



## *Keeping the Wheels Rolling*

*As most of you know, Lance Wilson officially retired in August and the Board of Directors voted to move me into the Executive Director position. I have had the privilege of being the Marketing Director for close to 33 years and I look forward to serving the Association in my new position.*

*Before I do, however, I have many people I need to thank beginning with the FRVTA Board of Directors. I appreciate your vote of support and confidence in my appointment and I'm excited about the future of the FRVTA. Because of their continued conservative financial oversight of the Association, your Association is in a very strong financial position and has the resources to continue with our many nationally recognized and successful programs, such as the Distance Learning Network (DLN), FRVTA Scholarship and our many regional shows. I look forward to getting feedback from members about*

*investigating new programs we can develop to continue helping you in your businesses.*

*I also want to thank the staff in the State Office. Without your support I would never have thrown my hat into the ring for this position. Lesa, Patty, Ana, Sharlene, Jerilyn and Veronica make up the best team in the RV Industry and I am excited about continuing to work with each of them.*

*As you may know, the Covid-19 virus hit our office and five of us have had to deal with contracting this disease. You might not have known this since everyone was home in quarantine dealing with their own unique symptoms. All continued to work. That kind of dedication is the thing that sets this organization apart from others and I am proud to call them my staff.*

*I would be remiss if I did not thank the person most responsible for my success and that would be Lance Wilson himself. I cannot think of a better mentor to work under for 27 years. Your levelheaded approach to leadership was not lost on me. No matter how crazy or chaotic things ever got, you always approached things with a calm, steady hand and I can only hope to face the future with the same easy-going attitude.*

*I never considered you a "boss" as you shared information with an open and honest eye, and included us in many decisions. You always sought our input and advice, and it was appreciated by all of us. It's never easy following a "Hall-of-Famer," but being able to work under*

*your unique management style has prepared me more than I can image. I will do everything I can to make you proud and continue the outstanding leadership you provided.*

*Lastly, I want to thank my wife, Jody and daughters, Sarah and Megan. Your excitement about my promotion made me realize this was the right move and while I will need to travel and be away from home more, your support means more to me than anything in the world.*

*In the coming months, I plan on being at regional meetings and visiting with members in their businesses. These face-to-face meetings just might be the beginning of the next program that our Association can develop. I look forward to getting to know you and your businesses on a more personal level, and will work hard to keep this as one of the most successful Associations, not only in the RV Industry, but nationally as well.*

*Thank you.*

**DAVE KELLY**  
**FRVTA Executive Director**



*Dave and Jody with their daughters Sarah and Megan*

## STATE OFFICERS

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VICE PRESIDENT  
Joey Schneider

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Ken Lloyd

SECRETARY  
Sean Thompson

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ADMINISTRATIVE COORDINATOR

Sharlene Nelson  
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## PRESIDENT'S MESSAGE...

### *Proud to be Your President*

*I am honored to be the incoming state president of the FRVTA. I love this group and consider us one big family. I have grown up in this Association with many of the current and former members mentoring me along the way.*

*I would like to thank Chairman Nelda Iacono and President Rob Cochran for their leadership. I have spent four years watching how they run meetings with grace and handling tough situations with ease. I hope to live up to the standards they have created.*

*To introduce myself, I am a second-generation RV business owner. My parents started Copley's RV in 1985 and at the age of 14 I became the head detailer for the dealership. That was 35 years ago and it's hard to believe how far we have come. I now manage Copley's RV with my sister Michele and also have owned an RV Rental Business for 12 years. I also have a beautiful wife that keeps me grounded on what's important and three awesome kids that most of you have seen running around conventions.*

*The industry has been very resilient throughout the years, but now we have COVID 19 and the new challenges that have arisen from this pandemic. March was the month I felt the effects of the shutdown. I really thought we were headed for bad times in the RV Industry as everything closed down. From the manufacturers to the campgrounds, we all felt the pinch and I'm sure I wasn't the only one having sleepless nights worrying about it.*

*Then came the term "social distancing." Now that's something the RV business can stand behind! We practically invented social distancing with getting back to nature what we are all about. Who knew the RV Industry would be the go-to vacation option for 2020? We helped people get away from the chaos they were living through and just go relax. Others looked to our industry as the only safe transportation option for high-risk family members. I have never seen such a positive and excited customer base at our dealership. I've learned a lot from these new customers and hope to make them lifelong RVers.*

*We still have a lot of issues plaguing our industry. There is the parts shortage that's delaying what was the simplest of warranty claims before COVID. Manufacturers cannot ship units to dealers until they receive all the parts to finish them. Dealers are, in turn, short on product in the hottest segments of the industry.*

*These are just some of the issues we must solve to keep the momentum rolling. Through the good and bad times, this industry always finds a way to bounce back from any situation. I have no doubt we will find solutions to these challenges and 2021 will be another great year for all of us.*

*The industry and the FRVTA have always been good to my family and me. As a younger member, I was encouraged to get involved in the Regional offices by many members. For 15 years I have served in some capacity on the board, and have always come away from the meetings with new ideas and understanding.*

*I now will be the one encouraging members into Regional participation. I am always available for anyone thinking of getting involved. I am excited to work with our new Executive Director Dave Kelly and our staff to make this year one of the best the Association has ever had.*



**BRIAN COPLEY**  
FRVTA State President



## FRVTA STATE ELECTION RESULTS

*Congratulations to the following officers elected to serve on the FRVTA Executive Committee for the 2020-21 year!*



**JOEY SCHNEIDER**  
Vice President



**KEN LOYD**  
Treasurer



**SEAN THOMPSON**  
Secretary



**ROB COCHRAN**  
Chairman of the Board



### *Here are a few thoughts from our new FRVTA State President:*

#### *What are your goals and ambitions as the new FRVTA State President?*

We have had a long list of great FRVTA Presidents. I consider many of them mentors and will try to carry on the tradition of excellent leadership. I would like to see the new LP License qualification and testing up and running. Having access to the continuing education credits through our Distance Learning program would be a great member benefit. These and other FRVTA-sponsored programs will help our dealers get their LP qualifications, master qualifier and continuing education credits. I also would like to see more local involvement in regional meetings as well as increased participation in regional shows and officer positions. Our Association is fueled by the membership, but we have seen a lot of turnover on the state board through consolidation of dealerships and retirements.

#### *What do you anticipate will be the most important issues/challenges you will face as President after you officially take office?*

The biggest immediate obstacle is the Covid-19 pandemic and the uncertainty of the market and of daily life. We recently had to cancel all the remaining FRVTA shows through the end of the year. There was no way to keep our members or public safe during a show. One day we are opening up and next day we are shutting back down and every county in Florida is different. It's hard to know how to plan or project what is coming next. I will look to give our members the best information available to make those important business decisions. By Election time, I hope we will obtain some relief from Covid-19 in the form of legislation to protect us from litigation or a vaccine— hopefully the latter. That will allow our SuperShow and show season to happen for 2021. Finally, I would love to have a great convention for 2021! Between hurricanes and now Covid-19, we had to cancel too many conventions in recent years. I also want to congratulate our new Executive Director Dave Kelly; I look forward to working with him and our staff to make this one of the best years ever.



## TRAINING NEWS • by Veronica Rivera, Training Director

### LP Gas Legislation for RV Dealers is Underway!

The Florida RV Trade Association and the Florida Department of Agriculture and Consumer Services (FDACS) are working together to ensure we bring you the latest information.

Operating with an expired dealership license or expired

certified Master Qualifiers and/or Qualifiers can lead to multiple issues for your business.

#### Here are a few questions to ask yourself as you align your business with the LP Gas process:

- Do you know if your dealership has a current license at each of your locations?
- How long is each of your dealership licenses valid for? One year, two years or three years?
- Did you know the RV Industry has been recognized at the legislation level in Florida—we moved out of the “broad” Category IV to be a specialized Category I – RV?
- Does your Master Qualifier still work for your dealership?
- Does your Qualifier still work for your dealership?
- If the Master Qualifier or Qualifier are no longer at your dealership, you have a window of time to replace this position before jeopardizing your business. Do you know the timeframe?
- The Master Qualifier and Qualifier must renew their certifications every three years. Do you know when their certification expires?

- The certifications are renewed by paying a renewal fee along with showing proof of training for the CEU requirement. Have you discussed this with the Master

#### Qualifier and/or Qualifier?

- Is your LP Gas license posted in a visual place inside your dealership?
- Did you know that the Florida RV Trade Association’s Distance Learning Network (DLN) was approved to provide LP Gas re-certification training at the end of July 2020? We are targeting the completion of training materials for the CEU requirement by the end of the first semester in 2021.
- Until the Distance Learning Network has the completed training materials, you will need to make sure your CEUs are completed this year using a different training provider. Do you know where to find current training providers?

*Time is of the essence, so if you answered YES to all of these questions then you are in great shape! If you answered NO to any of these questions, then please read the information listed on our Frequently Asked Questions (FAQs) page to ensure you are aware of the new CEU deadlines for 2020 and knowledgeable about this important business process for your dealership.*

Here is the link on our member website: <https://www.frvta.org/members/lp-gas-licenses-rv-dispensing-repair>.

If you have any questions or need any assistance, you can always reach us by phone at (386) 754-4285 or email.

*All the best,*

**Veronica Rivera**, Training Director, [Veronicar@frvta.org](mailto:Veronicar@frvta.org)  
**Judy Wilson**, Administrative Asst., [Judy.wilson@fgc.edu](mailto:Judy.wilson@fgc.edu)

### RV Technical Institute Forms The Gary Bunzer Memorial Scholarship

The RV Technical Institute has announced the formation of the Gary Bunzer Memorial Scholarship that will honor his legacy by reaching those who aspire to become experts in the field of RV repair.

The full details of the program are being developed and finalized. The Gary Bunzer Memorial Scholarships will be used to assist training candidates in need of financial assistance and will be awarded for online and in-person training for both aspiring technicians and current techs seeking continuing education.



In his work as the RV Doctor, Bunzer bettered the RV Industry by making expert RV training instruction available to both RV service technicians and RV enthusiasts through his popular website, seminars, books, magazine, and newsletter articles. A military veteran, he served on numerous RV technical textbook review committees where he helped guide education and certification efforts with his vast knowledge as an RV technician, educator, and training specialist.

“There was no greater champion for RV technical education,” said RV Technical Institute Executive Director Curt Hemmeler. “This Memorial Scholarship is just one way we can continue to honor him for all his contributions to technical education and the RV industry.”

For more information and interest in contributing to the Gary Bunzer Memorial Scholarship, please contact Curt Hemmeler.—RVIA



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

## *FTC Outlines Pitfalls to Purchasing Motor Vehicles*

In July 2020, the Federal Trade Commission (FTC) issued a 13-page staff report entitled: “Buckle Up: Navigating Auto Sales and Financing.” Although this report was not specific to RV sales, the issues identified by the FTC are applicable.

The report was based on past “enforcement actions (taken against dealers), consumer and business education initiatives, roundtables and other industry research efforts....” Also, 38 consumers were interviewed in-depth in 2017 regarding their buying experiences. The report covered six topics, which I will briefly review:

### Auto Advertising

Concerns were expressed by consumers who were attracted to certain dealerships based on their low prices or 0% or other low APRs. Consumers were disappointed to learn they didn’t qualify for the low APR or the advertised rate of the model they selected.

### Negotiating a Price

“Some participants expressed confusion about how the price they were offered depended on rebates or other offers.” Others thought they had an agreed-upon price with sales personnel only to be faced with having to renegotiate with finance managers. Discussions were more focused on monthly costs rather than the total price of the vehicle.

### Negotiating Financing Terms

Frustration was experienced by buyers when a finance officer told them the negotiated price included a cash-back offer that could not be combined with the advertised 0% APR offer or any rebate offer. Another frustration is that buyers were told in order to obtain rebates they would have to agree to a much longer finance term. Finally, financing negotiations seemed to be focused on the monthly payment instead of other important terms.

### Ancillary Products and Services (Add-Ons)

According to the report, “...add-ons were the single greatest area of confusion observed in the study.” The report tells about problems consumers can face when purchasing add-ons from dealers:

- Late, Limited, or No Discussion of Add-Ons;
- Confusion about whether Add-Ons are Free;
- Impressions that Add-Ons are Mandatory;
- Unexpected Limitations of Add-On Products;
- Opaque Pricing of Add-Ons; and
- Bundling Add-Ons.

### Reviewing and Signing the Documents

Participants were found to be overwhelmed by the length of the process and the amount of paperwork involved. Many were not aware of critical financing terms until after the terms were brought to their attention by FTC staff. Adding to the confusion were the following:

- Long, Complex Transaction;
- Despite Length of Transaction, Review is Rushed;
- Information Overload;
- Electronic Document Review; and
- Misapprehension that Deal is Non-Binding.

### Renegotiation of Financing

“After consumers sign the contract, dealer might call them back to the dealership to cancel the deal or change the terms of the contract, including because they have not found a financing entity to accept the contract. One study participant stated he had agreed to certain financing terms only to be contacted later and told he was not eligible for those terms....”

Based on this report, it is obvious the FTC continues to point a very bright spotlight on the motor vehicle sales industry. This is a very good time to review your practices to ensure your dealership will not fall under that spotlight.

*If you don't believe me, read the following sentence appearing at the end of the FTC report:*

“Commission staff expects to continue to focus on law enforcement and deceptive or unfair tactics in the auto industry as they arise, bringing cases against dealers as appropriate....”

If you wish to read the entire report, [click here](#). It will be worth your time.

**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. Allen also maintains the Dealer Knowledge Base found under the FRVTA members tab on [www.FRVTA.org](http://www.FRVTA.org). He is credentialed by the Association of Finance and Insurance Professionals (AFIP) as a Certified Professional in Financial Services. Allen can be reached by email at [Allen@TheAICE.com](mailto:Allen@TheAICE.com) or by phone at (727) 623-9075. Please visit his website at [www.TheAICE.com](http://www.TheAICE.com).*

## MEMBER SPOTLIGHT

### Copley's RV's Roots Run Deep in Hobe Sound

Brian Copley, general manager of Copley's RV in Hobe Sound, says RVing has been a part of his life since he was a child taking trips with his sister, Michele and their parents, Oliver and Marilyn. "He always loved camping," Brian says about his father. "We had pop-ups and we had a 1972 Superior motorhome."

Brian's father had worked in the financing aspect of the car industry, eventually getting a job at a Toyota dealership in town. In time, Oliver decided to do something on his own. He came across a place called "Ralph's Parts and Service." Oliver bought Ralph's naming rights and parts and turned it into "Ralph's Sales and Service," and that's how his RV business started in 1985.

"My father put me to work at the business from day one. I was 14, so I became the head detailer. Work, but no pay," Brian recalls with a laugh. "I said, 'Dad, what does this pay?' He said, 'Room and board.' I was like, what's that? At 14, I'd never heard that term before."

Oliver and Marilyn built the business on consignment sales, parts and service. In 1988, they moved the business to its current location and eventually changed the name to Copley's RV.

Brian left Hobe Sound to attend college. When he returned, he began working with his father.

"That's when I started to claim the phase 'Come Join the Family!' That's our motto because I saw how he would treat the customers—he'd treat them like family. The best thing my dad ever instilled in me and my sister is how to treat the customer. My dad was always honest, straightforward and reasonable with the customer to make a deal for us, but also to make it something the customer wouldn't feel bad about six months or a year down the road."

Today, Copley's RV sits on four acres and is Martin County's oldest RV dealership. Brian and Michele, the dealership's business and finance manager, run the business now. Brian says there's "kind of a succession process" going on right now in which Oliver owns the business but he doesn't actually work.

"We essentially have been doing all the heavy lifting for the last seven or eight years," Brian says of himself and his sister. "And I'm getting a little more than room and board at this point," he adds with a laugh.

When Brian's parents started the business, they were one of the first RV dealers in Martin County. Over time, more competitors sprang up, but in recent years their number has dwindled.

"The biggest challenge we have now is the consolidation of the marketplace, which is causing bigger dealers to get bigger and small, mom-and-pop stores to go away. We've had to reinvent ourselves with new services – we do rentals, we do rental management, we consign units and we also buy units at the auction, as well as from people who come in and want to get rid of their RV."

Copley's RV has been an FRVTA Region 2 member since the late '80s and Brian says his experience with the Association has been very beneficial. "The best thing about the FRVTA is the people you get to meet. I've made friends that will be lifelong friends that I can call if I have a question; I can bounce an idea off of them; I can find out what products are working for them to help me shape what I'm doing."

Hobe Sound has always been home for Copley's RV, and the Copley family's love for the city and surrounding communities is strong. The dealership supports the Hibiscus Children's Center, which is a place for children whose parents

have either struggled with drugs or been incarcerated. It also works with Operation 300, which is an organization that brings in families of fallen soldiers. They teach the children the things their fathers would have taught them, such as how to hunt, camp and fish. Brian is grateful to have the time and financial resources to be able to give back because that's very important to his family.

Brian says Copley's RV will continue to treat customers like part of their family for many years to come. "I've got three kids; I've got two of them working here at the dealership, starting at the age of eight, washing units, so I'm already developing my management team for the future. I can foresee one or all of them working in the business in some capacity so that I could take a vacation – like my dad does now," says Brian with a chuckle.



(back l to r) father, Oliver "Ollie" Copley; sons Dana and Christopher; Brian Copley  
(front l to r) wife, Laura Copley; daughter Jane Taylor, sister, Michele Durbin and mother, Marilyn Copley



# RVDA | RV DEALERS CONVENTION/EXPO

## DEALER REGISTRATION OPENS

VIRTUAL EVENT! NOVEMBER 9-20, 2020

The transition of the 2020 RV Dealer Convention/Expo to a virtual event set for November 9-20 is underway. Dealer registration is open and includes options for both individual and multiple dealership personnel. The virtual convention will provide education workshops, Vendor Training +Plus sessions and offer an interactive exhibit hall with vendor solutions. The convention is presented by RVDA, RVDA of Canada and the Mike Molino RV Learning Center, and will be archived for access until January 31, 2021.



“This is a great opportunity for dealers, their business partners, and the whole industry to connect virtually and get ready for the coming year,” said RVDA President Phil Ingrassia. “The Convention/Expo will provide a flexible platform for attendees to access the information they need to successfully navigate a fast-moving market.”

### Customer Experience Expert Jay Baer to Keynote Event

As a flood of new customers enter the RV market, author and business consultant Jay Baer will present a timely keynote titled, “Coveted Customer Experience: How to Grow Your Business by Focusing on Three Things Your Customers Truly Care About.”

### Virtual Workshop Content

The virtual convention/expo will feature timely educational workshops with content on:

- leadership development and human resources
- social media/digital marketing
- fixed operations with content on improving Repair Event Cycle Time (RECT)
- building F&I income
- tax implications of the Paycheck Protection Program and other government loans.

Besides the keynote and tracked workshops, networking opportunities will be spread out over the two weeks of the virtual event. Partners in progress meetings will also be available to dealers.

### Partner, Sponsor, Exhibitor Opportunities

There are many opportunities for companies looking for profitable partnerships with dealers to participate in the virtual convention/expo.

- Partners: Opportunity to have targeted branding positioned throughout the RV Dealers Convention/Expo virtual portal and premium virtual exhibitor placement.
- Virtual Exhibit Booths: Personalized, engaging, and dedicated content portal for companies to showcase their solutions. Exhibitors can reach dealers through videos, chat, and other promotional tools during the virtual event.
- Vendor Training + Plus: Opportunity to present company’s own content and provide attendees with in-depth product or service information, case studies, educational demos, or topic of your choice.
- Featured Advertising: Available throughout the virtual platform.

For more information and to register, visit [www.rvda.org/convention](http://www.rvda.org/convention) and watch your email and RVDA social media platforms for updates at #RVDAConEx. For partner, sponsor, and exhibitor information, contact RVDA’s Julie Newhouse at [jnewhouse@rvda.org](mailto:jnewhouse@rvda.org).

### Baird’s RV Dealer Survey Shows Lean Inventories, Strong Sales

The Baird RV dealer survey conducted in partnership with RVDA suggests retail growth in the mid-30s percent range in August – similar to the July 2020 RV retail numbers reported by Statistical Surveys.

“A whole new set of first-time buyers seems to be in the market. Folks that under other circumstances would never have been interested in the RV Lifestyle. COVID changed all that,” pointed out one dealer in the survey.

Dealer inventory remains incredibly lean, with inventory comfort at record lows in the history of the survey. Every towable dealer surveyed responded that towable inventory was “too low” and 80% of motorhome dealers reported that motorhome inventory was “too low.”

“Demand far outweighs current inventory availability. Lead generation is 30% greater with no budget increase. Sales could be up 40-50% if inventory and retail credit options were equivalent from 2019,” another dealer stated.

Sentiment on current conditions remains positive at 77, but declined from an all-time high of 91 in July. The 3-5 year outlook also remains positive at 69, but declined from 79 in July.—RVDA, *RVBusiness*

## **RVIA Taps ITR Economics for RV RoadSigns Forecast**

The RV Industry Association has partnered with ITR Economics to produce the quarterly RV RoadSigns report that forecasts RV wholesale shipments to RV retailers. The first forecast under ITR Economics' direction was released in mid-September.

According to RVIA, ITR Economics is the oldest, privately held, continuously operating economic research and consulting firm in the nation, providing businesses with forecasting, economic information, insight, analysis and strategy. ITR was selected following a thorough search process that reviewed proposals and presentations from four economic firms that specialize in market forecasting.



The RV RoadSigns quarterly forecast provides wholesale shipment projections and insight on macroeconomic factors impacting the RV Industry. Dr. Richard Curtin, director of surveys at the University of Michigan, has produced it and has conducted research on the RV market since 1979, including the Association's series of RV Consumer Demographic Profiles. Curtin made the decision to step away from the RV market forecast following the Summer 2020 issue of RV RoadSigns.

"The RV Industry Association, our members, and the RV Industry are indebted to Dr. Curtin for the information, insight, and guidance he has provided on the RV market and the RV consumer," said RVIA President Craig Kirby. "As one of the nation's most respected experts on the economy and consumer confidence, his research and forecasting work provided credibility for the RV Industry among key business and media audiences as well as consumers. Dr. Curtin played an integral role in the growth of the RV market over the last four decades, and we are enormously grateful and appreciative of his contributions."—RVIA

## **New Career Center at [www.careers.RVDA.org](http://www.careers.RVDA.org) Can Help Dealers Find Top Talent to Meet Surge of New Buyers**

RVDA, the National RV Dealers Association, has launched a revitalized career center at [www.careers.rvda.org](http://www.careers.rvda.org) in partnership with Naylor Association Solutions. Dealers now have access to an easy-to-use and highly targeted resource to fill job openings at their dealership. The RVDA Career Center can also be accessed through the 'Careers' tab on the RVDA website.

Dealers and other RV-related companies can use [www.careers.rvda.org](http://www.careers.rvda.org) to reach experienced and qualified candidates looking for employment in the RV Industry. Employers can post jobs online, search for job seekers based on specific criteria, and receive e-mail alerts when a qualified candidate posts their resume.



Dealers can visit the career center today to register and post job openings. For assistance with setting up an account or posting a job, the customer service team can be reached at 1-888-491-8833 Ext. 2796 (extension required).

Job seekers can post resumes and create a profile at no charge. As the site develops, the site will populate with job opportunities and job seekers.—RVDA

## **46 Million Americans Plan to Go RVing in Next 12 Months**

RV travel and camping provides an appealing vacation option for American families according to recent Ipsos research examining consumer interest and planned actions on travel choices due to the COVID-19 crisis, reported the RV Industry Association (RVIA).

According to research, 46 million Americans plan to take an RV trip in the next 12 months. This positive news for RV Manufacturers, Dealers and Campgrounds reinforces what U.S. dealers are already seeing at the retail level.



While overall interest in travel remains tepid among many, RV camping leads in consumer confidence and interest across all age groups, with the highest rate of interest among those 18-34 years old.

Additionally, 20% of respondents are more interested in RVs as a travel option due to COVID-19 – the highest of any option tested – over car/tent, cruise, car/rental stay, air/rental stay. Fifty-one percent of those that plan to take an RV trip this year reported that health concerns increased their interest in RVing – much higher than any of other travel option.

That strong interest is reflected in findings focused on planned RV actions. In total, 1 in 4 respondents plan to take some kind of RV action in the next 12 months. Specifically, 18% plan to take an RV trip. Another 18% plan to research more RV information online. Eleven percent plan to purchase an RV; 12% will visit an RV Dealer; and 13% plan to rent an RV.—RVIA





## DON'T FORGET TO VOTE!

Please encourage your friends, employees and families to vote by Election Day, November 3.



## FALL RV SHOW SCHEDULE CANCELED

Due to the ongoing threat from the COVID-19 virus and on advice from FRVTA General Counsel, the Florida RV Trade Association Board of Directors has voted to suspend all public shows through the end of the year.

The liability exposure to the members and the Association is just too high. We will continue to monitor this situation and respond accordingly.

We apologize for any inconvenience this may cause you and your business. Please check back on our website, [www.frvta.org](http://www.frvta.org) for future updates. The contracts for the shows starting with the 2021 Fort Myers RV Show will be posted to our website.

## nüCamp Announces Gerzeny's RV World a Top Dealer for 2020 Model Year



nüCamp RV, the world's largest manufacturer of teardrop trailers based in Sugarcreek, Ohio, recently announced that Gerzeny's RV World was one of their top five towable dealers in the company's East Region for the 2020 model year. Those receiving awards represent the elite nüCamp dealers. Awards were based on dealership achievement on overall sales.

"We want to recognize our exceptional dealers for the work and dedication they provide for the nüCamp brand," said Scott Hubble, nüCamp's CEO. "We value all of our dealers but want to honor those dealerships who have excelled over the past year." *Congratulations! –news release*

## Go RVing Reaches 310 Million People with First Wave of New Campaign

Go RVing's new ad campaign, "Go on A Real Vacation", has reached nearly 310 million people through social media and radio since launching earlier this past summer, the organization said.

Since the start of the paid social media campaign in early June, it has garnered 44.9 million impressions. This does not include Go RVing's organic social media, which has been running since May 14.

The social ads, running on Facebook and Instagram, have four themes: #RoamOutside, You Need an RV, You Can Control Your Destination and Your House, Your Rules. Each theme has multiple variations of vehicles, people and locations, allowing consumers to find a message that personally resonates with them.

Go RVing is planning the next wave of the Go On a Real Vacation campaign. This includes new creative material for broadcast, social, search, digital, audio and print, and will target audiences seeking domestic vacation options. All of this is despite delays in production for all media partners caused by COVID-19.

The second wave of the campaign includes multiple pieces including Outside Magazine with Outdoor Adventurers Cyrus Sutton and Brooklyn Bell; Essence magazine featuring Chef Rashad Frazier and family; and online video and article features chasing the last ski runs of the season. Other media partnerships in production include a fun "campaign" video with Funny or Die and an RV vacation with Univision that reaches Hispanic families.

The "Go on a Real Vacation" campaign is making a difference with unique visits to [www.GoRVing.com](http://www.GoRVing.com) during the first wave of the campaign up more than 37 percent and 86 percent being new visitors to the site. Follow Go RVing on Instagram and Facebook to see the latest ads.–RVIA



## MEETING DATES



Region 1 • No Meeting • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda

Region 2 • October 14 • PGA National Resort • Palm Terrace Room, 400 Avenue of the Champions • Palm Beach Gardens

Region 3 • No Meeting • Westshore Grand • 4860 W Kennedy Blvd • Tampa

Region 4 • No Meeting • Setting Up for Zoom Meeting

Region 5 • No Meeting • Tuscany Italian Bistro • 36178 Emerald Parkway • Destin

Region 6 • October 20 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville

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

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



These are the only publications dedicated to RVing in Florida.

## 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: 110,000+**

**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. In 2014, FRVTA and Pilot Flying J Travel Centers began a rack program that continues to be a valuable and ongoing partnership with over 31 racks in Florida and South Georgia.*

## RV SUPERSHOW PROGRAM

Celebrating its 36th 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 during this five day show!

**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 \$600, 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:  
13,592+**

*Source - Google Analytics, 3/31/20*



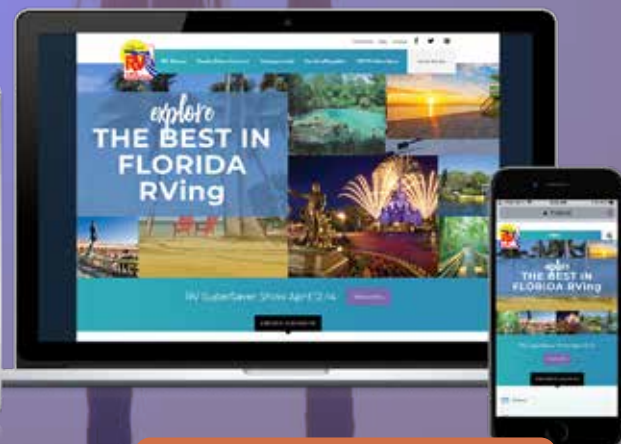
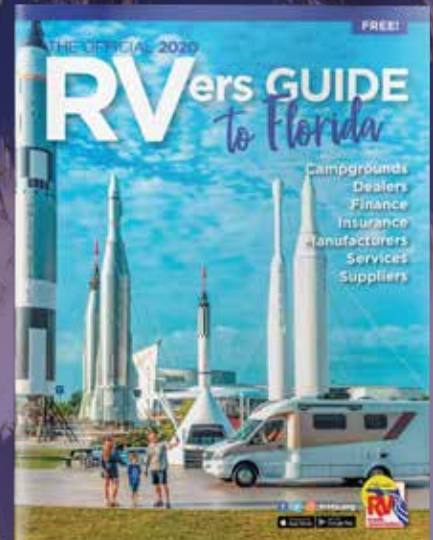
**FRVTA.org**

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

**NO RATE INCREASE FOR 2021**



**CLICK HERE TO DOWNLOAD OUR 2021 MEDIA KIT - RATES, DISTRIBUTION, DEADLINES, AD SPECIFICATIONS**