remote location, simulating a testing situation.

The event will have both audio and video connectivity to allow for recording, with a review opportunity at the completion of the test simulation. The goal is to test 10 technicians from each dealership as they perform their sign-off sheet activity. There will be ample data collected for each event available for review by our FRVTA Committee of Experts and presented to the FRVTA Board at their December meeting.

Age, time in RV service, years of experience, time of event and Certification status are some of the data points being collected that should give us a good profile of candidates. This is a very exciting development!

A follow-up results article will appear after the FRVTA December Board meeting, but if there are any questions in the meantime, please contact me at jim.carr@fgc.edu. Thank you for your continued support.



STATE OFFICERS

PRESIDENT
Rob Cochran

VICE PRESIDENT
Brian Copley

TREASURER
Tom Wegge

SECRETARY
Joey Schneider

CHAIRMAN OF THE BOARD
Nelda Iacono

REGIONAL OFFICERS

REGION 1
awaiting election - PRESIDENT
Paul Graef - DIRECTOR

REGION 2
Susan Squillace - PRESIDENT
Sean Thompson - DIRECTOR

REGION 3
Deanna Pearce - PRESIDENT
Snow Chamberlain - DIRECTOR

REGION 4
Ken Gifford - PRESIDENT
Traeanne Reynolds - DIRECTOR

REGION 5
John Schuster - PRESIDENT
Lyn Hart - DIRECTOR

REGION 6
Ken Loyd - PRESIDENT
Rob Rothenhausler - DIRECTOR

REGION 7
Dell Sanders - PRESIDENT
George Grimm - DIRECTOR

George Lempenau
CAMPGROUND DIRECTOR

OFFICE STAFF

Lance Wilson
EXECUTIVE DIRECTOR

David Kelly
MARKETING DIRECTOR

Mike Ryan
CONTROLLER

Lesla Colvin
SHOW DIRECTOR

Patty Flanagan
SHOW COORDINATOR

Ana Correia
ADMINISTRATIVE COORDINATOR

Sharlene Nelson
MEMBERSHIP COORDINATOR

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

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

PRESIDENT'S MESSAGE...

I was invited to a UCF game a couple of weeks ago and was fortunate enough to get seats on the field near where players entered. UCF had another great win (Go Knights!) and we were standing near where the players were leaving the field. My friend yelled to the quarterback "Hey, can you take a picture with my little guy?" The QB (McKenzie Milton) said, "I'll come back!"

We stood there for about 10 minutes and when we were just about to give up, sure enough he comes trotting back out to take photos. Not only did my friend's son light up over seeing a celebrity, the adults were talking about what a class-act this guy was for taking a little time out to show some appreciation.

The photo hit Facebook the next day and everyone was commenting on what a great guy the QB was. Word was spreading fast—and so was the reputation of a young quarterback.

Let's face it, McKenzie Milton is not very famous. Certainly, no Aaron Rogers or Tom Brady. But taking time out to show a little appreciation went a very long way in the eyes of many. I know I will never forget the impression I was left with that day.

So, what's my point? My point is that appreciation goes a long, long way and you don't have to be a celebrity for it to have a major impact.

Years ago, when I ran a service shop, we had two favorite times of the year—when the snowbirds arrived and when they left. The Florida RV market has leveled out some since then, but the added pressure of the winter season is looming and your staff knows it. Some in your operation are very excited about this, but some are experiencing the anxiety that comes with the additional pressure of keeping up.

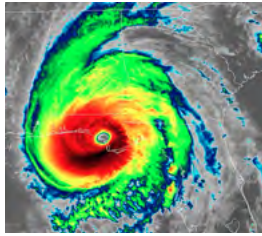
There are dozens of studies that prove the importance of recognition and appreciation. Everything from increased productivity, reduced theft, less sick time, increased profitability and higher customer satisfaction. I'm sure you've heard the saying—people don't quit jobs, they quit their boss! There is much evidence to support this claim.

So, before things get too crazy, let me encourage you to have your leadership positions show some appreciation for the staff that's about to head into another season of challenges. And then create a culture that continues that trend. Because you don't have to be a star quarterback to score a lot of points!

Till Next Month!!

ROB COCHRAN
FRVTA State President





SUNSHINE STATE BEARS BRUNT OF HURRICANE MICHAEL

Hurricane Michael made landfall Wednesday afternoon, October 10, as a powerful Category 4 hurricane, just two miles shy of a category 5 storm, near Mexico Beach east of Panama City packing 150 mph winds. It was the strongest storm ever recorded to clobber the Florida Panhandle and one of the most powerful storms to hit the United States.

At this time, we are unable to report on the condition of our members in that area, particularly in Bay County, home to Panama City, which was devastated. We will continue to monitor this disaster and let members know the status and condition of our FRVTA members as communications are restored.

If you'd like to help, please make a donation to the charity of your choice or the American Red Cross.—*editor*



FRVTA & RV Learning Center Renew Partnership to Deliver Online Training to RV Dealerships

The Mike Molino RV Learning Center and the Florida RV Trade Association (FRVTA) have partnered to provide online video-based training for RV dealership personnel through the Distance Learning Network (DLN) for the 13th consecutive year. The DLN represents a convenient and cost-effective way to provide dealership training and is offered FREE to all FRVTA members as a membership benefit through your annual membership dues.

Dealers taking a yearly subscription to the DLN receive unlimited access to more than 40 training sessions, coursework reviews and test preparation sections. They're available any time throughout the program year and all a dealer needs for access is a high-speed internet connection.

Last year FRVTA completely upgraded their web-based platform—from the University of South Florida to Florida Gateway College—creating a more powerful, true high-definition platform with streaming capabilities. The 2018-2019 DLN program offers a broad curriculum designed to improve the performance of most dealership personnel, including:

- **RV New Technician Preparation Course:** More than 30 hours of instruction will help train new technicians on all the basics or Foundation Level skills necessary to become safely productive Technicians in a minimum time, and can also help prepare them for the RVDA-RVIA RV Service Technician Certification. Certified Technicians can use completion hours for renewal of certification requirements.
- **Service Writer/Advisor Course:** This one-hour program is ideal for both veteran service writers/

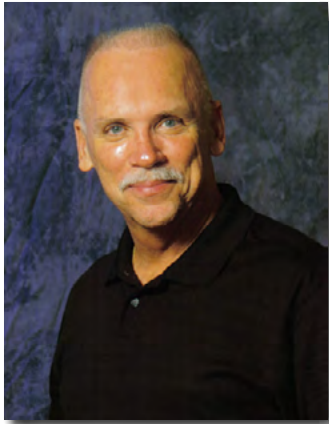
advisors and new hires. The program helps prepare your personnel for the RV Learning Center's Service Writer/Advisor Certification test. Completion of the course counts toward recertification requirements.

- **Advanced/Manufacturer Specific Training:** Features product-specific training from RV manufacturers and suppliers from within the RV Industry.
- **RV Greeter–Receptionist Course:** A 50-minute program that covers: the importance of customer service; the skills and expectations for the RV receptionist; the importance of making the right first impression; communicating on the phone; handling difficult customers; and organizational techniques for the workplace. The program is suitable for all persons needing customer service skills. The program includes a final exam and certificate of completion.

“Because it's delivered right to your dealership, this is extremely cost-effective training and that is important as dealerships will have more employees to train as the demand continues to increase,” said FRVTA Executive Director Lance Wilson. “FRVTA also provides mentor support and encouragement throughout the year, once the dealership is signed up for the program,” he said.

The only requirement to participate is a high-speed internet connection. A video cable connected to a television is also useful for group training. A one-year subscription to the program costs \$995 per dealership location. A discount is given for multiple dealerships (five or more). The subscription term is August 1, 2018 – July 31, 2019.

For more information and a sign-up form, visit www.rvtechnician.com, www.rvlearningcenter.com, <http://rvtraining.fgc.edu>, or call FRVTA at (386) 754-4285.



FINANCIAL CHECK-UP • by JERRY MANN, FRVTA Benefit Consultant

“I see a bad moon rising”...

Credence Clearwater Revival

As I watched the progress of Hurricane Michael last month, it was stunning to see it morph into a category 4 (almost category 5) in such a short period of time. And, as it swept into the Panhandle with its destructive high winds,

storm surge and flooding rains, you just knew it was going to wreak havoc, and bring death and financial ruin to many. And, so it did.

In the same way, so many of us have a “bad storm” in our future. One that will cause extreme emotional and psychological stress, despair, even financial ruin, yet unlike many of Floridians who either fled Michel or hunkered down in safe, secure shelters, many chose to ignore the financial catastrophe brought on by a need for Long Term Care and what it costs, what it does to your assets and savings.

It's strange—we plan for dinners, movie nights, which sporting events we want to attend, how many children we want to have, etc. But, we don't plan for an event that can potentially devastate us financially? I don't get it.

It's not like there isn't a lot of information out there about the cost of care and what the odds are that we may require care. Statistics bore me generally, but here are a few that you should familiarize yourself with:

- The Department of Health and Human Services says the odds of one requiring some type of Long Term Care before they die is two out of three.
- Only about 11% of active claims filed with one major insurance carrier were for skilled nursing homecare. Assisted living claims account for 34% and home healthcare 32%, reflecting the fact that most people want to stay in their own home if they can, or if necessary enter an assisted living facility.

- While only about 17% of claims are incurred by those under age 65, about 31% are incurred by those who are aged 65-74, and 20% by those aged 75-79.
- The most frequent categories of claim onset are (1) Cancer (2) Cognitive impairments (3) Cardiovascular (4) Neurological (Parkinson's, ALS, etc.) (5) Fractures/trauma (6) Musculoskeletal (arthritis, hip replacements, etc.).
- The cost of care is staggering. In the greater Tampa Bay area where I live, the AVERAGE daily nursing home cost is \$315/day (almost \$115,000 a year!). For assisted living facilities, the average is over a \$4,355 per month (\$52,600 a year!). These figures are much higher in cities like Orlando, Cape Coral and West Palm Beach.

So, why would one not plan for what could be a disastrous event? The choices are simple:

- Have no financial plan and place whatever assets you have at risk
- Fully fund the cost of care by buying a Long-Term Care (LTC) policy
- Partially fund the cost of care by having a LTC policy that will cover some of the cost. The balance would be paid from one's assets.

And, no this is not about buying insurance, it is about having a plan. What are you going to do and how are you going to do it? Where will the money come from? The good news? There are several tax-advantaged ways to manage the cost. More about that in the next issue.

Jerry Mann, owner of Vantage Benefits Solutions, Inc., has been a member of FRVTA Region 3 since 1996, and has served as Regional Treasurer three times. For other tax-saving ideas and insurance solutions, contact Jerry at 813-541-6071, toll free at 866-529-1618 or Jerry@vantage-benefits.com as soon as possible.

Boat Dealers Compete with RV Industry for Techs

Like the RV Industry, the boating sector is also dealing with a shortage of technicians. According to an op-ed by Soundings Trade Only, a recent announcement by the RV Industry Association (RVIA) is likely to increase the problem for many boat dealers.

While the nation is enjoying consistent annual growth in boat sales, the RV Industry took off at an even faster pace and is currently seeing record numbers of recreational vehicles produced and sold. Bingo – there's a shortage of RV techs, too. What the RV Industry plans to do will put many boat dealers in a head-to-head competition to fill marine tech spots.

The RVIA Board of Directors recently approved a comprehensive plan backed by a reported \$10 million to establish the RV Technical Institute. A major component of the plan will be an aggressive recruitment campaign to attract new technicians into the RV Industry. To that end, the institute will enroll newly recruited techs for a “tech boot camp,” where they will get hands-on training by industry experts and instructors from RV component suppliers.

The institute will also offer advanced RV technician training including up-to-the-minute digital textbooks, PowerPoint decks, video and other modern teaching tools, according to RVIA. The institute will also establish a network of regional training partners to conveniently deliver the “gold standard” of its training to existing techs.—RVBusiness

MEMBER SPOTLIGHT

Nelda Iacono Assumes New Role as State Chairman with Enthusiasm

At the September convention, Rob Cochran was chosen as FRVTA President-elect, while current president Nelda Iacono moved into her new position as FRVTA State Chairman. Nelda got her start in the RV Industry in 1995 as an accountant at North Trail RV Center in Fort Myers. She's still in that position today.

Nelda took office as president having already gained leadership experience. "I've been volunteering for the Association for the past 20 years. Before joining the State Executive slate of officers, I had served as a regional officer for 10 years."

She says it wasn't until serving as president that she discovered the full weight of the office, explaining that there are many responsibilities and there are many decisions that only the president can make. Having been involved in the Association and been a part of the decision-making process for so long, she felt prepared to serve as president.

Nelda took office as State President in 2016 after serving as State Secretary and State Treasurer, intending to continue the Association's mission and also to achieve her main goal, which was to plan for its future. "We did a long-term strategy meeting in August of 2017," she says. "I had been a part of the previous one done in 2007. I'm very proud that we accomplished that strategy meeting last year. Good things are going to come out of it that are going to support the Association's mission."

She's also proud to know many of the FRVTA members who have become like family. "A lot of us have been sitting around the same tables for the past 20 years and we know each other's stories, family stories and business stories. We've seen the hard times together and the good times, too. I've seen their children grow up and now their grandchildren. It's been an amazing adventure in that respect."

One of the ways the Association will remain viable in the coming years, says Nelda, is to get younger people involved. She adds that this is the greatest challenge facing Florida's RV Industry. As the baby boomers are retiring, attracting Millennials and the next generation while making them a part of the industry on a long-term basis is critical.

"Members should invite their younger employees to get involved," Nelda advises, "and somewhere along the

line they'll find the people who want to step up, and are willing to spend their time and treasure to help with the promotion of the Sunshine State's RV Industry."

Nelda believes securing the future of Florida's RV Industry also means keeping up with new technologies. "Mobile apps utilizing data to provide better shows are important because the RV SuperShow and our regional shows are really the keys to advancing the RV Lifestyle and the RV Industry in Florida. We also need to stay up-to-date with state laws. The Association is very active in supporting candidates who will help promote our industry and protect our consumers."



(l to r) Joey Scheider, Secretary; Brian Copley, Vice President; Nelda Iacono, Chairman of the Board; Rob Cochran, President; and Tom Wegge, Treasurer

Looking back on her presidential term, Nelda is confident in the decisions she made, but does mention one regret. "I wish Hurricane Irma hadn't happened because we had to cancel the convention, which was really tough. It was my decision. I just didn't want to risk people being out on the roads and as it turned out, it was good that everyone stayed home and took care of their businesses and their families. So my only regret is that we were unable to have the convention at that time, but we just had a fabulous convention that I think made up for it."

Nelda's excited about the opportunities her chairmanship brings. She'll continue to participate in the executive board decision-making process and continue helping the Association. She'll remain chairman of the scholarship program, which she says is one of the best things the FRVTA does to help members and their families. She's also enthusiastic about a new program that will benefit member businesses that service RVs.

"I'm going to represent the Association at a very exciting pilot program we're developing that uses augmented reality for testing to certify technicians," Nelda explains. "We've funded this program that will be tested at five dealerships in the state, starting at Lazydays and including North Trail. Being a technician is a hands-on job and they learn tactilely. This will be a total tactile experience. They'll wear the augmented reality goggles and the mentors will be able to watch them as they actually perform the test."

As she looks toward to her new position as Chairman, Nelda offers these words to her fellow FRVTA members: "I've appreciated your support and your friendship, and will continue to do so in the years to come."


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

The Hope Scholarship Program and How it Affects You

For those of you who attended my session at the recent annual convention you heard about the Hope Scholarship Program. The Hope Scholarship Program (Program) provides a public-school student who was subjected to an incident of violence or bullying at

school the opportunity to apply for a scholarship to attend an eligible private school rather than remain in an unsafe school environment.

Beginning October 1, 2018, anyone who purchases or registers a motor vehicle qualifying for the Hope Scholarship Program in Florida may designate \$105 of the state sales tax due at the time of purchase to this Program. If the state sales tax due is less than \$105, the designated amount would be the state sales tax due.

Heavy trucks, truck tractors, trailers, motorcycles and mopeds, and recreational vehicles are not "motor vehicles" for purposes of the Hope Scholarship Program. That means you don't have to offer program participation to any of your customers who purchase recreational vehicles.

However, if you sell trucks with a net weight of 5,000 pounds or less or any other motor vehicles, then you must participate and offer participation to your customers. Below is the summary of the program prepared by the Florida Department of Revenue. Please let me know if you have any questions.

Beginning on or after October 1, 2018, anyone who purchases or registers a motor vehicle qualifying for the Hope Scholarship Program in Florida may designate \$105 of the state sales tax due at the time of purchase or registration to an eligible nonprofit scholarship-funding organization participating in the Program. If the state sales tax due is less than \$105, the designated amount would be the state sales tax due.

"Motor vehicle" means any automobile, truck with a net vehicle weight of 5,000 pounds or less and any other vehicle operated on the roads of Florida, used to transport persons or property, and propelled by power other than muscular power. Heavy trucks, truck tractors, trailers, motorcycles, and mopeds and recreational vehicles are not "motor vehicles" for purposes of the Hope Scholarship Program.

Motor vehicle dealers, private tag agencies, and county tax collectors are required to provide a Hope Scholarship Program - Contribution Election http://floridarevenue.com/Forms_library/current/Hope-DR-HS1.pdf to each purchaser or registrant of a qualified motor vehicle. If the purchaser or registrant chooses not to contribute, the Form DR-HS1 does not need to be completed or retained. The dealer, agency, or county tax collector receiving the contribution must remit the contribution directly to the designated nonprofit scholarship-funding organization.

REPORTING CONTRIBUTIONS

Motor Vehicle Dealers, Private Tag Agencies, and County Tax Collectors

Beginning on or after October 1, 2018, motor vehicle dealers, private tag agencies, and county tax collectors receiving contributions for the Hope Scholarship Program must report the amount of contributions received during each reporting period to the eligible nonprofit scholarship-funding organization designated and to the Department.

The fastest and easiest way to complete the Hope Scholarship Program - Dealer Contribution Collection Report is online, which will be available for filing the October return. You may also report by submitting the paper Hope Scholarship Program - Dealer Contribution Collection Report http://floridarevenue.com/Forms_library/current/Hope-DR-HS2.pdf.

Reports by motor vehicle dealers and private tag agencies are due on the 1st day of the month following the sales and use tax reporting period and are late after the 20th day of the month following each reporting period. If the 20th falls on a Saturday, Sunday, or a state or federal holiday, the report will be timely if received on the first business day following the 20th.

Reports by county tax collectors are due at the same time sales and use tax reports and payments are due to the Department, as prescribed in Section 219.07, Florida Statutes.

TAKING A CREDIT

Motor vehicle dealers and private tag agencies that receive contributions must also report the contributions on their Sales and Use Tax Return beginning with the October 2018 reporting period. County tax collectors who receive contributions must also report the contributions through the Tax Collector Remittance System beginning October 1, 2018. The total amount of sales tax that would otherwise be due must be included in the amount of tax reported on the return. Contributions must be reported both in total deductions claimed and separately on the appropriate line of the return. Contributions may not be netted against the tax otherwise due.

- Motor Vehicle Dealers and Private Tag Agencies: For information, see Instructions for DR-15 Sales and Use Tax Returns http://floridarevenue.com/Forms_library/current/DR-15NR.pdf

- County Tax Collectors: Contributions should be deducted on the «Hope Scholarship ST Credit» line when returns are filed through the Tax Collector Remittance System.

Nonprofit Scholarship-Funding Organizations
Nonprofit scholarship-funding organizations receiving contributions must file a Hope Scholarship Program - Contributions Received by an Eligible Nonprofit Scholarship-Funding Organization http://floridarevenue.com/Forms_library/current/Hope-DR-HS3.pdf with the



Department each month. The report must contain the contributions received from each motor vehicle dealer, private tag agency, and county tax collector during the reporting month. Reports are due to the Department on or before the 20th day of the month following the month of collection. If the 20th falls on a Saturday, Sunday or state or federal holiday, the report must be received on the first business day following the 20th.

PENALTIES

Any motor vehicle dealer, private tag agency, county tax collector or eligible nonprofit scholarship-funding organization that fails to file a required report is subject to a penalty of \$1,000 each month, or a portion of a month, up to \$10,000.

Florida law requires the Department to notify an eligible nonprofit scholarship-funding organization upon a finding that a motor vehicle dealer, private tag agency, or county tax collector claimed a Hope Scholarship Program sales

tax credit and failed to remit a contribution to the affected organization. The notification will include the name, address, federal employer identification number (FEIN), and information related to the difference between the amount of credit claimed and the contribution amount remitted to the organization.

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.

RV Trade Associations Back Bill to Fix Floorplan Deductibility

U.S. Rep. Tom Emmer (R-Minn.) and Rep. Jackie Walorski (R-Ind.), co-chair of the House RV Caucus, are sponsoring new legislation to ensure that towable RVs are included in the floorplan interest financing deductibility provisions of the Tax Cuts and Job Act.

The Travel Trailer and Camper Technical Corrections Act (H.R.6969) was recently introduced with the strong support of both the RV Industry Association and the RV Dealers Association.

Last year's tax reform bill provided much needed relief for small businesses. However, a last-minute definition change in one section of the bill unintentionally resulted in effectively removing travel trailers from the definition of "motor vehicle" for the purposes of floorplan financing interest deductibility. Made during the House-Senate conference, this change unintentionally disadvantaged the RV travel trailer industry, by limiting the deductibility of some RV trailer dealers' floorplan costs.

The change impacts RV trailer dealers with more than \$25 million in annual sales. Other dealers, including

boats, motorhomes, conversion vans, motorcycles and automobiles, can fully deduct interest paid on their inventory floorplans. However, RV trailer net interest deduction is limited to 30 percent of earnings before interest, taxes, depreciation, amortization and depletion. It is estimated that four out of every 10 dollars spent at an RV retail establishment is generated by a dealer with \$25 million or more in annual sales.

"As the law is currently written, our RV Dealers do not have the clarity and consistency they need, putting them at an unnecessary competitive disadvantage," said Emmer. "Since RV ownership continues to climb in Minnesota and across the country, it is imperative for Congress to immediately correct this oversight in the new tax law by passing this common-sense legislation."

All 50 states define and regulate towable RVs and campers as motor vehicles. Through a small, technical fix, this bill ensures that motorized and non-motorized campers and travel trailers are treated the same under the U.S. tax code.—RVDA

Sys2K Rebrands as Motility Software Solutions

Sys2K, a long-standing provider of dealer management software for the specialty vehicle industry, recently announced the business' rebrand to Motility Software Solutions.

"Over the last 34 years we have built a strong reputation for quality and innovation," said CEO George Naspo.

"The rebranding reflects the organization's strategy to evolve our business and create a foundation for new opportunities."

"This brand is the perfect showcase for our continued focus on robust products for our customers," Naspo continued. "Our suite of in-depth solutions enable dealers to keep their businesses moving and growing while saving them time and money."

The new brand, Motility Software Solutions, further enables the company to provide a clear message to match its services, which is reflected in the company's new tagline, "Keep your business moving forward."

Please visit www.motilitysoftware.com to explore the new website and learn more about the exciting developments.—news release



Campers Inn Partners with Jacksonville Jaguars

Campers Inn RV has partnered the NFL's Jacksonville Jaguars for the 2018 and 2019 seasons. "We are thrilled to partner with the Jags. They are an active and impactful participant in our community," said Ben Hirsch, COO of Campers Inn RV. "Since we moved our headquarters to Jacksonville, we have experienced how much this team motivates Northeast Florida and Southeast Georgia. We look forward to bringing the superior Campers Inn RV purchase and service experience to the Jags fanbase through game day events, stadium RV sales and unique dealership experiences."



As part of the sponsorship, Campers Inn RV will have a display area to meet with RVers at the game in the stadium's Fan Entertainment Zone presented by PRI Productions. It also will host a four-day event in the parking lot during the season to celebrate with fans. Details of the event are still under development. —news release

RV One Superstores to Open Sarasota Location

RV One Superstores has reached an agreement to open in Sarasota on US 41 later this year. It will be the company's seventh location. By the end of 2018, RV One Superstores will have opened five new facilities. This includes Des Moines, Iowa, which opened this past spring; a new Tampa mega store set to open Nov 16; an Airstream standalone store also opening in November; and a new Orlando location opening in December.

RV One Superstores also reports that revenue is up 10 percent and that it is expecting to reach \$450 million in volume by yearend. The business projects 2019 as the first year RV One surpasses \$500 million in revenue in 12 months.

"While there has been significant discussion in our industry about a 'softening,' retail traffic just refuses to agree," reported a press release from RV One Superstores. RV One Superstores was recently named Jayco's Largest Dealer in the World for the second year in a row. —news release

General RV to Open New Ocala Dealership

General RV Center recently announced its latest expansion in Florida with the new General RV Ocala supercenter that will open December 2018. According to a press release, the store is conveniently situated at the interchange of Interstate 75 and Highway 484. General RV already operates two other dealerships, one near Jacksonville and one near Tampa.



The Ocala supercenter sits on approximately 60 acres and is the largest construction project in General RV's history. More than 200 employees will be hired to work in the 100,000-square-foot facility that will offer RV sales, service and parts.

The new facility will feature 600 RVs; 40 service bays; 20,000-square-foot retail space with a wide selection of parts and accessories; state-of-the-art service department with paint facility, and a comfortable customer lounge area and amenities.

"This latest addition helps strengthen our Florida network so we can better serve existing customers and share our passion for the RV Lifestyle with new customers," said Loren Baidas, president of General RV Center. —RVBusiness

Lazydays RV names new Tampa General Manager

Lazydays recently announced the appointment of Jeff Dillard as general manager of its Tampa dealership. Dillard will report to Ron Fleming, vice president and national general manager, who oversees all Lazydays dealership operations. Prior to this change the Tampa dealership department managers reported directly to Fleming, and now they will report directly to Dillard.



"As we continue to grow our dealership network nationally and my area of responsibility grows, it is imperative to have a dedicated general manager in our Tampa store, the world's largest RV dealership," said Fleming. "Jeff's 25 years of experience in the RV industry, his attention to detail and his proven expertise in RV dealership operations will help him excel as General manager of our Tampa operation."

Mr. Dillard joined Lazydays in 2014 and previously served as General Manager of the Crown Club operation at the Tampa dealership. Lazydays Crown Club® contains the largest selection of premier luxury coaches in North America. Mr. Dillard has worked in the RV Industry for over 25 years. Prior to joining Lazydays he was the Director of Sales at Alliance Coach and spent 15 years as General Manager of Travel Country RV Center. —news release

New CEO and President Named at LaMesa RV Center

LaMesa RV Center recently announced the promotion of Bob Upton to the role of CEO for the corporation and Jason Kimbrell to the role of President, which was previously held by Mr. Upton.



Mr. Upton has held numerous roles within the company over the past 24 years. In his new role, he will oversee all operations of the company. As President, Jason Kimbrell, co-owner of LaMesa RV, will become more involved in the day-to-day operations of the company with time spent growing sales and service functions.

With these recent changes, Jim Kimbrell, founder of LaMesa RV, will continue as Chairman of the Board. —news release

NEW MEMBERS

COUNTRY AIRE MANOR

Marjorie Nanian
10115 Wellington Ave
Dade City, FL 33525-1408
PH: 352-523-1228
FAX: 352-523-1601
www.countryairemanor.com
countryairemanor@centurylink.net
Campground, Region 3

CAMP MACK

Nicole Steele
14900 Camp Mack Rd
Lake Wales, FL 33898-8445
PH: 863-696-1108
www.guyharveycampmack.com
info@guyharveycampmack.com
Campground, Region 3

CLEAN LIVING SOLUTIONS

Catherine Hite
9500 Migue Cir
Port Charlotte, FL 33981-3123
PH: 443-496-2355
www.clean-living-solutions@myshopify.com
cleanlivingsolutions1@gmail.com
Supplier, Region 1

MYRIAD LUXURY

MOTORCOACH RESORT

Marie Duginski
4100 Burnt Store Rd
Cape Coral, FL 33993
PH: 239-300-8280
FAX: 404-851-1930
www.myriadluxurymotorcoachresort.com
info@myriadluxurymotorcoachresort.com
Campground, Region 1

COACHCRAFTERS INC.

Kerry Julich
27530 County Road 561
Tavares, FL 32778-9460
PH: 352-742-8111
FAX: 352-742-7311
TOLL FREE: 833-559-7679
www.coachcrafters.com
iriz@coachcrafters.com
Service, Region 7

BOOK IT RV

Rick Estrada
1022 Emerald Hill Dr
Valrico, FL 33594-5167
PH: 813-465-8794
www.bookitrv.com
rick@bookitrv.com
Service, Region 3

DIVERSIFIED POWER SOLUTIONS, LLC

Tracy Horrell
1030 Arlington Ave N
St Petersburg, FL 33705-1576
PH: 727-823-6447
FAX: 727-823-2632
TOLL FREE: 800-862-4377
www.diversifiedpower.com
solutions@diversifiedpower.com
Supplier, Region 3

JAX STORAGE SOLUTIONS, LLC

Drew Pefferle
4700 Walgreen Rd
Jacksonville, FL 32209-4494
PH: 904-574-5000
www.jaxstoragesolutions.com
jill@jaxstoragesolutions.com
Service, Region 6

READY NETWORK

John & Tina Galanti
62 Golfview Dr
Tequesta, FL 33469-1947
PH: 850-274-5551
www.readynetwork.com/galanti
readynetwork18@gmail.com
Supplier, Region 2

RVFORCE, LLC

Jennifer Stokes
3627 Lynn Ln
Nazareth, PA 18064-8562
PH: 844-783-6723
www.RVForce.com
jstokes@rvforce.com
Service, Region 10

SAGO FINANCIAL

Denver Johnson
2030 S Las Vegas Trl
Fort Worth, TX 76108-3360
PH: 817-984-1351
FAX: 817-803-2770
doug@sagofinancial.com
Finance, Region 10

THE RUDY TOOL LLC

Rudolph Rodriguez
25501 Trost Blvd, 4-37-B
Bonita Springs, FL 34135-6422
PH: 239-872-0336
FAX: 239-947-4808
www.therudytool.com
tankgunnyrod@comcast.net
Supplier, Region 1

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

MEETING DATES



Region 1 • NO Meeting

Region 2 • November 14 • PGA National Resort & Spa Palm Terrace • 400 Ave of the Champions Palm Beach Gardens

Region 3 • NO Meeting

Region 4 • November 14 • Tony Roma's • 8560 International Dr • Orlando

Region 5 • November 20 • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

Region 6 • November 14 • Copeland's of New Orleans • 4310 Southside Boulevard • Jacksonville

Region 7 • November 27 • Braised Onion • 754 NE 25th Ave • Ocala

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

RVers GUIDE TO FLORIDA

Our annual membership directory showcases seven Florida regions and one out-of-state region. Each regional section includes member listings by category, engaging stories, current events, maps, photos plus advertising from regional members.

All advertising members can have a FREE logo added to their member listing when a full-page ad is purchased. Advertisers purchasing smaller ads can have their logo listed as well for a nominal fee which increases visibility while providing consumers with your logo recognition. The publication is available to consumers at regional RV Shows, Member businesses and mail, email or website request plus "rack" locations statewide.

Circulation: 120,000+
Total Audience: 240,000+

Interstate distribution of the RVers Guide to Florida currently includes twenty-four (24) racks at Rest Area locations on I-10, I-75, I-95 and I-4. Three (3) Official Visit Florida Welcome Centers, five (5) Turnpike Service Plaza locations, two (2) Tourist Information Centers and twenty-six (26) Florida Pilot Flying J Travel Centers and (5) five in South Georgia.

SUPERSHOW PROGRAM

Celebrating its 33rd year and considered the greatest RV Show in the country. The publication is filled with everything the consumer attending the show would need. The SuperShow Program also includes editorial on Tampa plus points of interest throughout the state making the publication "A Year-Round Keeper" magazine! Get your message in the hands of thousands of qualified RV buyers!

Circulation: 35,000+
(at both show entrances)
Total Audience: 73,000+

WEB & SOCIAL MEDIA

FRVTA's website has been designed for the consumer looking for information on upcoming RV Shows and the Florida RV Lifestyle. The site also features our members by region, points of interest and stories related to Florida for the RV consumer.

Members who advertise in the publications can advertise on the website for a discounted rate. The website offers banner ads on the home page and banner or tile ads on the SuperShow, RV Shows and Regional Member pages. The cost ranges from \$250 to \$700 (6 month or 1 year contract term) depending on the ad size and location.

Avg. Unique Monthly Users: 23,456
Avg. Monthly Page Views: 78,472



**SOCIAL FOLLOWING:
7,250+**

Source - Google Analytics, 6/30/18



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

ADVERTISING Opportunities

