

FRVTA News



OCTOBER 2019

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY

HURRICANE FORCES FRVTA CONVENTION CANCELATION

The Florida RV Trade Association was forced to cancel its annual convention due to the uncertainties surrounding Hurricane Dorian as it remained stationary off the state's southeastern coast battering the northern Bahamas Islands.

"With the damage already done by this deadly storm and the uncertainty of the path over the next 24 hours, we decided this was not the time for a celebration," said Rob Cochran, FRVTA President. "We have had to cancel conventions in the past so I know our members and sponsors will understand that it's better to err on the side of caution. Also it will make next year's convention twice as fun!"

FRVTA has only had to cancel two other conventions due to hurricanes over 39 years. The most recent was in 2017 when Hurricane Irma forced the cancellation of the Sawgrass convention in Ponte Vedra south of Jacksonville.

"We've been very lucky over the years," said FRVTA Executive Director Lance Wilson. "Regretfully, we have decided to cancel our annual convention due to the uncertainty of the effects of Hurricane Dorian. Our first concern is the safety of our members and guests. Asking them to travel during this time seemed foolish. Our prayers are with the people of the northern Bahamas and all those suffering from this very unusual storm. We thank all our members for their continued support and encourage them to lend a hand in the aftermath."

The 39th annual convention was to have been held at the beautiful Wyndham Grand Orlando Resort Bonnet Creek, September 5, 6 and 7. Unfortunately, Mother Nature had other plans!

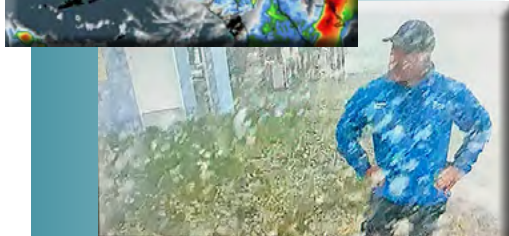
Hurricane Dorian grew from a small tropical storm over Puerto Rico into a monster Category 5 destructive tempest with sustained winds over 175 miles per hour and gusts over 200 miles per hour. It hovered over the northern Bahamas for over 36 hours before slowly inching away and declining to a still strong Category 3 storm.

Airports up and down the east coast were closed, including Fort Lauderdale, West Palm Beach and Orlando. Coastal residents and tourists who had hoped to enjoy the long Labor Day weekend evacuated as quickly as possible as Gov. DeSantis declared an emergency for all Florida counties.

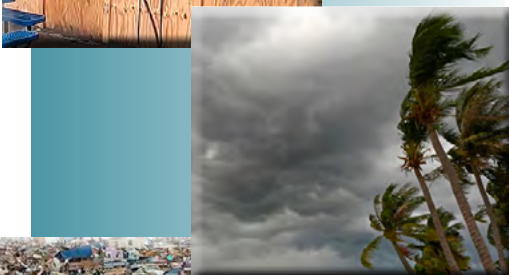
FRVTA Marketing Director Dave Kelly echoed Lance's sentiments on the convention's cancellation. "We certainly didn't take this action lightly," he stressed. "But with the airport closings and the uncertainty of the storm's track, this was the prudent thing to do."

Refunds for convention fees will be made by the FRVTA as things return to normal. The hotel did allow room cancellations without penalty due to the storm's impact.

The next FRVTA conclave is set for September 10-13, 2020 as we return to the beautiful Marriott Sawgrass Resort in Ponte Vedra just south of Jacksonville. As many know, this was the site of the 2017 get-together that ultimately was canceled due to Hurricane Irma! Maybe the second time will be the lucky charm—stay tuned!



DORIAN'S OUTER BANDS REACHING FLORIDA'S COAST
NHC: Dorian will move "dangerously close" to Florida's east coast late today.



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Tom Wegge
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PRESIDENT'S MESSAGE...

Another Convention Storms Away!

I'm saddened that we have, once again, had to cancel the another convention due to an approaching hurricane. Not knowing when, if, and to what extent the storm would affect the state, we made the last minute call to pull the plug.

Fortunately, the storm stayed off the coast and the weather cleared for the weekend, but we knew preparations were in progress and we feared many would be without power in the coming days.

I'm grateful we were spared the potential damage and my heart goes out to those in the Bahamas who lost lives and property. Please keep them in your prayers as it will certainly be a long road to recovery for many.

My biggest regret for missing convention is being able to visit with all the members I only get to see at our annual gathering. I've created friendships over the years with many of you who are outside of my region. It's my one chance to speak with you one-on-one and see how your business is doing, and obtain some feedback on how the Association is helping you succeed.

Please know I am always available to chat or discuss how the FRVTA can help you and your business. Please feel free to reach out to me anytime to discuss business, or connect with me on Facebook if you want to see the fun side of Rob Cochran!

Next year's convention is already being worked on and fun will be plenty in 2020! We'll make sure to get location and detail announcements out early so you can plan ahead.

It's truly my pleasure to serve as your president and I thank you for your continued membership and dedication to this industry. I wish you a fruitful October as we once again prepare for our northern friends to return.

Until next time,

ROB COCHRAN
FRVTA State President



(l to r) JOEY SCHNEIDER, Secretary; BRIAN COPLEY, Vice President; NELDA IACONO, Chairman of the Board; ROB COCHRAN, President; and TOM WEGGE, Treasurer

When Hurricane Dorian forced the cancellation of the 2019 FRVTA State Convention, the annual elections for your State Officers did not take place. Following a mid-September Board of Directors conference call, it was approved via acclamation that all existing officers were to be re-elected to serve a second term. **Congratulations!**

2019 – 2020 FRVTA SHOW SCHEDULE

Jacksonville Fall RV Show

OCTOBER 10 – 13, 2019
 Clay County Agricultural Fair
 2493 State Road 16 West
 Green Cove Springs, FL 32043
NEW LOCATION
 2018 Attendance – 4,639

Panhandle RV Show

OCTOBER 24 – 27, 2019
 Emerald Coast Convention Center
 1250 Miracle Strip Pkwy SE
 Ft. Walton Beach, FL 32548
 2018 Attendance – Canceled
 2017 Attendance – 3,704

Tampa Bay Fall RV Show

NOVEMBER 7 – 10, 2019
 Florida State Fairgrounds
 4800 US Highway 301 North
 Tampa, FL 33610
 2018 Attendance – 7,761

West Palm Beach Fall RV Show

NOVEMBER 14 – 17, 2019
 South Florida Fairgrounds
 9067 Southern Blvd
 West Palm Beach, FL 33411
 2018 – Attendance – 4,428

Fall Clean Sweep RV Show

DECEMBER 6 – 8, 2019
 CenturyLink-Lee Co. Sports Complex
 14400 Ben Pratt Six Mile Cypress Pkwy
 Fort Myers, FL 33912
NEW LOCATION
 2018 Attendance – 1,721

FLORIDA RV SUPERSHOW

JANUARY 14 – 19, 2020
 Florida State Fairgrounds
 4800 US Highway 301 North
 Tampa, FL 33610
 2019 Attendance – 74,286



Fort Myers RV Show

JANUARY 23 – 26, 2020
 Lee Civic Center
 11831 Bayshore Road
 Ft. Myers, FL 33917
 2019 Attendance – 10,520

Jacksonville RV Show

FEBRUARY 6 – 9, 2020
 Jacksonville Equestrian Center
 13611 Normandy Blvd
 Jacksonville, FL 32221
 2019 Attendance – 7,923

West Palm Beach RV Show

FEBRUARY 20 – 23, 2020
 South Florida Fairgrounds
 9067 Southern Blvd
 West Palm Beach, FL 33411
 2019 Attendance – 7,536

Ocala RV Show

FEBRUARY 27 – MARCH 1, 2020
 Florida Horse Park
 11008 US Highway 475 South
 Ocala, FL 34480
 2019 Attendance – 6,781

SuperSaver RV Show

APRIL 2020 (final dates TBD)
 CenturyLink-Lee Co. Sports Complex
 14400 Ben Pratt Six Mile Cypress Pkwy
 Fort Myers, FL 33912
 2019 Attendance – 2944

Tampa Bay Summer RV Show

JUNE 18 – 21, 2020
 Florida State Fairgrounds
 4800 US Highway 301 North
 Tampa, FL 33610
 2019 Attendance – 6,103



LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

Florida Legislative Session Getting Organized

While we are just entering fall of 2019, the 2020 Legislative Session is quickly approaching. The official start of the 60-day session is January 14, 2020. However, the committee week process commences this fall.

Because of the special elections held throughout 2019, House Speaker Oliva has shuffled the transportation committee members slightly. However, the Panhandle maintains their hold on key leadership positions. Jay Trumbull is serving as chair of the Transportation and Tourism Appropriations committee and Brad Drake as chair to the Transportation and Infrastructure Subcommittee. *Full committees are as follows:*

Transportation and Tourism Appropriations

JAY TRUMBULL (chair)
 BRAD DRAKE (vice chair)
 BARBARA WATSON (ranking member)
 DAN DALEY
 BOBBY DUBOSE
 ELIZABETH FETTERHOFF
 JOE GELLER
 BLAISE INGOGLIA
 TOM LEEK
 ANTHONY RODRIGUEZ
 DAVID SMITH
 CYNDI STEVENSON

Transportation and Infrastructure Subcommittee

BRAD DRAKE (chair)	STAN MCCLAIN
THAD ALTMAN (vice chair)	TOBY OVERDORF
GERI THOMPSON (ranking member)	BOBBY PAYNE
JAMES BUCHANAN	TINA POLSKY
MIKE CARUSO	MEL PONDER
FENTRICE DRISKELL	RICK ROTH
DIANNE HART	CHARLIE STONE
ADAM HATTERSLEY	ARDIAN ZIKA



Gov. DeSantis and the Legislature delivered on their promise that the environment, and transportation and infrastructure would be top priorities for the 2019 session in order to build Florida's economy.

The 2019-2020 budget included more than \$625 million for the protection and restoration of the Everglades and the protection of water sources. \$9.7 billion was provided for the State Transportation Work Program. Both of these issues are long-term economic pillars that will require continued support for Floridians and visitors alike to enjoy the natural beauty of our state.

While transportation issues are debated in Tallahassee, there are several important opportunities for our members to be a vital part of the discussion. To protect our interests as a trade organization, we must educate our local representatives about the industry's impact to the state, as well as support the PAC Fund. Many of those whom we have supported politically early in their careers have now ascended into leadership positions and are our champions. It is vitally important to maintain this practice for the leaders of tomorrow.

Florida RV Parks Unharmed by Hurricane Dorian

The vast majority of Florida's RV parks and campgrounds, with the exception of some on the Northeast and Central Atlantic Coast, are currently open and operating as normal, according to the Florida Association of RV Parks and Campgrounds (FARVC).

"It appears as though Florida got very lucky this time," said Bobby Cornwell, president and CEO of FARVC, which hosts www.campflorida.com. "Our prayers and thoughts go out to all the families in the Bahamas who suffered the worst of this storm."

Fortunately, Dorian continued to head northeast out into the Atlantic, finally making a brief landfall on North Carolina's Cape Hatteras before heading north towards Nova Scotia in Canada.

Florida had issued evacuation orders for low-lying and flood prone areas in many counties along the Atlantic Coast as Dorian approached.

In total, Cornwell estimated that about 35 to 45 parks were temporarily affected by the evacuation orders, but these RV parks reopened fairly quickly once the storm passed.—news reports





TRAINING NEWS • by Jim Carr, Training Director

Running a Successful Shop Meeting

I read this interesting article from the Recreation Vehicle Dealers Association (RVDA) and thought it would provide all members (dealers and non-dealers alike) with an interesting perspective on running a successful and fruitful meeting.

Well-run shop meetings can help make the difference between a profitable service department and one surrounded by utter chaos.

Make sure your meetings are productive with these 10 tips.

1. **Never criticize an individual publicly.** If you do, they're likely to walk away thinking, "The boss is a jerk" instead of reflecting on their behavior and looking at ways to improve it. Pointing out bad behavior or results — and then coaching them on how to correct it — should always be done in private. This way, the only thing in question is the person's behavior and not his or her relationship with the boss.
2. **Involve as many team members in the meeting as possible.** It makes everyone feel important and in the loop, and it adds fresh perspectives. The more people who participate, the more they'll hold each other accountable after the meeting. Some stores have found it works best to split the team into two groups so one can meet while the other runs the business. Others prefer to hold the meeting after hours or during lunch.
3. **Plan what you want to accomplish.** Fill in this sentence: At the end of this meeting, the participants will be able to _____. Maybe you want them to understand something, learn something, or share solutions. Having a clear goal helps keep the meeting focused.
4. **Set a time frame. A meeting doesn't have to be long to be effective.** Sometimes it's better to do shorter, highly targeted meetings of a half-hour or less. This helps focus the discussion on positive, forward-moving solutions instead of allowing it to turn into a free-for-all venting of frustrations.
5. **Take charge.** The person running the meeting is responsible for keeping the time, content and participation rolling. It's also up to you to give participants a way to gripe or complain in a way that doesn't negatively affect the meeting. This can be as simple as bringing a stack of blank 3 x 5 cards and asking everyone to write down their comments "in the interest of time." This one best practice can keep the meeting on track.
6. **Focus on what the employees are thinking.** Play devil's advocate with your own material. How do you think your team members will respond to it? What do you think they'll say about it to each other after the meeting? Speak right to the elephant in the room and it will lose its power. Be the first to bring it up. Ignore it and it will derail your success.
7. **Use a participant guide.** Even if it's just one page that outlines what the meeting will cover and provides space for employees to take notes, it will help keep the meeting on task and accelerate the learning. When people write something down, they're so much more likely to remember it and use it. A participant guide helps the presenter feel prepared and the participants clear on why they're there.
8. **Use visuals when possible.** Keep an eye out for topical cartoons, motivational videos, news stories, or examples that you admired from another business or training program to help support your meeting objective. Good visuals make your meetings more interesting, and examples always help to clarify goals.
9. **Ask open-ended questions.** Rather than telling a group how something should be done, it's better to ask questions that get them to say what needs to happen: How do you think we can solve this issue or do better with this situation? If they come up with the answer, they take ownership of it. This works better than having a frustrating meeting arguing with your team and pulling teeth.
10. **End on a good note.** Meetings should be as productive and positive as possible, but you're bound to have occasional tense moments discussing challenging issues. No matter how heated it got, always close a meeting in an upbeat way. You can do this by asking everyone to share one thing they're going to work on as a result of the session or by thanking everyone for their participation, truthful perspective and ideas. If you let employees know you care and make them feel valued, it will keep them looking forward to the next meeting.

By Valerie Ziebron, the founder of VRZ Consulting, which focuses on dealership CSI and profitability. She will present "Service Scheduling and Workflow Best Practices" and "Shop Talk: Mastering Communications Inside Service" at the 2019 RV Dealers Convention/Expo at Caesars Palace Las Vegas on Wednesday, November 13.



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

For the Record

As you know, records are important for many reasons. Maintaining certain records of your sales and finance activities are necessary for you to properly manage your dealership. These records also are required to be

retained by federal and state laws. Laws not only require you to retain certain records for certain periods of time, but there is a law that tells you how to properly dispose of those records.

But first, I want to provide you with an overview of several record retention requirements:

- **Division of Motorist Services (DMV)** – Records must be kept for a period of no less than five (5) years. Records may be kept in electronic or paper form. [s.320.27\(6\), 320.771\(9\)](#) Electronic Filing System (EFS) Record Retention – EFS-02
- **Office of Financial Regulation (OFR)** – Retail Installment Sales Contracts, books, accounts, other records – two (2) years after final entry therein ([s.520.997\(3\), F.S.](#))
- **Department of Revenue (DOR)** – A partial listing of records for major tax audits such as sales and use tax and corporate income tax includes: Federal income tax returns, Florida tax returns, Depreciation schedules, General ledgers and journals, Property records, Cash receipt and disbursement journals, Purchase and Sales journals, Sales tax exemption or resale certificates and Documentation to verify amounts entered on tax returns. You must keep your records for three (3) years since an audit can extend back that far. The Department may audit for periods longer than three years if you did not file, or if you filed a substantially incorrect return or payment. [Click here](#) for more information about sales and use tax audits.
- **IRS 8300 Form** – A business should keep a copy of every Form 8300 it files and the required statement it sent to customers for at least five (5) years from the date filed. [Click here](#) for more information.
- **Credit Applications, Reports, Adverse Action Notices, etc.** for a period of 25 months. [Click here](#) for “Regulation B”

After the required record retention period has elapsed, you may either dispose of these records or save them in an electronic format. State and federal laws allow you to retain records in an electronic format for the required

retention period.

If you are not already doing this, you may wish to consider it. It has several advantages: you eliminate the need for storage space (some of you are maintaining records in a warehouse); you reduce the risk of having the records destroyed due to hurricanes, flooding, fire and theft; and, if your records are stored electronically, you may safely maintain them in a secure fireproof and waterproof safe or you may store the information on the cloud with adequate backups in place.

After you have had your records scanned (either inhouse or by an outside vendor), you may dispose of the paper records. But when it comes to records regarding credit reports and credit applications, you must follow the requirements of the Disposal Rule, which falls under the federal Fair Credit Reporting Act (FCRA). The Disposal Rule requires that paper records must be burned, pulverized or shredded. If you are disposing electronic records, they must be destroyed or erased. Although this Rule applies to consumer reports (credit reports), it would be wise to follow the same guidelines for destroying other types of records.

There is one caution I wish to offer with regard to electronic records. When I conduct compliance reviews at dealerships, I sometimes must look at electronic records instead of the paper records, which have already been destroyed. Some of those electronic records are not legible and would therefore not meet the requirements of the various record retention laws.

So, if your staff is scanning records or if an outside vendor is doing so, it would be wise to have someone conduct regular checks on the quality of the electronic records. After all, they won't do you much good if they can't be read!

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.

2019 RV SALES DECLINE OVER FIRST 7 MONTHS

The overall U.S. motorized market incurred a 16.1% year-over-year sales decline for the first seven months of 2019 as both Class A and Class C markets registered double-digit retail sales declines.

According to the latest report from Statistical Surveys Inc. (SSI), Thor Industries Inc. was the motorized sales leader during the period with a 40.5% market share, ahead of Forest River Inc. with 22.7% and Winnebago Industries Inc. at 12.9%.

For Class A motorhomes, the market was down 15.5% through July as Thor led the segment with a 34% market share. Tiffin Motorhomes Inc. held the No. 2 spot with a 15.5% share of the market followed by Forest River Inc. with 14.8%.

Class C sales retreated 16.5% for the seven months with Thor again leading this category holding a 45.1% market share, followed by Forest River at 28.3% and Winnebago Industries Inc. with 13.9%.

Class B motorhome sales, however, showed a year-over-year sales edge up 3.4% for the first seven months of 2019. Through June, Winnebago led this category, owning a 40.4% market share, while Erwin Hymmer N.A. captured a 23% share and Forest River Inc. garnered 13.6%.

Like their motorized cousins, year-over-year towable retail registrations slid 7.7% for the first seven months of 2019. Statistical Surveys Inc.'s latest report through July showed:

- Sales for the travel trailer segment dipped 9.4%.
- Fifth-wheel registrations declined 9.4%
- Folding camping trailer sales fell 12.8%
- Park model RV sales slid 7.5%

Thor was the towable sales leader for the seven months with a 45.7% share of the market, ahead of Forest River Inc. owning a 37.2% share and Grand Design RV Co. showing a 7% share.

By segment, Thor was first in travel trailers through July with a 45.6% market share, followed by Forest River registering 9.3%. Thor led fifth-wheel sales with a 50.9% market share, with Forest River capturing 26.6% and Grand Design at 15.3%.

In folding camping trailers, Forest River led the category for the first seven months with a 73.4% market share while Columbia Northwest/Aliner Inc. garnered a 10.6% share and Thor captured a 5.9% share.

Skyline Champion led the park model segment through July with a 29.1% market share, followed by Kropf Industries Inc. (21.8%) and Cavco Industries Inc. (14.1%).

Statistical Surveys Inc. shows park model RV sales slid 7.5% through July, with Skyline Champion leading this segment through July with a 29.1% market share, followed by Kropf Industries Inc. with 21.8% and Cavco Industries Inc. at 14.1%. —RVBusiness



RV Learning Center Accepting Applications for 2020-21 Spader Leadership Development Program

The Mike Molino RV Learning Center is accepting applications for the 2020-21 Duane Spader Leadership Development Scholarship. This scholarship honors the RV Industry service of Spader Business Management founder Duane Spader, a past chairman of RVDA and a champion of life-long learning.

Spader offers the Leadership Development Scholarship annually to give one current or future leader the opportunity to participate in the program. In addition, the Learning Center and Spader partner to deliver training targeted at Young Executives in the RV industry.

This is an 18 to 24-month program for current and future leaders that involves five three-day sessions. In between sessions, participants will put what they've learned to work in their dealership and track results of those efforts through assignments and one-on-one sessions with a Spader coach. The recipient will be selected shortly after the application deadline in ample time to prepare for the first session that takes place January 14-16, 2020 in Fort Lauderdale.

The deadline for scholarship applications is October 7, 2019. The recipient receives full tuition valued at \$14,875 to attend the 18 to 24-month Spader Leadership Development Program. The recipient will only be responsible for travel expenses. In addition, applicants must be an employee of an RVDA dealer member.

[Learn more and download an application form](http://www.spader.com/training/leadership-development-program) at the RV Learning Center website. Go to www.spader.com/training/leadership-development-program for additional details about the Leadership Development Program and to view an informational webinar presented by David Spader, the program's lead instructor. Please contact Karin Van Duyse with any questions at 703-591-7130, x108, or kvanduyse@rvda.org. —RVDA





A Dual Strategy to Increase RV Camping

Editor's Note: The following column by Recreation Vehicle Dealers Association (RVDA) President Phil Ingrassia, appeared in a recent issue of RV Executive Today. It examines the RV park and campground industries' efforts to increase the number of available camping sites.

For several years, the RV Industry has been concerned about the lack of new RV park and campground private and public camping sites. But there is mounting evidence that the tide may be shifting within both the private and public sectors. As Ben Quiggle, editor of Woodall's Campground Management magazine, pointed out recently, there's been a spike in new RV park and campground development.

My own inbox is full of news releases touting private RV parks and campground openings from Vermont to Missouri to Oregon, and just about everywhere in between. I asked David Basler, the National Association of RV Parks and Campgrounds (ARVC) vice president for membership and marketing, if this was just anecdotal evidence of additional campsite inventory or a real trend for the industry.

Basler told me the RV park and campground sector is experiencing the most expansion and ground-up growth it's seen in two decades. "We know of at least 20 new corporately-owned parks being built in seven states across the country from California to North Carolina," he said. "These parks average more than 500 sites each, equating to more than 10,000 new sites entering the available market in the next 12 to 18 months."

In addition, Basler said hundreds of ARVC-member privately-owned RV parks and campgrounds are purchasing new land or taking advantage of land they already own to

expand their businesses, adding thousands more sites. "With the nature of the current economy, we expect to see this trend of significant growth to continue in the coming year," he said.

On the public sector side, RV overnight stays at National Park Service (NPS) campgrounds have declined from 4.5 million in the 1980s to 2.5 million in 2018, which is extremely disturbing considering the growth in RV sales in recent years.

During RVs Move America Week in Washington this past summer, RVIA, RVDA, ARVC and other allies urged members of Congress to support increased federal investment in campground modernization and expansion on public lands. The federal land agencies need to encourage federal land agencies to use volunteers, partnerships and concessioners more frequently to reverse the decline of RV camping nights.

Through the Restore Our Parks and the Restore Our Parks and Public Lands Acts (S. 500/H.R. 1225), Congress and the agencies can implement innovative solutions to address the deferred maintenance backlog on federal lands, which in turn will expand and improve federal campgrounds.

It's important to note that this isn't just asking for a handout from taxpayers. Federal campgrounds are sound investments that generate essential revenue for federal land agencies.

Private and public RV parks and campgrounds are essential for the health of the RV Industry, and in a time of unprecedented demand, it's encouraging to see progress being made on both fronts.



Floridians Optimistic About Economy

Fears of the economy drifting into a recession could be overblown — at least in the opinions of some Florida small business owners. The fifth annual Small Business Forecast from First Citizens Bank shows that Sunshine State entrepreneurs have increased levels of confidence and optimism, in both the short- and long-term economy. Business owners also have higher levels of growth expectations for their own companies in the remainder of 2019 and into 2020.

In total, every economic environment question posed to Floridians on the survey, conducted online earlier this year, posted some kind of increase or higher level than the 2018 survey. The survey included business owners in four other states.

Examples of Florida's optimism include:

- Eight in 10 respondents in Florida are either very or somewhat confident their businesses will grow in the remainder of the year. That's up from 73% in 2018, and higher than each of the other states by at least three percentage points. South Carolina actually dropped 7% year-over-year in that category.
- More than seven in 10 Floridian respondents, 73%, answered very or somewhat confident to the question of "how confident are you in the overall U.S. economic conditions in 2019?" That's up from 60% in 2018 and tied with California for highest survey response.
- In projecting the environment two to three years out, the survey shows 71% of Floridian business owners are very or somewhat confident about economic conditions, up from 60% in 2018.
- In one of the biggest confidence boosts of the survey, 81% of respondents in Florida say they plan to grow sales in the next six months to a year. That's up from 59% in the 2018 survey.
- Nearly three-fourths of the respondents, 73%, say Florida is a great place to start a business, up from 69% in 2018.

—Business Observer

NEW MEMBERS

CRAFTSMEN ELECTRICAL SERVICES

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Cocoa, FL 32927-4801
PH: 321-632-0525
FAX: 321-632-4090
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Service, Region 4

BATTLE BORN BATTERIES

Dianne Fernandez
1355 Greg St, Ste 101
Sparks, NV 89431-6087
PH: 775-622-3448
TOLL FREE: 855-292-2831
Website: www.battlebornbatteries.com
Email: info@dragonflyenergy.com
Supplier, Region 10

EDWARD JONES

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3578 Saint Johns Ave
Jacksonville, FL 32205-8446
PH: 904-379-3746
FAX: 888-664-8419
Website: www.edwardjones.com
Email: chance.owen@edwardjones.com
Finance, Region 6



A note from a scholarship recipient...

Dear Florida RV Trade Association,

I write this letter of thanks with extreme gratitude. My name is Ashton Connor and I was a 2009 FRVTA Scholarship recipient. It is because of your generosity that I was able to focus on my studies so heavily throughout my college career. This was particularly important for me because the day I walked into freshman orientation, I was told, "Due to budget cuts, we're canceling your major program; you have two years to complete your bachelor's degree."

With your financial assistance, I was able to attend my dream school, Florida State University. This scholarship alleviated some of my financial burdens and allowed me to work fewer hours, which, in turn, allowed me to dedicate most of my time to school work.

I graduated in May of 2011 with my bachelor's degree in physical education at the age of 18. In July of that same year, I was hired at The Villages Charter School to begin my teaching career in August. At 27 years of age, I am now in my ninth year working at this high-performing elementary school.

I can say without a doubt that I chose the right career path and that I love my job. I laugh out loud at least once a day. Let's face it: kids are hilarious! I have also found success in my career and am recognized as one of Florida's Best and Brightest teachers with a "Highly Effective" rating.

I am truly thankful for you. Thank you for this scholarship, helping me achieve my dream of becoming a teacher and impacting our future. My goal has always been not to make a living, but to make a difference.

Sincerely,
Ashton Connor

MEETING DATES



Region 1 • October 3 • (SHOW DRAW) Twin Isle Country Club • 301 Madrid Blvd • Punta Gorda

Region 2 • October 10 • PGA National Resort • Member Club, 400 Avenue of the Champions • Palm Beach Gardens

Region 3 • October 8 • Westshore Grand • 4860 W Kennedy Blvd • Tampa

Region 4 • October 2 • Tony Roma's • 8560 International Dr • Orlando

Region 5 • NO MEETING

Region 6 • October 8 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville

Region 7 • October 22 • 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

