



A Peek into the RVTI Experience

By Veronica Rivera, Training Director

On September 23, Rob Cochran and I traveled to the home of the RV Industry: Elkhart, Indiana. The ribbon ceremony kicked off with a fantastic group of RV professionals from across the nation. Attendees included suppliers, dealers, manufacturers and various trade associations.

With hors d'oeuvres in our left hand and a drink in our right, we headed off on a private tour with Sharonne Lee, the RVTI Senior Education Director. The institution is designed to offer hands-on training in a classroom setting and boasts comfortable classrooms, a large training room, equipment donated by suppliers and RV's donated by manufacturers, office spaces for class room instructors and staff, a large conference room, student lounge and an open technician bay designed for the students to practice their skills.

The brick and mortar vision of RVTI has a solid foundation and their next steps are to fill classroom seats and promote this RV education opportunity across the nation.

The first quarter of our school year is completed; we are actively reaching out to our members and meeting with their assigned mentors to support any and all training needs for their dealership. Technician training is a powerful tool that can impact customer satisfaction and secure repeat business.

Over the next quarter we will work with RVTI to design a distance-learning spoke that remains web-based, instructor-led and customizable for our many dealer locations. Until then, we encourage everyone to continue training technicians and schedule their certification testing before the end of the year!



RV Technical Institute Celebrates Grand Opening

More than 250 people gathered in Elkhart, Indiana, for the Grand Opening of the RV Technical Institute this past September. The event drew crowds of dealers, manufacturers, suppliers, local business leaders, news crews and industry media for the ribbon cutting ceremony, which was led by U.S. Representative Jackie Walorski.

The newly renovated 18,000-square-foot facility features seven classrooms, a student lounge, office space and a 10,000-square-foot bay area with classrooms, component parts lesson areas and RVs to be used in hands-on training and assessments. To date, approximately 80 percent of the renovations are complete with the remaining 20 percent set to be completed by the end of October.

To kick-off the ceremony, RV Technical Institute's Executive Director Curt Hemmeler welcomed attendees to the milestone event, highlighting the impact the Institute will have on the RV industry and RV technicians across the country.

"Our dedicated staff have created a visionary, forward-thinking program designed to solve our industry-wide need for trained technicians," said Hemmeler.

RV Technical Institute Chairman of the Board and President of Newmar Corp. Matt Miller reiterated his excitement for the momentous occasion and his enthusiasm for the new education model.

"I believe in our new model for technician training and the impact increased tech training will have on the entire industry," said Miller. "This initiative will help close the skills gap, draw new talent into the growing RV Industry, retain existing RV techs and ultimately create a better experience for the RV consumer."—RVIA



STATE OFFICERS

PRESIDENT
Rob Cochran

VICE PRESIDENT
Brian Copley

TREASURER
Tom Wegge

SECRETARY
Joey Schneider

CHAIRMAN OF THE BOARD
Nelda Iacono

REGIONAL OFFICERS

REGION 1
Everett Henkel III - PRESIDENT
Paul Graef - DIRECTOR

REGION 2
Susan Squillace - PRESIDENT
Sean Thompson - DIRECTOR

REGION 3
Deanna Pearce - PRESIDENT
Snow Chamberlain - DIRECTOR

REGION 4
Ken Gifford - PRESIDENT
Traeanne Reynolds - DIRECTOR

REGION 5
John Schuster - PRESIDENT
C.O. England - DIRECTOR

REGION 6
Ken Loyd - PRESIDENT
Rob Rothenhausler - DIRECTOR

REGION 7
George Grimm - PRESIDENT
Dell Sanders - DIRECTOR

George Lempenau
CAMPGROUND DIRECTOR

OFFICE STAFF

Lance Wilson
EXECUTIVE DIRECTOR

David Kelly
MARKETING DIRECTOR

Mike Ryan
CONTROLLER

Lesa Colvin
SHOW DIRECTOR

Patty Flanagan
SHOW COORDINATOR

Ana Correia
ADMINISTRATIVE COORDINATOR

Sharlene Nelson
MEMBERSHIP COORDINATOR

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

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

PRESIDENT'S MESSAGE...

RV Technical Institute Opens in Elkhart

I attended the grand opening for the RV Technical Institute (RVTI) last month, along with our new FRVTA Training Director, Veronica Rivera. The event was well attended and many of the RV Industry's veterans were there to usher in a new era of RV technical training.

RVTI's Executive Director, Curt Hemmeler, hosted the festivities, which included a ribbon cutting and tours of the facility. I was impressed with the facility and I'm encouraged with the progress I'm seeing with the recent commitment from RVIA.

As many of you know, I began my career as a technician and have been involved with the training program for over 10 years. Although I'm proud of what the FRVTA has accomplished, I wasn't always pleased with the commitment from RVIA and RVDA. There was much difficulty in getting updated curriculum, and technician certification has been both difficult and expensive along the way. I'm starting to feel like we've turned the corner and I can feel a momentum shift.

It all began when RVIA and RVDA committed \$10 million toward the RV technician training effort and began looking at the current repair event cycle times (RECT). By getting real about the time and difficulty a RV consumer has in getting their vehicle repaired, it became evident that something must be done or the RV consumer might find another avenue to spend their recreational dollars. By putting measurable objectives and goals in place, it quickly became imperative to produce more technicians and improve the skills of existing techs.

I'll admit, I was skeptical, even after the financial commitment was made. But I am seeing the goals become realized as the new curriculum is being produced and a Learning Management System (LMS) is put in place to deliver the content.

Now, with the RVTI facility in place and functioning, I feel like the pieces are forming to begin making a tangible difference in repairing RV's in a timely manner.

The FRVTA staff and education committee have been working with the RVTI to make sure our members stay informed as the new format begins rolling out. We're hopeful that our current program will have the additional support needed from RVTI to improve the content and quality of technician training.

More information will follow soon so stay tuned!

ROB COCHRAN
FRVTA State President





Curtin: Dealers, RVers Adopting “Cautious Approach”

Independent RV industry analyst Richard Curtin reconfirmed an earlier projection in the Fall edition of RV RoadSigns, citing a “modest cyclical decline” for the remainder of 2019 and into 2020 with the largest sustained falloff occurring in the Class A and C motorhome sectors.

“While the sharpest

declines are likely to have already occurred, the data does not signal renewed shipment growth before the end of 2020,” he said, citing that shipments are expected to decline 17.1% this year to 401,200 units while the industry will incur a 3.5% pullback in 2020 to 387,400. “Conventional and fifth-wheel travel trailers are expected to account for 87% of all RV shipments in 2020, the highest proportion ever.”

Curtin, who serves as director of Surveys of Consumers at the University of Michigan, pointed to several key economic indicators that will dictate a “cautious approach” by consumers and dealers moving forward.

“The falloff will be moderated by continued growth in wages, employment and low inflation,” he stated. “Nonetheless, small increases rather than declines can be expected in unemployment and inflation by the end of 2020. While interest rates are expected to decline, rate cutbacks have been described by the Fed as a cautious

response to potential economic weakness. RV dealers and consumers are likely to adopt that same cautious approach.”

He emphasized that the current decline would not mirror previous drop-offs, offering, “For both dealers and consumers economic security is a top concern, which will help the RV Industry avoid the negative impacts from dealer closures and consumer sales of their RVs as in past downturns.”

Curtin surmised that a key component for the industry will be its ability to accurately manage inventories, gauging levels by analyzing future prospects versus the current rate of sales.

“While national economic conditions cannot be controlled by the RV industry, the same is not true for inventory levels,” Curtin said. “Dealer inventories should not be judged by the recent pace of sales, but should be determined by the future expected sales pace.

“Moreover, inventory management should not be entirely left to dealers since larger than appropriate inventories cause larger drops in subsequent shipments which directly impact manufacturers,” he related. “While the urge to book another shipment is strong, manufacturers risk even sharper, and more costly, future cutbacks in production.”

In addition, Curtin noted there will be “lingering units on dealer lots that may ultimately be sold at steep discounts,” competing with newer models from the same manufacturer. “Each manufacturer’s future profitability depends on maintaining a healthy dealer network,” he concluded.— *RVBusiness*



Jacksonville RV Show a Sales Success



While attendance was down slightly from last year, local RV Dealers reported more sales activity at the 2019 Jacksonville Fall RV Show, held for the first time at the Clay County Fairgrounds, October 10-13.

“We saw 500 fewer guests than last year, but more people came to buy compared to last year at the Morocco Shrine Center,” said Region Six President Ken Loyd. “I think that’s because of the location last year; many of the people last year were stopping in to see what was going on. At the fairgrounds, there’s not a lot of that drive-by traffic; you’re coming to Green Cove Springs to see the show.”

About 4,100 people came to see 100 new RVs from participating RV Dealers Campers Inn RV, Creative RV, General RV Center and Ocean Grove RV Supercenter. All dealers reported sales at the show, Loyd said, so attendees came very interested in RVing or ready to make a purchase.

“Every dealer I talked to reported sales activity and everybody was very happy with the turnout, especially given it was the first time at this location,” Loyd said. “Everybody involved in the show was upbeat.”

Based on this successful event, Loyd and the FRVTA will talk to the fairgrounds about returning in 2020. “It would be nice to have extra room to display more RVs next year and that’s something we can look at when we talk to them about 2020,” he said. “But we enjoyed a great relationship with the Clay County Fair Association and this puts the show where we originally wanted to have it – in the southern area of our region.”





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

Plan to be a Retirement Warrior

Fresh off the filing of my personal tax return (final due date was 10-15), I am more concerned than ever that so many taxpayers don't use the tools the IRS has given us to "manage" our income taxes. I'm not talking about cheating, I'm talking about

legitimate tools that can help one avoid moving into a higher tax bracket.

But before going there, let's look at current rates (2019) for married individuals filing a joint return and understanding the difference between an "average tax rate" and tax brackets. A good example would be a married couple filing a joint return that is on the border of moving into a 22% tax bracket. Let's say the total taxable income for the year is \$90,950. *The average tax paid is calculated like this:*

- The first \$19,400 of taxable income is taxed at 10% or \$1,940.
- Taxable income over \$19,400, but less than \$78,950, is taxed at 12%, or \$7,146, a 20% increase over the 10% bracket. Yikes! It gets worse.
- Taxable income over \$78,950 is taxed at 22%, an 83% increase over the 12% tax bracket.

In this particular case let's assume this couple are below age 50, have decent cash flow, manage debt well and are looking forward to retirement. If this couple did not make a contribution to a tax-deductible IRA account of \$6,000 each when they could have, they must pay that 22% tax rate on \$12,000 of income that could have been deferred, or \$2,640.

Think of it this way, because they didn't make the deductible contribution, they missed an opportunity to have "Uncle Sam" pick up \$2,640 of the \$12,000 contribution and they only had to contribute \$9,360 to the IRA because by keeping the \$12,000 they could have contributed they only had \$9,360 of spendable income left after the 22%.

This couples' "average tax rate" based on \$90,950 of taxable income is 12.4% (or \$11,246). Had they made the deductible contribution their average tax rate would have been 9.5% (or \$8,600). Now, not everyone has the cash flow to be able to make a \$12,000 contribution. But with just a little planning and self-control over spending, one may be able to get there in just a few, short years.

If one is eligible to participate in a 401(k) plan, the deferral limits are much higher, \$19,000, if one is under age 50, \$25,000 if age 50 or older. Usually, around age 55, they are entering the peak earning period of their career. Currently, Social Security Normal Retirement age (SSNRA) is 66 years and two months, rising to age 70 for younger taxpayers.

You know, life is funny. We plan our vacations (sometimes meticulously), where and when we want to meet friends for dinner and especially for guys, what football games we are to going to watch this weekend. Sadly, many of us don't do a very good job of planning our retirement. Is this the year you become a "retirement planning warrior?" I hope so.

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 813-989-3791 or Jerry@vantage-benefits.com as soon as possible.

Act Now: Urge Your Member of Congress to Support the RV Floor Plan Tax Fix

Thanks to [action taken by 150 members of the RV industry during RVs Move America Week](#), including asking for support on the floor plan interest deduction issue, there are bills in both the House and Senate to address inequalities created by last minute changes to the 2017 tax reform bill.

These changes led to a definition change in one section that inadvertently limited the deductibility of RV trailer dealers' floor plan costs—an unintended consequence that is currently disadvantaging one segment of the RV Industry.

Under the new tax law, the deduction for interest paid on RV dealer inventory inadvertently excludes non-motorized travel trailers. The House and Senate versions of tax reform legislation specifically included towable RVs as motor vehicles, but the final version of the bill simplified the definition of motor vehicles by combining several terms. As a result, the full tax exemption now only applies to RV motorhomes, putting the RV travel trailer industry at a disadvantage and forcing larger dealers to use different accounting rules for trailers and motorhomes.

The Travel Trailer and Camper Tax Parity Act (S.1543 and H.R.4349) would restore the full deductibility of inventory financing interest for all types of RVs, including motorhomes, travel trailers and campers, as originally intended by Congress.

Members of Congress must hear from the RV Industry on the negative consequences of this drafting error and the need for correction. [Use the RV Action Center to contact your Members of Congress today](#) and ask that they support the Travel Trailer and Camper Tax Parity Act.—RVIA



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

Changes to Safeguards Rule May Be Coming – and They’re Not Good!

The Federal Trade Commission (FTC) has proposed changes to the Safeguards Rule that will certainly put a strain on your operating expenses. The comment period, after being extended 60 days, ended

August 2, 2019. The FTC has yet to take any action.

Both the National Automobile Dealers Association (NADA) and the National Independent Automobile Dealers Association (NIADA) have given this issue lots of pushback. The NADA estimates it could cost a small dealership over \$220,000 up front plus annual costs of over \$217,000. For a mid-size dealer’s annual costs, NADA estimates it could exceed \$330,000!

So, what does the FTC want dealers to do differently? *The proposed changes (placing additional requirements on dealers) include:*

- Hiring a Chief Information Security Officer
- Information security program based on a written risk assessment
- Data and systems inventory
- Encrypt data at rest and in transit
- Adopt secure development practices
- Multifactor authentication for all staff who access customer data
- Include audit trails
- Secure disposal procedure
- Procedures for change management
- Unauthorized activity monitoring
- Penetration, vulnerability testing
- Employee security awareness training

- Periodic assessment of service providers
- Required incident response plan
- Required written Chief Information Security Officer report

Although industry opposition has been strong, there has been strong support for these changes from consumer protection groups. The pressure from both sides has probably made it more difficult for the FTC to finalize any changes. Another interesting note is that the FTC consists of five appointed commissioners. Two of those commissioners have already “dissented” to these changes. One more vote is needed to swing it in our favor.

Before writing this article, I reached out to the media contact for the FTC in Washington, DC. I asked her if she could provide me with an estimate as to when the Commission would make its decision regarding these proposed changes. Here is the verbatim response that I received:

“We will put out a press release when we have something to announce related to this.”

I guess she told me! I will let you know as soon as I hear something. Keep your fingers crossed.

NOTE: This article is not intended to provide legal or financial advice. It is for informational purposes only.

S. Allen Monello, D.P.A., CPFS 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 recently became credentialed by the Association of Finance and Insurance Professionals (AFIP) as a Certified Professional in Financial Services. 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.

RVBusiness Releases '19 RVB Top 50 Dealer Awards

The 2019 roster of RVBusiness Top 50 Dealer Award recipients has been released by RVBusiness that has partnered for nine years now with BJ Thompson Associates to promote the unique, bar-raising, industry-wide Top 50 program.

These RV dealer honorees will be publicly recognized at an awards reception held during the Recreation Vehicle Dealers Association International Convention/Expo to be held at Caesars Palace Las Vegas Hotel & Casino November 11-15.

“Just when you thought you’d seen it all, that the dealer applicants had pretty much played out their hands with regard to innovative, thought-provoking approaches to RV retailing, this year’s applicants took things to a new level in terms of creative business practices, new age marketing, charitable outreach, tech training and bar-raising approaches to consumer care,” said RVB Publisher Sherman Goldenberg.

Public relations executive BJ Thompson said the selection process was exceptionally intense this year as an esteemed panel of industry experts sequestered in a two-day, closed door session in early September at Elkhart’s RV/MH Hall of Fame and pored through scores of applications from U.S. and Canadian retailers nominated by recreational vehicle manufacturers.

Congratulations to these Florida dealers selected as recipients:

- Campers Inn RV, Jacksonville
- Lazydays RV, Seffner
- Giant Recreation World, Winter Garden
- Palm RV & Marine, Fort Myers



MEMBER SPOTLIGHT

Floridays RV Park... Small-Town Tranquility with a Personal Touch

Mike Graham and his wife, Susie are the owners of Floridays RV Park in Hobe Sound. When the couple purchased the property in 2010, they saw a great opportunity to expand the previous mobile home park into more of a traditional RV park.

"It now has 82 sites," says Mike, "and we offer what we call 'super sites' and 'standard sites.' The super sites are basically the mobile home sites, so there's lots of room between them. They all have sewer, water and electric, and on most of them, there is a concrete patio right next to the RV pad."

In September 2016, the couple tore down the existing bathroom and laundry facility and built a brand-new, 1,200-square-foot building with ADA-compliant bathrooms, and a laundry room with eight dryers and eight washers. Mike says a recent survey showed that bathrooms and laundry facilities are the most important amenities RVers look for when choosing an RV park. "I would say that right behind them would be Wi-Fi. Nowadays, Wi-Fi is a necessity and we provide free Wi-Fi for our guests."

Supporting and maintaining an RV park the size of Floridays is pretty straightforward, according to Mike. "Basically, we're renting a piece of land to people, so they come in with their own RV and they are pretty much responsible for everything in that RV. With the minimal amount of staff we have—basically one person—it's running well, and we're still able to provide a good experience and good customer service to our guests."

The key to that good customer service, notes Mike, is George Vryhof, Floridays' resident manager. He runs the park and does just about everything, including taking care of maintenance issues and overseeing people checking into and out of the park. A lot of times, he even helps people with their RVs if they have some kind of small issue.

"He'll brainstorm with them," says Mike, "and usually, they'll figure out what the problem is, and he gets them set up and going. It's really nice to have a handyman at the park who can help the guests like that."

Floridays RV Park has been an FRVTA member in

Region 2 for nearly seven years. Mike says he and Susie meet RV Dealers at the meetings, and those relationships have paid off. "Copley's RV is just down the road and sometimes people will call them, rent an RV from them and set it up on one of our sites. Some of the dealers that are farther away, especially to the south toward Fort Lauderdale and Miami, recommend our park to people to come in for a weekend and try out their RV. For us as an RV park, being members of the FRVTA has been a great benefit."

Mike adds that his membership has helped his family as well as his business. "My daughter, April, just graduated from the University of Florida. She earned one of the FRVTA scholarships and that helped out a lot."

Floridays RV Park is ideal for visitors who want the small-town atmosphere of Hobe Sound while being close to the fine restaurants and cultural attractions of bigger cities like Stuart and West Palm Beach, says Mike. Also, Floridays is just two miles from Jupiter Island Beach, and just to their south is Jonathan Dickinson State Park, which features nature trails and access to the Loxahatchee River for canoeing and kayaking.

"I think our RV park is in a great location because it's in South Florida, but not in the middle of a concrete jungle. It's nice and quiet, and that's really what people are looking for when they come to Floridays."

Although he's enjoyed traveling in an RV, Mike admits he's really more of a boat person. He and Susie would like to get a cruising motor yacht to enjoy on vacations and long weekends. They even have a route in mind.

"We might cruise what they call 'the Great Loop,' where you go up the eastern side of the U.S. and come around into the Great Lakes and down the Mississippi back into Florida. There's a whole organization of people who do that," he exclaimed.

Retirement is nowhere in sight for Mike and Susie, but when the time comes Mike does see the potential of passing Floridays RV Park to the next generation. "April has a business finance degree, so who knows? She might step in and start taking care of the business. That would free me up to go boating. That would be great!"



(l to r) Mike & Susie Graham, George Vryhof

Latest RV Ownership Trends

2018 saw RV wholesale shipments slip from a record-year of 504,600 units in 2017 to 483,700 units, still the second highest on comparable record. It was the first time since 2009 that the RV market declined year-over-year. In that span, the RV industry saw its longest period of sustained growth, climbing from 165,700 units in 2009 to 504,600 nine years later, an incredible increase of 204.5%.

RV consumers and their purchasing decisions are being impacted by many dynamics – the stage of their life, personal financial situations and outside economic factors, such as wages, interest rates, employment and other influences. When viewed in total, the continuous climb to higher wholesale shipment totals over the long term is evidence of the deeply held preference consumers have for RV travel and camping. RV ownership provides consumers the ability to travel when and where they want, to spend time outdoors pursuing their favorite activities and, most importantly, to connect deeply with family and friends. It is these strong preferences consumers have for RV travel and camping that bodes well for the industry's future.

The RV industry will also be boosted by a diverse market of consumers that includes Baby Boomers, Generation X and Millennials reaching ages that traditionally have the highest rates of RV ownership. Baby Boomers and Millennials represent a substantial amount of potential customers. The number of consumers between the ages of 55 and 74 will total 79 million by 2025, 15 percent higher than in 2015, and those between age 30 and 45 will total 72 million by 2025, 13 percent higher than in 2015.

The impact of younger buyers is already being seen as they helped drive the most recent expansion of the RV market. Data from Statistical Surveys, Inc. collected on RV retail registrations found that from 2015-2018, the share of RV ownership by age range increased in the younger age brackets while rates remained level or decreased somewhat in older age ranges.

The share of RV ownership for those aged 35-44 increased from 18.42 percent in 2015 to 20.75 percent in 2018. For those aged 25-34, it rose from 5.03 percent to 8.10 percent. Even the youngest age range of 18-24 saw a gain of 0.15 percent to 0.37 percent. For those in the 45-54 and 55-64 age ranges, the ownership level held steady: while it dropped slightly for those age 65-74.

This strong interest in RV travel and camping among younger consumers is confirmed in Go RVing's [Future-Ready Research of Millennials](#), released in 2018, showing that RV ownership has great appeal among this cohort. *The research reports found that among Millennials:*

- 53 percent are interested in buying an RV
- 26 percent call themselves highly-likely RV buyers
- More than half (55 percent) wish they had an RV

These strong purchase intentions correspond with a study [Go RVing conducted with Nielsen in 2016](#) focusing on the demographics and psychographics of prospective RVers across age ranges and ethnicity. Among prospects surveyed, more than half considered renting an RV. Further, 35 percent have actually looked into purchasing an RV; 38 percent have visited an RV dealer; and 15 percent have previously rented an RV.

Additionally, the Nielsen study grouped these prospects into three distinct groups of consumers most likely to buy an RV – Active Family Adventurers, Nature Lovers and Kid-Free Adult Adventurers. These groups of potential RVers represent 40 percent of U.S. households.

Consumers in all three primary opportunity segments have favorable views towards RVs and the RV lifestyle. Just like RV owners, they like to take road trips and see RVing as a convenient way to explore the country, participate in outdoor activities and spend time with family and friends.

Active Family Adventurers have children who significantly influence leisure trip decisions. They're the most likely to have rented or owned an RV, to have visited an RV dealership, and to peruse RV and travel publications and websites. This group showed the highest likelihood of purchasing an RV with 29 percent saying it was very likely and 55 percent saying it was somewhat likely. Of the three segments, this one contains the highest percentage of Generation X and African Americans.

Nature Lovers are likely to have tent camped or rented a cabin in the past two years. They enjoy visiting locations with natural beauty, seeking out lesser-known destinations and finding opportunities for outdoor sports and recreation. This group is younger and uses travel-related apps on smart phones or computers. This group also expressed promising purchase intentions with 20 percent indicating they were very likely to buy an RV and 63 percent saying somewhat likely.

Kid-Free Adult Adventurers relish trips that offer learning opportunities, romantic getaways, exploring destinations, visiting family, spending time in nature and attending sporting events. This segment has the second highest percentage of African Americans. For this group, the freedom and convenience of RVing, including traveling with pets, and the variety of entry level RVs with lower costs and features are key benefits. Just over one-in-10 respondents (12 percent) said it was very likely they would purchase an RV and 63 percent indicated somewhat likely.

The RV market has historically been cyclical, but with a sizeable, potent mix of consumers spanning several generations with an intense interest and preference for RV travel and camping, the industry is poised to rise to even higher levels in the near term.—RVIA





RV Industry Association Names Craig Kirby President

The RV Industry Association recently announced that its Board of Directors has unanimously selected Craig Kirby to serve as president of the Association. Kirby, a 25-year veteran of the RV Industry Association and long-time senior leader within the organization, replaces Frank Hugelmeyer who stepped down earlier this year.

Kirby, who has operated as interim president since May, most recently served as senior vice president of government relations and general counsel. In this role, Kirby led several of the organization's most prominent member service divisions including federal and state government relations, legal, industry standards as well as the organization's international business teams.

"For over 25 years, Craig has been an ardent supporter of the RV Industry and a primary driver of the Association's mission to promote and protect the industry and its members," said Garry Enyart, RVIA's chairman and director mobile generator sales and coach care with Onan/Cummins Power Generation. "Craig understands the unique nature of this industry. His demonstrated leadership over many of the association's signature programs, coupled with his knowledge of the evolving business marketplace both domestically and internationally, make him ideally suited to drive the organization forward."



"I am very passionate about this industry that brings joy to so many people. I am grateful to the executive committee and the board for their ongoing support and for the opportunity to lead this organization," said Kirby. "I know we can not only achieve but surpass our goals because we have an extraordinary group of dedicated and talented team members. I am excited about continuing our work on behalf of our members to take the industry to even greater heights through our education and training, marketing outreach, and our state and federal advocacy efforts."

Kirby has over 30 years of experience in providing counsel to private companies and nonprofit organizations. He is a native Virginian and a law school graduate of the University of Southern California. Prior to joining the RV Industry Association in 1994, Kirby was in private legal practice.—RVIA

Report Reaffirms Outdoor Rec as 'Economic Driver'

Newly released economic data on the national and, for the first time ever, state levels reinforce what the outdoor recreation industry has long believed: outdoor recreation is a driver of national and local economies and is growing faster than the U.S. economy as a whole.

"These new numbers show what we have always known, that outdoor recreation is an economic powerhouse to which the RV Industry is a large contributor," said RV Industry Association (RVIA) Vice President of Government Affairs Jay Landers. "The outdoor recreation economy deserves to be a national priority and we look forward to continuing to work collaboratively with leaders at the federal and state levels to implement policies that will ensure outdoor recreation continues to be a generator of American jobs for years to come."



Highlights from BEA's new report on the outdoor recreation economy:

- Outdoor recreation makes up 2.2% of U.S. GDP, generating \$778 billion in gross output and supporting 5.2 million jobs.
- In terms of economic output, boating/fishing, RVing, motorcycling/ATVing, hunting/shooting/trapping and equestrian sports are the five largest conventional outdoor recreation activities.
- Outdoor recreation's share of GDP is larger than a host of traditionally recognized industries, including mining, utilities, farming and ranching, and chemical products manufacturing.
- The [top five states](#) where outdoor recreation accounts for the largest percentage of each states' total GDP are Hawaii, Montana, Maine, Vermont and Wyoming.
- The [top five states](#) where outdoor recreation accounts for the largest percentage of total U.S. GDP are California, Florida, Illinois, New York and Texas.

"Today's release of state data is a significant step forward for the entire outdoor recreation industry," said Executive Director of the Outdoor Recreation Roundtable (ORR) Jessica Wahl. "ORR will continue to work with Congress, federal agencies, state governments and others to ensure that everyone has access to our public lands and waters and that our nation's outdoor infrastructure can sustain and grow healthy communities and healthy economies."—RVIA, *RVBusiness*

NEW MEMBERS

D & H RV's Truck Camper Emporium

David Hofert
14476 Duval Pl W, Ste 707
Jacksonville, FL 32218-9414
PH: 904-489-4541
FAX: 919-400-4832
Website: www.dhrvcenter.com
Email: dhrvcenter@me.com
Dealer, Region 6

Palm Beach Motorcoach Resort

Randy Rienas
11061 Indiantown Rd
Jupiter, FL 33478-4709
PH: 561-741-1555
Website: www.pbrvresort.com
Email: sherry@pbrvresort.com
Campground, Region 2

TechnoRV

Tami Johnson
2421 Raymond Tanner Rd
Semmes, AL 36575-7021
TOLL FREE: 866-324-7915
Website: www.technorv.com
Email: info@technorv.com
Supplier, Region 10

2019-2020 FRVTA SHOW SCHEDULE



Tampa Bay Fall RV Show

NOVEMBER 7-10 • Florida State Fairgrounds
4800 US Highway 301 North • Tampa, FL 33610

West Palm Beach Fall RV Show

NOVEMBER 14-17 • South Florida Fairgrounds
9067 Southern Blvd • West Palm Beach, FL 33411

Fall Clean Sweep RV Show

DECEMBER 6-8 • CenturyLink-Lee Co. Sports Complex
Twins/Miracle Stadium (NEW LOCATION)
14400 Ben Pratt Six Mile Cypress Pkwy • Ft. Myers, FL 33912

FLORIDA RV SUPERSHOW

JANUARY 14-19 • Florida State Fairgrounds
4800 US Highway 301 North • Tampa, FL 33610

Fort Myers RV Show

JANUARY 23-26 • Lee Civic Center
11831 Bayshore Road • Ft. Myers, FL 33917

Jacksonville RV Show

FEBRUARY 6-9 • Jacksonville Equestrian Center
13611 Normandy Blvd • Jacksonville, FL 32221

West Palm Beach RV Show

FEBRUARY 20-23 • South Florida Fairgrounds
9067 Southern Blvd • West Palm Beach, FL 33411

Central Florida RV Show

FEBRUARY 20-23 • Volusia County Fairgrounds
3150 E New York Ave • DeLand, FL 32724

Ocala RV Show

FEBRUARY 27- MARCH 1 • Florida Horse Park
11008 US Highway 475 South • Ocala, FL 34480

SuperSaver RV Show

MARCH 25- 30 • CenturyLink-Lee Co. Sports Complex
14400 Ben Pratt Six Mile Cypress Pkwy • Ft. Myers, FL 33912

Tampa Bay Summer RV Show

JUNE 18-21 • Florida State Fairgrounds
4800 US Highway 301 North • Tampa, FL 33610

MEETING DATES



Region 1 • NO MEETING • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda

Region 2 • November 6 • PGA National Resort • Palm Terrace Room, 400 Avenue of the Champions • Palm Beach Gardens

Region 3 • November 12 • Westshore Grand • 4860 W Kennedy Blvd • Tampa

Region 4 • NO MEETING • Tony Roma's • 8560 International Dr • Orlando

Region 5 • NO MEETING • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

Region 6 • November 19 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville

Region 7 • November 26 • Braised Onion • 754 NE 25th Ave • Ocala

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

RVers GUIDE TO FLORIDA

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

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

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

Interstate distribution of the RVers Guide to Florida currently includes twenty-four (24) racks at Rest Area locations on I-10, I-75, I-95 and I-4. Three (3) Official Visit Florida Welcome Centers, six (6) Turnpike Service Plaza locations, two (2) Tourist Information Centers and thirty-one (31) Pilot Flying J Travel Centers in Florida and South Georgia.

RV SUPERSHOW PROGRAM

Celebrating its 35th year and considered the greatest RV Show in the country. The publication is filled with everything the consumer attending the show would need. The SuperShow Program also includes editorial on "points of interest" throughout the state making the publication "A Year-Round Keeper" magazine. Get your message in the hands of thousands of qualified RV buyers!

Circulation: 35,000+
(at both show entrances)
Total Audience: 74,000+

WEB & SOCIAL MEDIA

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

Members who advertise in the publications can advertise on the website for a discounted rate. Tile advertising is offered on the Home, SuperShow, RV Shows and Blog pages. The cost ranges from \$250 to \$700, depending on the contract term. We have added a rate for FRVTA members that only want to advertise on the website.

Avg. Unique Monthly Users: 25,500
Avg. Monthly Page Views: 82,000+



**SOCIAL FOLLOWING:
7,250+**

Source - Google Analytics, 3/31/19



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

**CLICK HERE TO DOWNLOAD
OUR MEDIA KIT
FOR SPECS & RATES**

ADVERTISING Opportunities

