

FRVTA News



OCTOBER 2018

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY

New RV Frontier Launched at 38th Annual FRVTA State Convention

Blasting off into the new frontier of RV market expansion, convention attendees at the Florida RV Trade Association's 38th Annual State Convention discovered that the growing RV lifestyle and corresponding sales present a limitless boundary to success where no one has gone before. Last year's 37th event was canceled due to Hurricane Irma.

Returning to the outstanding Hyatt Regency Coconut Point Resort & Spa in Bonita Springs just south of Fort Myers from Thursday, September 6 through Saturday, September 8, over 225 attendees enjoyed the education and camaraderie that is the hallmark of FRVTA's annual conclaves.

FRVTA Executive Director Lance Wilson said that although the Association makes things entertaining for attendees, the "first order of business is business."

Stating that attendees certainly do have fun, Lance stressed that the convention provides members a unique opportunity to network, learn a variety of new and interesting business statistics and tactics all while enjoying themselves in a luxurious setting.

"We provide opportunities for everybody to get together and network, and then offer members the education and insights they need to ensure their business is set to meet the challenges in the coming year," he detailed. "Whether selling RVs or the specialized services and extras many of today's RVers demand, every FRVTA member should have attended since the information presented was crucial."

This year's convention theme was "RVs: The New Frontier" and showcased a variety of space-themed events and displays.

"We wanted to create the feel of exploring the unknown so attendees would be able to capitalize on learning more about how to improve their business for the coming selling season," explained FRVTA Marketing Director Dave Kelly. "From all I've seen and heard, we were successful!"

Opening Thursday evening with the "Launch Pad" Welcoming Reception, members enjoyed an expansive dinner buffet while enjoying their favorite adult beverage. A bingo-type game that featured unusual trivia questions prompted members to meet and greet others as they sought to complete their cards. Hermit crab races provided an exciting alternative. Go Number seven!

Afterwards, members made their way to the "Area 51" hospitality room sponsored by Wells Fargo Commercial Distribution Finance, which welcomed all local space travelers and other assorted aliens seeking refreshment. That Romulin ale sure was tasty!

FRIDAY MORNING SESSION

Following a full breakfast buffet, Executive Director Wilson officially opened the 38th Annual FRVTA Convention beginning with the session's first "Be On Time." Congratulations to Mathew Matlach of Marathon Coach and Gail Hixson



*The FRVTA
Executive Officers
and the State Staff
Thank You
for attending the
38th Annual
FRVTA
State Convention*



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

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PRESIDENT'S MESSAGE...

As I begin the first year of my tenure as your President, I would like to start by thanking Nelda Iacono for her leadership over the past two years. I have learned a lot about running board meetings and how to conduct myself as Association President and I look forward to her time as Chairman of the Board and her continued tutoring.

I also want to thank Lance and his staff for their creative and innovative conventions and the professional way they run our regional shows and the Florida RV SuperShow. You guys make our jobs as officers very easy!

And finally I want to thank you, the FRVTA membership, for your vote of confidence in electing me your new State President. I vow to keep your Association on strong financial footing and continue to bring new ideas and programs to our members.

There are a lot of things on the horizon including the new RVIA Technician Training Center in which FRVTA will play a strong role in establishing to for the benefit of our entire industry. We are well represented on the national RV scene and our Education Director Jim Carr serves on a number of committees and is respected nationwide.

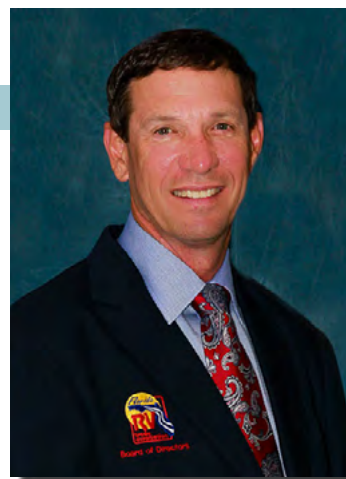
Looking ahead to the next year, the elections in November could have huge implications to our industry in Florida as well as nationally, and you should know that we have one of the highest profile attorneys representing not only our Association but also the Campground Association.

Marc Dunbar works tirelessly to make sure candidates running for office know about our industry and how important it is to the Sunshine State's economy. He watchdogs legislation that could be detrimental to our members and works with legislators year-round. This is another reason for a strong PAC Fund so we can help those candidates that are in tune in our needs and wants.

I look forward to my year ahead and I want all members to know that if you need anything or have any questions, my door is always open. Please think about getting more involved in your local regions as well. I have made some of the best friends by giving of my time to this organization. Many of them will be friends long after my time as an officer has ended and that is a reward I never thought of when I originally got involved. This industry is full of some of the best, brightest and friendliest people you will ever meet, and I hope you get to experience this the way I have.

Till Next Month!!

ROB COCHRAN
FRVTA State President



FRVTA CONVENTION

CONTINUED FROM PAGE 1



of RV Intelligence who both won \$50, and to Donna Lee from Suncoast who won \$100. What a great way to start the convention!

Lance then welcomed all attendees while acknowledging those first-time conventioners. He gave a heartfelt “Thank You” to all sponsors whose gracious participation and donation made the convention possible.

He then asked for a moment of silence to recognize all active duty military personnel and to remember the anniversary of the 9-11 terrorism attacks that occurred 17 years ago. Many in attendance still can’t believe that tragedy occurred that long ago.

Afterwards, the local Estero High School ROTC provided the honor color guard and presented the flag as the crowd stood to recite the Pledge of Allegiance. Pam Giordino of Circle G Family Benefits once again reprised her stirring rendition of our national anthem to the audience’s cheers.

Surrounded by glowing planets and our own moon on the meeting hall’s walls, Lance again recognized all sponsors saying, “They make it all possible.” He then paid tribute to the hard working FRVTA staff members for all their outstanding efforts on the convention as well as their year-round work that makes the FRVTA the envy of trade associations throughout the nation.

At that time, staff members entered the meeting hall as if floating in space all to the heroic theme music from the movie “2001: A Space Odyssey.” Lance then introduced staff by name, thanking them all for the great job done to prepare for this year’s convention.

Next, FRVTA President Nelda Iacono took the podium and welcomed members to the convention. She stressed the many educational seminars available during this year’s convention and thanked the FRVTA Staff for their great efforts in staging the convention.

FRVTA Treasurer Rob Cochran then came to the podium to help Nelda present appreciation plaques to all sponsors in recognition of their valued support. Thank you!

Lance then next introduced the convention’s keynote speaker, Jason Hewlett. Speaking on “The Promise,” Jason asked the audience to realize what their signature “move” is and how it distinguishes you from someone else.

Using humorous dance moves coupled with a variety of songs from varied music acts such as the Bee Gees, Journey and even Johnny Cash, Jason powerfully established how these various entertainers made themselves stand out from others. He also detailed how to create what he called Legendary Leaders by using the formula of Identify, Clarify and Magnify. By following these steps, it should assist you in determining your “signature move.” Once this “move” is realized, you then should be motivated to keep your promise to your Audience (anyone, anywhere anytime), your Family (anything can be your “family”) and to The One (the promise you make to yourself). Great tactics–Yee-Haw!

Lance then took the podium to announce a brief break. But before anyone could leave, a cute interlude took place between Lance and BB-8, the new rolling android from the Star Wars movie re-boot. Warning Lance of an impending alien invasion, the overhead screen suddenly featured a bird’s-eye-view of an alien ship flying through the hall firing on a variety of targets all while sailing through a series of lit hoops. It was quite a show!

Following the break, RV Industry Association President Frank Hugelmeyer gave an upbeat report on the state of the nationwide RV Industry. Saying this was the best two-year period ever for the RV Industry, Frank detailed the creation of the new “Outdoor Recreation Round Table” and that the nation’s recreation industry is now recognized as an “industry sector” with over \$6.74 billion in sales making it the 15th largest contributor to our nation’s GDP. And, of this sector, he said the RV Industry is the largest and most important contributor.

Frank then detailed some of the highlights RVIA currently is working on to make sure the industry continues to grow following years of record shipments and growth. This includes the closing of the longtime National RV Show in Louisville, Kentucky, and the development of RVX—the RV Experience—to replace that show with an event that moves throughout the nation, this year starting in Salt Lake City, then to San Antonio and finally to Indianapolis.

Frank ended his presentation by praising the FRVTA for leading the way on technician training via our Long Distance Learning Network and how the new RV Technical Institute will alleviate the critical need to improve technician training.

Recreation Vehicle Dealers Association President Phil Ingrassia then took the podium and thanked the FRVTA for supplying so many members over the years to assist in the overall running of the RVDA. Saying RV use remains strong with many non-RV’ers having a strong desire to try RVing, Phil outlined how many new campers are more diverse than the overall U.S. population. He also told attendees to review the recent KOA study that indicates new campers are getting younger, thereby creating yet another market for RVs.

Phil mentioned several initiatives RVDA has undertaken including the success in getting President

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Trump to rescind the Consumer Financial Protection Bureau that applied erroneous vehicle financing rules as well as the Dealer Satisfaction Index (DSI) program that gives manufacturers valuable feedback so they provide better products.

Florida's current Chief Financial Officer, Jimmy Patronis, was the next speaker. He gave an in-depth overview of his duties and what he actually does to assist Floridians. Running for re-election, he stated that Florida is the number one state in the nation for its fiscal health with a coveted AAA rating. Jimmy promised to continue Gov. Rick Scott's fiscal initiatives that saw the Sunshine State eliminate over \$10 billion in debt, making Florida the first to pay down debt in over 20 years.

The final morning session featured FRVTA Legislative Consultant Marc Dunbar and Marian Johnson, senior vice president and political strategist for the Florida Chamber of Commerce. Making a repeat performance at our convention, Marian brought an insider's perspective to the presentation.

Marc began by exhorting members to vote. He stressed that Florida's changing demographics with a growing Hispanic population and economics that make Florida's economy over \$1 trillion requires an engaged voter. Additionally, one in 14 new jobs created in the nation is now in Florida.

All this has prompted an increase in the number of people who plan to move to the Sunshine State with an expected 5 million new residents. Eight counties should account for 56.9 percent of these new arrivals with only one in a Republican-leaning county and the rest in Democrat-leaning counties. This may make Florida a "blue" state rather than the "red" state it's been.

Saying this year's elections features polar opposites for each open race, Marc pressed attendees to be involved to make sure Florida's growing economy stays on the right track.

Afterwards, Lance reiterated this advice, saying, "Now is not the time to sit back. So get involved and get to work." He then dismissed the membership to enjoy a variety of afternoon activities, including the "Black Hole" golf outing and the "First Frontier" Sip and Paint activity. Many opted to enjoy the resort's outstanding pool complex that features three water slides, a lazy river, a lap pool, hot tub and cool pool.



FRIDAY EVENING COSTUME PARTY

Of course, no matter what afternoon activity was selected, everyone looked forward to the annual costume/dinner party. The space themed "Space Odyssey" costume party saw a variety of unusual extraterrestrials, known and unknown, who made a galactic appearance. Members made their way through a phalanx of Star Wars storm troopers, several Captain Kirks and Captain Picards, the Conehead Family (from France!) and an unusual assortment of space monsters and other aliens.

The evening was enjoyed with good food, lots of adult beverages, music and dancing, souvenir photos and costume contests for the kids, women and men. A fun time was had by all!

Of course, once the party ended, attendees triangulated to the "Area 51" hospitality room for more space-age fun and camaraderie into the night!



SATURDAY MORNING SESSIONS

Bright and early, conventioners returned to the meeting hall as Lance greeted the many bleary-eyed attendees. It was now time to reel in our galactic urges and turn attention towards seeking the New Frontier via the convention's many educational sessions.

Congratulations to Sandra Greaves of Toad Stop and to Laura Perkins of Tri-Am RV Sales, both of who won a \$50 "Be on Time" award. Also, to Mike Lyons of GreenTree Consulting who won \$100 and promptly donated it to the FRVTA PAC Fund. Way to go!

Before the education sessions began, however, elections took place for the FRVTA State Executive Committee. Lance reviewed the qualifications needed for statewide office then called for nominations from the floor for each open position. He then called for and closed nominations. Elected via acclamation were Chairman Nelda Iacono; President Rob Cochran; Vice President Brian Copley; Treasurer Tom Wegge; and Secretary Joey Schneider. Congratulations to the new 2018-2019 FRVTA Executive Board!





Breakout sessions this year included a variety of topics conventioners could choose from, including Allen Monello from the Automotive Industry Center for Excellence (AICE) who discussed “Dealer Compliance & Knowledgebase”; Scott Stropkai from Statistical Surveys, Inc. who outlined both national and Florida’s RV Industry trends; Carrie Kerskie of the Kerskie Group who presented “Reducing the Risk of Identity Theft”; Sara Ryan of Athena’s Armory Inc. who detailed “Small Business & Personal Safety Awareness”; Rick Kimsey of the Florida Department of Agriculture & Consumer Service who reviewed “LP Gas Licensing”; and Dale Blackburn of A1HR, who spoke on “OSHA Regulations.”

SATURDAY LUNCHEON

All that education and thought-provoking discussions made for a much needed lunch break. That’s when attendees blasted toward the “Houston, We Have A Problem” Luncheon and Game Show. Featuring our own “Out-of-this-World” Dave Kelly who proceeded to flummox attendees with a variety of space music and trivia while FRVTA Comptroller Mike Ryan spun the tunes.



In between stumping the audience, contestants were challenged to a variety of fun games such as cup stacking with rubber bands, challenging questions with mystery prize selections, product price guessing and the assembling of the perfect FRVTA burger consisting of two teams of six each all trying to place a variety of ingredients in correct order. Needless to say, the entire event was loads of fun—especially when Lesa started tossing Moon Pies. Nice red hat Tom Wegge!

Lance then went on to thank and recognize all regional officers who volunteered their time to make the FRVTA such an outstanding Association. He then adjourned the luncheon with a short informational meeting for new region officers

SATURDAY EVENING BANQUET



At 6:30 p.m. the membership reassembled, enjoying the cocktail hour prelude that allowed guests to relive the weekend’s events as well as have formal keepsake photos taken as a memory of this annual get-together.

Of course, the cocktail reception was adjacent to the Silent Auction allowing guests to gather and survey the huge selection of outstanding items, including trips, cameras, sunglasses, watches, computer-related add-ons, kitchen cutting systems and much more. All money raised benefitted the FRVTA PAC Fund. As the clock ticked down to 7:20, the official end of the auction, the bidding was fast and furious as members swarmed over that special item they wanted to make sure they got it.

At attention near the entranceway, Deanna Pearce of Elite Marketing and sales coordinator for both the FRVTA magazines and website, stood making sure each and every member had a chance to purchase raffle tickets, again to benefit the PAC Fund. One way or another, no one left the room without opening their wallets!

Upon entering the banquet hall for the “To Infinity & Beyond” Awards Banquet, sponsored by Bank of America Merrill Lynch, members were greeted with the four-piece band “Hot Tropics” playing a variety of easy listening light jazz, perfect for dinnertime conversation.



Lance took the podium, welcoming all to the convention’s final dinner. He asked for a moment of silence to remember our military service men and women who protect our great country and to remember the 9-11 anniversary. “Don’t ever forget 9-11,” he reminded attendees.

Thanking all sponsors, Lance invited past FRVTA President and Chair Donnie Davis of CumminsOnan to offer the evening’s invocation. As the band played, attendees enjoyed a delightful evening of great conversation, drinks, dancing and an outstanding filet-shrimp dinner. It was scrumptious!

Following dinner, Lance again recognized all FRVTA staff members for their outstanding year-round work and efforts on behalf of the Association. He especially thanked former board members as well as his lovely wife Joy.

He then paid tribute to Nelda Iacono as FRVTA Scholarship Chairman and her committee for their hard work on this important membership benefit. Lance detailed that this important member benefit has now been increased to \$4000 per semester or \$8000 per year and that over \$650,000 has been awarded over the years to help educate students. Lance then introduced and recognized five scholarship winners and their parents/ sponsors who were in attendance.

Nelda then called upon all FRVTA State Officers to the podium to be recognized for





their 2017-18 service to the Association. Afterwards, Lance presented Nelda a plaque in recognition of her service as Association President.

Lance then invited the two new FRVTA Executive Board Members, Tom Wegge and Joey Schneider to the podium to introduce the new 2018-19 Executive Committee to the assembled membership.

He then recognized FRVTA Legislative Consultant Marc Dunbar for all his watchful lobbying efforts in Tallahassee on behalf of the Association. He also alerted members that FRVTA Pac Fund donations were just shy of \$15,000 for the evening. Immediately, a line of members formed each buying more raffle tickets. "That's the way—your generosity is outstanding!" exclaimed Lance as the total donated for the Pac Fund that evening went over \$15,300. Thank you!



Once all funds were tallied, Lance reviewed the raffle gifts. Congratulations to Sandy Bray of Arrow RV who won \$1000 in cash! Also to Brenda Page of RV Swap Shop who won the 55" Samsung Smart TV. Chollet Dunbar, Marc's wife won the next item, but she donated it back to the drawing, which allowed Becca Burk from B & B Enterprizes to win an Apple iPad Air 2 with WiFi. Rounding out the evenings raffle winners was Matt Matlach of Marathon Coach who obtained a variety of Apple gift cards, iTunes gift cards and an Apple iWatch.

Lance closed the convention by thanking all sponsors for their efforts. Guests finished their desserts, talked among themselves and danced to the wonderful band. Many gathered their auction winnings and then proceeded to the "Area 51" Hospitality Room where the merrymaking continued on into the evening.

With the ending of the 38th Annual FRVTA Convention, attendees left that unknown future frontier behind, now armed with the knowledge gained to blast off with future sales success over the coming months and years during a time of great RV Industry growth and sales.

Mark your calendars now for next year's 39th Annual FRVTA State Convention as we band together at the beautiful Wyndham Grand Orlando Resort Bonnet Creek, a Disney Gateway Hotel, September 5-8, 2019. Go RVing!



Thank You to Our 2018 Convention Sponsors

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Introducing Rob Cochran—New FRVTA President

Rob Cochran is the newly elected State President of the FRVTA, having won the election at the recent September convention. Born in Rhode Island, Rob has spent most of his life just south of Orlando in the St. Cloud area.

He says he learned the importance of customer service at an early age. “My dad owned a gas station, so I grew up taking care of customers.” During that time, he also discovered an aptitude for working with mechanical things. “We lived on a farm, so I learned to fix everything by necessity.

“In 1983, right out of high school, I applied to work at Camping World – it was only parts and service back then – and I went right to work in the RV Industry, and I’ve been in it ever since.”

After a couple years at Camping World, he moved to a dealership, starting as a tech and later becoming shop foreman, service manager, and then parts and service manager. In 1996, he started Camping Connection, an RV parts and service center that he later sold in 2016.

Rob’s motivation for joining the FRVTA was the free training available for his service techs. Soon, though, Rob discovered that the

Association had much more to offer. “I started attending the local meetings and realized it provided great information and great mentors. The Association was a great source of knowledge and relationship-building.”

He says he was quickly elevated to president and director within the region, putting him on the board of directors, where he sat for the better part of 10 years. Then he made a run for the state board and got elected. He served as secretary for two years and then treasurer for two following years. His desire to serve multiple terms as an officer exemplifies his devotion to the FRVTA and he values his involvement.

“There’s the side of giving back to an industry that has given so much to me,” he says. “The other side of that is having the information, the contacts, the mentorship, the guidance. Those things are just immeasurable. It’s helped me grow as a businessperson and a person.” He believes the ability to learn from others is the biggest benefit of FRVTA membership.

Rob uses the phrase “all inclusive” to describe his leadership style. He believes everybody brings something to the table and everybody has value “so really

understanding how to help them allows them to help you. The biggest thing is really listening and allowing others’ talents to come through. If you can assemble the proper team, then the rest becomes easy.”

The newly elected president is still considering the issues he will focus on, but says education will be one of them. “I’ve been the education director for some time, so first and foremost is education. I’d like to see us move into more of the technology realm. I think that’s an area where we have an opportunity to improve – to take current technology and apply it to our present processes and see if we can create efficiencies through technology.

“In addition, I’d like to work with our staff to lay a path for the future of the Association and make sure we have a solid plan moving forward. The FRVTA staff is absolutely fantastic, so it’s hard to come in and make a whole lot of changes because you’ve got such a talented group there that function so well. At the same time, I think there are additional opportunities to apply new technology.”

Rob also believes that ensuring a strong future for the FRVTA means staying relevant to members’ needs. By this

he means understanding their needs and recognizing what is of value, and then making sure the Association is in a position to provide it. That, he adds, is what retains current members and gains new ones.

He believes strongly that the biggest attraction for RV ownership is the freedom it offers to people with varied lifestyles and interests. “It’s not just snowbirds or family campers. It’s everyone from motorcycle enthusiasts to outdoor enthusiasts – even home-schooled kids. It’s the freedom to take your home or vacation anywhere you want it to be.”

Rob is currently the managing director for Cody Talbert Distribution, but even with all of his job responsibilities, as well as his commitments to the FRVTA, he still finds time to get away from his own day-to-day.

“I just recently took a camping trip to Tennessee and met new people. Community is everything and if you’re in an RV, there’s probably a like-minded group around you. Whether it’s camping at a campground or going to an event, people with common interests can get together and share stories and community.”





LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

Florida Voters Face Crucial Election

While the nation typically follows Florida politics, our midterm elections are symbolic of the national divide this year more than ever before. The Florida U.S. Senate seat is considered to be one of the 10 most competitive and expensive this fall, and its outcome could determine

(R) was drastically outspent in his primary, but with the full weight of President Trump behind him, he won handily.

Both Desantis and Gillum are 39 years old with young families, but that is where the similarities end. This marquee match-up of polar opposite views sums up the political divide throughout America and reflects the conflict of America's political future.

In the Attorney Generals race, state Rep. Sean Shaw (D) faces Judge Ashley Moody (R). Like Gillum, Shaw, a trial attorney, makes history as the first African-American nominee for attorney general in state history. Expect gun rights and President Trump to factor heavily in this race.

State Rep. Matt Caldwell (R) will face lobbyist Nikki Fried (D) for Commissioner of Agriculture, where medical marijuana and environmental issues like red tide and algae will be at the forefront. CFO Jimmy Patronis (R) maintains a significant advantage over his Democratic challenger, Jeremy Ring, both financially and in the polls.

The first round of absentee ballots will start populating mailboxes in coming days for what may be the most contentious and expensive statewide elections in Florida state history. In a year where the nominees' ideological differences are so great, it is critical to protect our interests as a trade organization both by supporting the PAC fund and getting to the polls.

With the Senate seat, the Governor, Cabinet, state house and senate seats, along with possibly 13 constitutional amendments and your local races all included, the ballot itself will be extra-long. This, combined with the national attention, may make for a late election night for officials, campaigns and voters alike.

which party controls the majority of the Senate. Further, the gubernatorial race is being portrayed as a referendum on President Trump and a preview of the 2020 presidential election.

Gov. Rick Scott (R) is running against incumbent Sen. Bill Nelson (D) for the United States Senate seat. Similar to Gov. Scott's past elections, this one is extremely close in the polls. While it previously appeared Gov. Scott might have an easier race this year, the surprising results in the Democratic races down ticket may have a greater impact than expected.

While only capturing 35% of the overall Democratic vote, Tallahassee Mayor Andrew Gillum won the nomination for Governor. With support from Bernie Sanders, George Soros and Elizabeth Warren, Gillum represents the progressive left side of the party, and is a vast departure from past Democratic nominees. Gillum is also an historic pick, as he is the first African American to win a major party gubernatorial nomination in Florida history.

On the Republican side, U.S. Congressman Ron DeSantis



2018 RV Dealers Convention/Expo Dates Set

The dates are set for the 2018 RV Dealers Convention/Expo, November 5–9, at Paris on the Las Vegas Strip. This is the premier education event of the year for North American RV Dealers and dealership professionals.



The convention is sponsored by RVDA – The National RV Dealers Association, RVDA of Canada and the Mike Molino RV Learning Center.

The RVDA Convention/Expo Committee, chaired by Chris Andro of Hemlock Hills RV Sales, is engaged in developing a diverse lineup of workshops and networking events that will enrich dealers and their personnel to build on an expanding market.

The event will also feature the Solution Center, an expo of the RV Industry's leading companies offering products and services to help dealers improve profitability. For more information on becoming an exhibitor at the premier education event for RV Dealers, visit our convention website at www.rvda.org/convention/exhibit. Companies interested

in partnership and sponsorship opportunities can contact Julie Newhouse at (703) 364-5518 or send an email to jnewhouse@rvda.org.

Visit www.rvda.org/convention for regular updates as the convention approaches. Receive convention news on LinkedIn, Twitter, Facebook, and the RVDA mobile app available for Android and Apple devices.–RVDA

Land 'N' Sea Distributing takes RV Dealer Trade Show to Las Vegas

Land 'N' Sea Distributing, Inc., based in Pompano Beach, recently announced that their RV & Marine Dealer Trade Show will be held October 18-19 at the South Point Hotel & Casino in Las Vegas, Nevada. This is the only one of their four marine shows that will have a RV presence.

Land 'N' Sea Distributing is expanding their Las Vegas marine dealer show to include RV products and customers following their 2017 show at which they tested combining both marine and RV products. It was so successful that they are expanding their RV offerings with over 300 vendor booths in over 80,000 square feet of exhibit space.

"This is a great opportunity for dealers to see new products, interact with factory personnel, take advantage of the best pricing, cash spiffs and chances to win an expense paid vacation in 2019. This isn't just a trade show, it's an industry event," said Tom Schuessler, president, Land 'N' Sea Distributing. "The cross platform of RV and marine products together allows for so many more buying opportunities for a dealer to grow their sales not only in RV, but to enter new products categories in recreation."

Land 'N' Sea Distributing offers 18 distribution centers across the US and Canada. Dealers should contact their sales representatives for further information on this event. —news release

Premier Boat & RV Storage Completes Expansion

Premier Boat & RV Storage, located off Interstate 95 and State Route 16 near the St. Augustine Outlet Mall, has completed its first expansion, adding 122 new storage spaces for a total 204 that are now available for boat and RV owners.

"The first phase of our storage facility was completely booked almost immediately after we opened in 2016," said owner Joe Melville. "We immediately began expansion plans, adding an additional seven acres of storage for boats and RVs. Our facility now covers 10 acres."

The new spaces all have optional metered 20-amp electricity available.

The storage facility offers indoor, outdoor and covered storage spaces for boats and RVs, providing a state-of-the-art security system as well as all-concrete storage spaces with asphalt travel ways.

People can rent month-to-month with the price dependent on the size of the space needed to accommodate their boat or RV. All amenities at the facility are included in the monthly rent, whether they want to store inside the building, under the covered area or in the open area on the secured lot.

With all the baby-boomers and the younger crowd now buying RVs and sales on their way up, Melville says he believed there would be a real need for a first-class, user-friendly storage facility.

"People who invest a lot of money in a boat, travel trailer or motor home want to store them on concrete, not in the grass, on sand or on a gravel lot," he explained. —news release



NEW MEMBERS

OLDE BEAU LUXURY MOTOR-COACH RESORT

Barry Poole
PO Box 41
Sparta, NC 28675-0041
PH: 919-724-1957
www.oldebeaumotorcoach.com
mrsbarrypoole@gmail.com
Campground, Region 10

JUICE PLUS

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404 S Garden St
Lake Mills, IA 50450-1805
PH: 641-590-1577
www.donnafjelstad.juiceplus.com
juicepdf@wctatel.net
Supplier, Region 10

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

MEETING DATES



Region 1 • October 11 • Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda

Region 2 • October 10 • PGA National Resort & Spa Members Club • 400 Ave of the Champions • Palm Beach Gardens

Region 3 • October 9 • Rusty Pelican • 2425 North Rocky Pointe Drive • Tampa

Region 4 • October 10 • Tony Roma's • 8560 International Dr • Orlando

Region 5 • NO Meeting

Region 6 • NO Meeting

Region 7 • October 23 • Braised Onion • 754 NE 25th Ave • Ocala

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

NEED REGION 6 DATE



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

