

# FRVTA News



SEPTEMBER 2020

MONTHLY NEWS CONCERNING  
FLORIDA'S RECREATION VEHICLE INDUSTRY



## *Open Letter to All FRVTA Members From Lance Wilson*

By the time this letter reaches many of you, I will already be retired from my position as the Executive Director of FRVTA. I have been privileged to have held this position for the last 27 years. Prior to that, my family had an RV Dealership and I had been involved with the Association for many years, serving as President and Chairman. Safe to say that I believed in the Association and its future!

I am writing today to say thank you to all the people who have been there for me during this great run! First and foremost, I want to thank my family. My wife Joy and I have been together since our senior year in high school. We just celebrated our 50th wedding anniversary together. She has been beside me every step of the way. I could not have accomplished what I have without her love and support.

Our three sons, Chris, Mark and Travis grew up in this industry and this Association. They are now married with wives and kids of their own, but are products of the family atmosphere that our Association has fostered over the years. I could not be prouder of the men that they have become.

Next, I want to thank all the members who have volunteered their time and energy to the Association over the years. They guided us to not only success as an association, but to a position as the leading State Association in this industry! The folks who have led your Association during my career have done a remarkable job and have made it such an honor to have served them. The names most of you would not recognize, but to me they are some of the most important reasons for the success of the RV Industry in Florida and beyond. I can't name them all here, but I hope they know how much I value their support and their friendship.

None of the success of this Association would have been possible without the very talented and dedicated staff that has been here for many years. David Kelly and Lesa Colvin have been here for almost 35 years! They, as well as Patty Flanagan, have formed the nucleus of our staff. Their hard work and drive are really the reason for our success. The rest of our staff has not been here as long, but are just as important to the overall success of your Association—Jerilyn Connetti, Ana Correia and Sharlene Nelson. They all work so well together. It has been an honor to have worked with these great people over the years. In many cases the head person gets pushed out front and gets credit, but this has really been a team effort. As you already know, Dave Kelly has been named the next Executive Director for FRVTA. I am so excited for him to guide your Association moving forward. He is the right person at the right time to lead this Association.

This Association has been very fortunate to have had expert people working on its behalf for over 20 years. Marc Dunbar as General Counsel and Jim Carr as our Education Director have served the Board and the members of this Association in an exemplary fashion for years. I can't really put into words what these two gentlemen have meant to me. They have been advisors, leaders, cheerleaders—but most of all they have been my friends. We could not have accomplished all we have done without them.

Marc, among many other things was responsible for getting our Dealer/Manufacturer legislation passed in one session of the legislature. This is the guideline for all RV Dealers in this state and a model for many other states. Jim is "the father of the FRVTA Distance Learning Network." His experience and knowledge have been the reason we are again the leader in Technician Education in the country. Thank you both.

*It is very difficult to do justice to everyone who has been a part of this magnificent journey I have been on for the last 27 years in just these few words. I can only close by saying thank you to all the members, leaders, staff, family and friends. It has been my honor to know and work with you all over this time. Now it is time for Joy and I to enjoy our time! I will miss you all.*

*Lance*



*Lance and Joy Wilson with their sons  
(l to r) Mark, Chris and Travis at the 2019  
RVIMH Hall of Fame induction ceremony.*

## STATE OFFICERS

PRESIDENT  
Rob Cochran

VICE PRESIDENT  
Brian Copley

TREASURER  
OPEN

SECRETARY  
Joey Schneider

CHAIRMAN OF THE BOARD  
Nelda Iacono

## REGIONAL OFFICERS

REGION 1  
Everett Henkel III - PRESIDENT  
Paul Graef - DIRECTOR

REGION 2  
Susan Squillace - PRESIDENT  
Sean Thompson - DIRECTOR

REGION 3  
Snow Chamberlain - PRESIDENT  
Deanna Pearce - DIRECTOR

REGION 4  
Ken Gifford - PRESIDENT  
Traeanne Reynolds - DIRECTOR

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

REGION 6  
Ken Loyd - PRESIDENT  
Rob Rothenhausler - DIRECTOR

REGION 7  
George Grimm - PRESIDENT  
Dell Sanders - DIRECTOR

George Lempenau  
CAMPGROUND DIRECTOR

Lyn Hart  
LEGISLATIVE AFFAIRS LIAISON

## OFFICE STAFF

David Kelly  
EXECUTIVE DIRECTOR

Jerilyn Connetti  
CONTROLLER

Lesia Colvin  
SHOW DIRECTOR

Patty Flanagan  
SHOW COORDINATOR

Ana Correia  
ADMINISTRATIVE COORDINATOR

Sharlene Nelson  
MEMBERSHIP COORDINATOR

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Riverview, Florida 33578  
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e-mail address: info@frvta.org  
website: www.frvta.org

## PRESIDENT'S MESSAGE...

### Reflecting on the Last Two Years

*As I sit here writing my last letter as President of the FRVTA, I am truly grateful for all the Association has meant to my family and me. Almost 20 years ago, so I could get additional training for my technicians. I started attending my local regional meetings and volunteered to step into a regional officer. The rest is history...*

*I will never forget my first convention when I found out what a fun bunch of folks worked in the RV business. Besides the fun, there were so many connections...so many experienced mentors ready to help a young entrepreneur find answers.*

*Beyond that, there was a family that looked after one another. There were (and still are) relationships that have grown into deep friendships that I will have for the rest of my life. I'll never forget how this Association and its members provided me support during some very difficult times, especially in the loss of my wife Kathy. In fact, it was at her celebration of life that I realized how many new friends we had gained over the years.*

*Many changes and challenges have happened in our industry over the last few years. Consolidation continues at a rapid pace with OEM's, dealers and suppliers. Social distancing has created a whole new way of life (some good and some bad!). A hurricane and a pandemic have left us without a convention for two years, and we welcome a new Executive Director to lead us into the future. I'm sure the next few years will feature its own set of challenges.*

*Things may change, but the FRVTA commitment to its members and its cause has not wavered.*

*As I move into the Chairman role, I hope to continue to be an asset to this Association and work closely with the incoming board to continue FRVTA's long history of success. I look forward to watching the new faces enter and usher us into the next era of the Sunshine State's RV Industry. I also want to thank everyone for their encouragement and support during my two years as President of this Association.*

Sincerely,

**ROB COCHRAN**  
FRVTA State President





## FRVTA State Elections Set for September via e-ballot *It's Your Chance to Make a Difference!*

*With the cancellation of the annual FRVTA State Convention, the election of FRVTA State Officers will take place via e-ballot. This will be sent to all members in good standing and in accordance with FRVTA By-Laws.*

*Your Nominating Committee has announced the following qualified candidates for office:*

**Brian Copley, President**  
**Joey Schneider, Vice President**  
**Ken Loyd, Treasurer**  
**Sean Thompson, Secretary**

*Qualified write-in candidates will be accepted via the e-ballot. For questions, please contact Nominating Committee Chairman Nelda Iacono, at (239) 693-8200, x-219 or the FRVTA State Office.*

### ARTICLE VI SECTION III

**VOTING:** Voting on all questions or issues submitted to a vote of the members, shall be done in such a manner as is determined by the person presiding at the meeting, or by a majority vote of the members. In connection with any secret ballot vote, the person presiding at the meeting where the vote is to be taken shall appoint two tellers to distribute, collect and count the ballots.

### SECTION IV

**PROXIES AND ABSENTEE BALLOTS:** There shall be no voting by proxy at any meeting of the FRVTA. Absentee ballots may be cast for the election of State Officers, which will be held at the Annual General Membership Meeting or Convention. It will be the responsibility of the Chairman of the Nominating Committee to see that absentee ballots containing the nominations for all officers are mailed to all voting members who have provided written notice that they will not attend the General Meeting.

All absentee ballots must be returned to the Chairman of the Nominating Committee in adequate time to allow the sealed votes to be presented to the teller prior to the voting at the General Meeting.

### ARTICLE VII SECTION II

**ELECTION AND TERM OF OFFICE:** All officers of the State shall be elected by a majority vote of the members present at the Annual Meeting except where previously noted. All officers will be elected to serve a one-year term of office. Any officer can be nominated for an additional term of office with no more than two (2) consecutive years being served in any one office. No member shall serve in the State Office of President, Vice President, Treasurer or Secretary unless they previously have served on the Board of Directors for a minimum of one year. Only an owner, corporate officer, sole proprietorship or its assigned designee is eligible to run for State Office.



2019-2020 FRVTA State Officers (l to r) JOEY SCHNEIDER, Secretary; BRIAN COPLEY, Vice President; NELDA IACONO, Chairman of the Board; ROB COCHRAN, President; and TOM WEGGE, Treasurer



## 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 by the end of August

## LEGISLATIVE UPDATE • by Marc Dunbar, Legislative Consultant

### August Primaries Over... Now on to November



While the national voter focus is on the contentious Presidential election coming up in November, Florida completed its statewide primary elections on August 18th. Turnout for the primaries was higher than anticipated, coming in just around 30 percent

throughout the state. More than 2.2 million Floridians had voted by mail as of Tuesday morning, a nearly 72 percent increase from the state's 2016 primary elections.

Primary elections for races at the local and federal level were on the line, and it was the first real test of the safeguards put in place to protect voters and pollworkers from COVID-19. Plexiglass barriers, social distancing and disinfecting were major priorities for county Supervisors of Elections. Very few problems occurred throughout the voting period, and Secretary of State Laurel Lee is hopeful the process will be just as smooth in November.

While we have just completed the primary elections, we know we will have some additional new faces in the Capitol. Three House members were unseated in their primaries, so they will not be returning to Tallahassee. They include Mike Hill (R) of Pensacola, Kim Daniels (D) of Jacksonville and Al Jacquet (D) of Riviera Beach.

The FRVTA PAC participated in 12 competitive primaries this cycle. Eleven of those 12 candidates that the PAC supported prevailed. Many of these do not have

competitive general elections and will become officials that already know and support our issues.

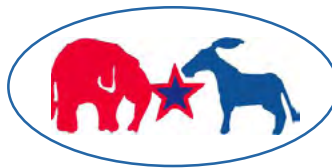
However, some of our champions in the last legislative session are still engaged in heavily competitive contests in the upcoming November election. Because of the importance of Florida to the national landscape, these races will remain competitive and costly.

Elizabeth Fetterhoff, our number one champion for RV-related issues, faces a rematch of her 2018 election. Fetterhoff won by the closest margin of any race, 59 votes. We are working hard to help her return to Tallahassee. Travis Hutson also faces a November challenger.

Other competitive seats up for grabs in the Florida Senate will determine whether Republicans can maintain its stronghold. Republicans are working hard to keep two open seats, one in Miami and the other in Central Florida. Democrats are doing the same, focused on preserving the caucus numbers in the open seats in Miami and the Big Bend Area.

The Florida House of Representatives will have plenty of competitive seats throughout the state, but change in leadership is unlikely.

*It is vital for FRVTA members to stay actively involved in the election cycle. The actions you take to involve yourself in politics will translate directly into the decisions our lawmakers make. It is your voice that matters, your voice that changes opinions and your voice that moves legislators to support our industry. In addition to your voice, your PAC contributions help elect the candidates that will listen to us and engage in our issues. Thank you for your continued support in our advocacy.*



### RVDA Convention Goes Virtual

The RVDA Board of Directors has voted to make the 2020 RV Dealers Convention/Expo (<http://www.rvda.org/convention>) a virtual event due to restrictions caused by the COVID-19 pandemic. Updates will be posted at [www.rvda.org/convention](http://www.rvda.org/convention).

This virtual meeting is now set for two weeks over Nov. 9-20. This timetable is expected to provide flexibility for attendees to take part in events and not concentrate activities in just a few days. Both RVDA US and RVDA Canada are working to provide dealers and the industry with a successful virtual event that will offer virtual networking opportunities, education workshops, Vendor Training Plus+ sessions, as well as an interactive exhibit hall packed with vendor solutions.

Dealer registration will open in early September and includes options for both individual and multiple dealership personnel. Convention registration will give you access to the archived sessions until January 31, 2021

With less than three months until the Convention/Expo, limits on the size of group meetings in Las Vegas remain in place. Various state and corporate travel restrictions have also made planning for a live event impractical.

*Please stay tuned for more details on the virtual event.*

**PHIL INGRASSIA**  
RVDA President

## TRAINING NEWS • by Veronica Rivera, Training Director

### Service Department Training Available Now



How long has it been since you have trained your Service Technicians? With all the challenges we have experienced over the last six months it wouldn't shock me if your answer is, "not much training has happened in the shop."

We know RV sales have done well during the Covid-19 pandemic and that is a big win for our dealerships. New RV customers are realizing the great outdoors are moments away and the need to social distance between strangers significantly decreases while glam camping.

One thing is for sure, the new and the old RVs need to be repaired or serviced.

Take time to think through how you are managing your service departments. How busy are your bays? Is there a shortage on parts? Have customers recently complained about your service team? How fast are work orders being completed? Is quality suffering due to lack of experience from new technicians?

Do not take chances with your service technicians and/or service teams. The FRVTA offers FREE training for all our Florida members. We partner with RVIA, RVDA and RVTI to bring you an RV Distance Learning Network exclusively geared to the RV Industry.

Our dealerships can access the training program via



the web. Simply pick an in-house mentor to lead your technicians through the training program. We use the latest 2020 RVTI textbooks to support our service-training program. RVTI published updated textbooks in mid-August and we are actively updating our training videos to align with the textbooks. We also developed courses for Service Advisors and Receptionists to understand the basics when interacting with customers and setting the proper expectations.

RVTI Certification testing for Level 1 and Level 2 are updated and will be ready for the public in September.

Testing has two parts: Written and Written Performance. The written performance portion replaced the idea of "practical" testing. Level 1 will cost \$200 and Level 2 will cost \$325 per technician. More details will be posted and sent to all active mentors as more information is provided by RVTI.

Our 2020 Mentor Guide is now online, and all forms are digital and easy to use. If you are interested in starting training at your dealership, give us a call and we will put you on the right track!

Contact us at (386) 754-4285 or fill out our online form at <https://www.frvta.org/members/industry-training-2/>

*We look forward to working with you: Veronica Rivera, Education Training Director and Judy Wilson, Administrative Assistant.*

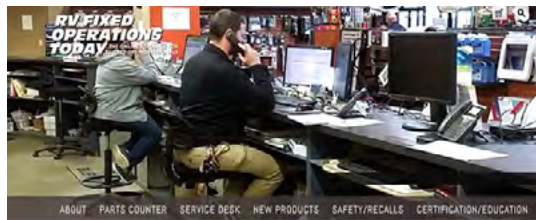
### RV Learning Center Intros 'RV Fixed Operations Today' Portal

The Mike Molino RV Learning Center has launched RV Fixed Operations Today – a rebranding of the RV Technician Today web portal. RV Fixed Operations Today is designed to be a one-stop resource for service managers, service writers/advisors, parts managers, parts specialists, and warranty administrators as the RV Learning Center focuses its efforts on fixed operations due to the transfer of technician training and certification to the RV Technical Institute (RVTI).

In this all-new web portal, subscribers will find articles and resources to inform and educate them on all things related to working in the fixed operations side of the business. The site also has links to access the RV Learning Center's new RV Service Writer/Advisor Online Course.

Current RV Technician Today subscribers will maintain access to information on product recalls, new products, and hot topics in RV repairs. In addition, subscribers

to RV Fixed Operations Today will receive information on selling parts and service, managing the fixed operations department, and COVID-19 employee and customer effective safety practices.



"RV Fixed Operations Today is a great resource to help front-line RV dealership employees and their managers access the information they need to provide a quality experience to customers," said RVDA President Phil Ingrassia.

To subscribe, or for more information on RV Fixed Operations Today, visit the new website at [www.RVFixedOperationsToday.com](http://www.RVFixedOperationsToday.com).

The Mike Molino RV Learning Center is a leading provider of professional development and educational resources to help dealers maintain professionalism and efficiency even as markets change. For more information visit [www.rvlearningcenter.com](http://www.rvlearningcenter.com).



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

## *Odometer Disclosures May Now Be Signed Electronically*

You may have already received notice from the FRVTA about the use of electronic signatures in connection with odometer disclosures or declarations. I wanted to take this

opportunity to review the highlights of this major change to assist you with implementation, should you choose.

The first thing I want you to know is if you plan to continue to obtain a “wet signature” (customer signs with a pen) on all documents requiring odometer disclosures or declarations, and you will not be using platforms such as DocuSign to have customers sign documents, then these changes do not apply to you.

*However, if you are already obtaining electronic signatures on deal documents (or you plan to start) and you now want to do so with documents requiring odometer disclosures or declarations, then please read on.*

First, some brief background information. The federal odometer law, which passed during the 1980s, required a wet signature (use of a pen) on all documents involving odometer disclosures. It wasn't until fairly recently that the federal law was changed to allow for electronic signatures on documents disclosing odometer readings. The states could not implement this new law until the National Highway Traffic Safety Administration (NHTSA) promulgated the rule to allow states to move forward with these changes. We have now reached that point.

On May 6, 2020, the Florida Division of Motorist Services (DMV) issued an Information Notice stating that effective May 1, 2020, it will begin accepting electronically signed versions of title applications, applications for duplicate title, odometer disclosure statements and the two secure forms – dealer reassignments (known as the Rainbow Form) and secure powers of attorney. The electronic signatures must be obtained in accordance with requirements set forth by the National Highway Traffic Safety Administration Rule 49 CFR 580 for Assurance Level 2.

The Assurance Level 2 requirements are quite rigorous. You must take steps to ensure the persons who are signing electronically are in fact who you believe them to be. These requirements apply to persons signing

electronically in your presence as well as those who are signing electronically from a remote location. Think about the Red Flags Rule and the steps you must take to ensure that a person is not an identity thief. But when it comes to electronic signatures on odometer disclosures, you must apply the same level of scrutiny to cash customers.

According to the DMV, “The electronic signature process must use an identity proofing/authentication protocol or methodology (shared secret, secure token, other credentials, etc.) to determine the identity of the signer, and meet the National Institute of Standards and Technology assurance level 2.”

This means, the vendor must provide a signature certification “...document to show the history, activity and other identifying information such as location, internet protocol address or timestamps, sufficient to create an audit trail if the signature is later repudiated.” This document must be submitted with your paperwork to the tag office (either electronically or in paper form).

In addition, you must submit an “attestation” statement on your dealership letterhead that states:

“ABC Dealership attests that the electronic signature(s) on the odometer disclosure documents meet the requirements set forth by National Highway Traffic Safety Administration Rule 49 CFR for Assurance Level 2.”

This too must be submitted with your paperwork to the tag office. Your tag office should be able to provide you with specific information to assist you with this new process. To view a copy of the Information Notice, please [click here](#).

*I hope this helps!*

**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 also is 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](mailto:Allen@TheAICE.com) or by phone at (727) 623-9075. Please visit his website at [www.TheAICE.com](http://www.TheAICE.com).*



## FRVTA Chairman Nelda Iacono...Grateful for 20 Years of Memories and Accomplishments

When retiring FRVTA State Chairman Nelda Iacono took the position in 2018, she knew it would be the last office she would occupy after more than 20 years serving the FRVTA, including stints as State Secretary, State Treasurer and State President. Prior to holding those offices, she'd served as a regional officer for 10 years, too.

As her term nears its end, she reflected on her time in the RV Industry and offered these words of wisdom. "If you keep the passion, then you'll keep striving and succeed. That's true of whatever job you have. If it's something you love, then it's not really a job."

Nelda started in the RV Industry and the FRVTA in 1995 as an accountant temp at North Trail RV Center in Fort Myers/Region 1 and quickly became the controller. "The best job I've ever had," she proclaims. "When Al and Alan Erp gave me that awesome responsibility to represent North Trail RV, I really appreciated it, and I couldn't have done it without my husband Al's steadfast support and encouragement."

Regretfully, Al Erp passed away this past July and is greatly missed by his family and his North Trail family. "We and our spouses became close friends through all the ups and downs of the business and our lives," Nelda details. "Al was known to say there were 'lots of fish to fry,' meaning there's always plenty of work to be done. To my boss and good friend I want to say: Enjoy the rest from frying all those fish and enjoy the view from the higher mountain."

Her work as FRVTA Chairman of the scholarship committee is "probably one of the best things I did in the FRVTA. During my tenure, we increased funding from \$30,000 to \$60,000 a year, so we could give \$2,000 a year to 30 full-time undergrad college students. They've gone on to be medical and PhD doctors, teachers, RNs, occupational therapists, physical therapists, aeronautical engineers, software engineers. I'm truly proud of the scholarship program."

Another of her greatest accomplishments, she says, was the strategic long-term goal meeting that took place in 2017 during her tenure as President. "That hopefully will ensure growth and excellence in the Association and a lot of those goals have already been accomplished."

One goal of any organization is to prepare for economic downturns, such as the 2008-2009 recession. Fortunately, the FRVTA recovered well and Nelda attributes much of that

to strong leadership. "[Former FRVTA Executive Director] Lance Wilson and his talented, dedicated staff at the state level did an excellent job controlling costs, while still allowing us to grow and succeed each year and continue to build the Supershow and the regional shows. The state, the board members, the staff and Association members really helped to build a strong fiscal foundation, so the FRVTA can handle whatever comes its way."

That's important since there are already more challenges for the FRVTA looming, namely COVID-19 and its effects on Florida's RV Industry. Nelda acknowledges that many of those effects are not yet known and says determining how to deal with them is one of the two main issues facing the Association.

The other, Nelda says, is the shift from family-owned dealerships to corporate owners of multiple dealerships stretched across the state (and sometimes within the same region). She says the Association must determine the best course of action to provide the same considerations and assistance to both corporate-owned and family-owned businesses.

With such weighty issues facing the FRVTA, Nelda says she'd gladly stay involved with the organization after her retirement and offer any services she can. "The passion doesn't die with retirement or coming off the board," she states.

Something that brought Nelda tremendous joy and lasting memories was bringing others into the FRVTA, as she did with Region 7 President George Grimm and his wife, Becky, at the 2001 convention. "George then introduced his sons to the RV Industry, and his brother has a small dealership and rental business in Fort Myers, so George has involved his whole family," relates Nelda. "It's nice to see that happen, and seeing George and Becky still involved with the Association makes me so happy."

As for the FRVTA's future, Nelda hopes it will continue adapting to challenges as it did following the recession. "The industry boomed again after 2009. The love of RVing has definitely resonated with the public, including Millennials, who we thought were going to be the hardest people to sell to. They see the value of it and are buying RVs and that's wonderful."

Nelda's plans for after her term ends are "to enjoy not working and not driving to work, and to tackle my to-do list, but with no deadline to do what's on it." She adds that she and her husband enjoy going on cruises and would like to take more.

She is grateful and appreciative for the opportunity to be active in the RV Industry. "I leave it with lots of great memories and lots of friends. It's definitely been my pleasure to be a part of the RV Industry and the FRVTA. I wouldn't have traded it for anything."



Nelda and Al Iacono

## Manufacturers Draw More Space for '21 Florida RV SuperShow

The Florida RV Trade Association held the space drawing for the 2021 Florida RV SuperShow earlier in August in the office via phone and internet, and manufacturers drew over 5 percent more space for the 2021 show versus the 2020 show drawing. This sets a new record of space sold during the initial space drawing. The “Grandfathered Drawing Order” determined the order in which space was selected.

“We are very excited with the results of the space draw this year,” said newly appointed FRVTA Executive Director Dave Kelly. “Our Manufacturer members continue to show confidence in the SuperShow as a quality event. With the amount of space purchased, 2021 should be a banner year for the show and the industry as a whole. We thank our manufacturers for their support not only for the SuperShow but for our Regional shows as well.”



The theme of the 2021 Florida RV SuperShow is “Good Clean Fun!” This theme emphasizes the fact that interest in the outdoors and RVing is at an all-time high and RVs make it easy to enjoy America in style and comfort in a safe, clean environment. It is also an invitation to discover what so many people have already found out—RVs offer freedom, flexibility and fun not found in any other activity.

Industry Day at the 2021 Florida RV SuperShow will be 10 a.m. to 4 p.m., Tuesday, Jan. 12. Attendees will be treated to free coffee and donuts in the morning and lunch. Public Days will run Jan. 13-17. The Florida RV SuperShow hours are 9am-6pm Wednesday – Saturday, and 9am-5pm Sunday.

For more information on the 2021 Florida RV SuperShow or to register for Industry Day, contact the office or visit the website at [www.frvta.org](http://www.frvta.org).

## June RV Shipments Highest Since October 2018

RV wholesale shipments tracked by the RV Industry Association (RVIA) posted their best month in 2020 and the highest monthly total since October 2018 as deliveries to retailers reached 40,462 units in June, a 10.8% rise over the June 2019 total of 36,525 units.

Towable RVs, led by conventional travel trailers, totaled 37,439 units for the month, a gain of 12.9% of compared to last June’s total of 33,171 shipments. Motorhomes finished the month with 3,023 units, down (-9.8%) compared to the June 2019 total of 3353 units.

Reflective of younger, first-time buyers interested in RVing and the continued rise in the #Vanlife phenomenon, Folding Camping Trailers and Type B RVs in the motorhome market continue to see strong gains.

For the year, RV wholesale shipments total 176,067 units, down (-18.7%) from 216,581 units at the mid-year point in 2019. Towable RVs stand at 159,059 units, off (-16.8%) while motorhomes have dropped (-33.3%) to 17,008 units.

Park Model RVs ended the month down (-20.3%) compared to last June with 310 shipments.—RVIA

## Recreation Industries Applaud New GAOA Law

President Donald Trump in early August signed a major piece of conservation legislation into law saying “We’re here today to celebrate the passage of truly landmark legislation that will preserve American’s majestic natural wonders, priceless historic treasures ... grand, national monuments and glorious national parks,” Trump said at the signing.

Widely supported by the RV Industry Association (RVIA), the Recreation Vehicle Dealers Association (RVDA), Outdoor Recreation Roundtable (ORR) and dozens of other outdoor- and environmental-focused organizations, the bill provides the largest investment in America’s iconic public lands in over a century. GAOA will invest up to \$9.5 billion of non-taxpayer funds to address the infrastructure within the National Park Service, U.S. Forest Service, Bureau of Land Management and other federal agencies. The bill will also fully fund the Land and Water Conservation Fund (LWCF) and provide \$900 million per year – nearly double its fiscal 2020 funding – and guarantees full annual funding for the first time since its creation in 1964.

The law also establishes the National Parks and Public Land Legacy Restoration Fund to carry out long-deferred maintenance projects on lands administered by the National Park Service, the Forest Service and other branches of the Interior Department.

The GAOA bill was approved by the Senate in a 73-25 vote in June and passed the House by a 310-107 margin on July 23. Oil and gas production revenues will fund the Act.

RVDA President and ORR Chairman Phil Ingrassia said, “This has been a major priority for the outdoor recreation industry for a long time. It’s great to see both parties recognize the importance of outdoor recreation, especially during this time when more people are discovering the great outdoors,” Ingrassia said. “Our next steps will be to make sure we fulfill the promise of this legislation and modernize and expand public campground opportunities for RV travelers.”

The investment will pay dividends. Public lands are an important contributor to a strong and growing outdoor recreation economy that benefits states and local communities. National parks have experienced record-breaking attendance in recent years, including hosting 328 million visitors in 2019. National park visitor spending supports nearly 330,000 jobs and contributes more than \$40 billion annually to the national economy, including more than \$20 billion in communities surrounding parks. – *RVBusiness*





## North Trail RV Center Founder Al Erp Passes

Albert "Al" John Erp, founder and guiding force behind North Trail RV Center in Fort Myers, unexpectedly passed away this past July during an RV trip to the Blue Ridge Mountains in North Carolina with his wife Vicki. He was 77.

A life-long resident of the Sunshine State, Al was a well-known and respected leader of Florida's RV Industry. A veteran of the Army National Guard, he was heralded for his business accomplishments, his visionary approach to the industry and his mentoring of many of today's RV leaders.

Al purchased North Trail Camper Sales in 1986 after relocating to Fort Myers following the death of his first wife. Located on the North Trail in North Fort Myers, North Trail Camper Sales sold everything from trailers to park models. Al and his staff worked tirelessly to make the fledgling dealership a success.

This included participating in the many RV Shows sponsored by FRVTA Region 1 to offering a great selection of RVs while providing outstanding service.

Today, North Trail RV Center boasts over 750 new and used units in stock with \$100 million in inventory and is now one of the largest sellers of motorhomes in the U.S. The dealership is billed as the world's largest Newmar dealer as well as being known as South Florida's Tiffin Motorhomes megastore. It also offers a huge selection of unique Airstream trailers and touring coaches among several other lines offered.

The dealership staffs a 100-bay service center certified to work on Freightliner and Spartan chassis with a state-of-the-art collision center that has three 64-foot paint booths. An onsite RV parts and accessories store stocks more than \$2 million in inventory.

All who knew him will miss Al and his business insights, guidance and perceptiveness.

He is survived by his wife, Vicki Erp, children Alan Erp, (Shawnica) and Jennifer Erp Smith (Jabo), stepson Dallas Hays, grandchildren Kyle Erp, Bryan Erp, Bailey Erp, Evalena Sabella and Kaylee Sabella, great grandchildren Kason Erp, Kash Erp and Harper Erp as well as brothers Sonny Erp and James Erp.

Due to the extenuating circumstances of Covid-19, there will not be a formal service at this time. In lieu of flowers, the family is raising money in Al's memory for his beloved Make-A-Wish Foundation at [https://secure2.wish.org/site/TR/WishYourWay/Make-A-WishSouthernFlorida?px=5436839&pg=personal&fr\\_id=3453#.Xyr5yS3MywR](https://secure2.wish.org/site/TR/WishYourWay/Make-A-WishSouthernFlorida?px=5436839&pg=personal&fr_id=3453#.Xyr5yS3MywR).



Alan and Al Erp

## NEW MEMBERS

### ALASKA EXCURSION CARAVAN

- Cindy Boyd
- 2312 Royal Palm Dr
- Edgewater, FL 321441-4512
- PH: 407-625-6025
- Website: [www.AlaskaRVcaravan.com](http://www.AlaskaRVcaravan.com)
- Email: [info@excursioninc.com](mailto:info@excursioninc.com)
- Service, Region 3

### FLORIDA APPLIED FILMS

- Shayne Cheney
- 7120 Regent Dr
- Lakeland, FL 33810-4710
- PH: 863-698-9696
- Website: [www.FloridaAppliedFilms.com](http://www.FloridaAppliedFilms.com)
- Email: [floridaappliedfilms@gmail.com](mailto:floridaappliedfilms@gmail.com)
- Service, Region 3

### FORTRESS STORAGE SUITES

- Amal Soni
- 7415 Baymeadows Way
- Jacksonville, FL 32256
- PH: 904-327-6336
- Website: [www.fortressgarage.com](http://www.fortressgarage.com)
- Email: [amalsoni@gmail.com](mailto:amalsoni@gmail.com)
- Service, Region 6

### GOMOBILE TIRES

- Amal Soni
- 5107 University Blvd W
- Jacksonville, FL 32216-5972
- PH: 904-907-0999
- Website: [www.GoMobileTires.com](http://www.GoMobileTires.com)
- Email: [asoni@gomobiletires.com](mailto:asoni@gomobiletires.com)
- Service, Region 6

*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](mailto:davekelly@frvta.org) in the State Office.*

## MEETING DATES



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

*Region 2 • No Meeting • 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 • September 15 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville*

*Region 7 • September 22 • 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*

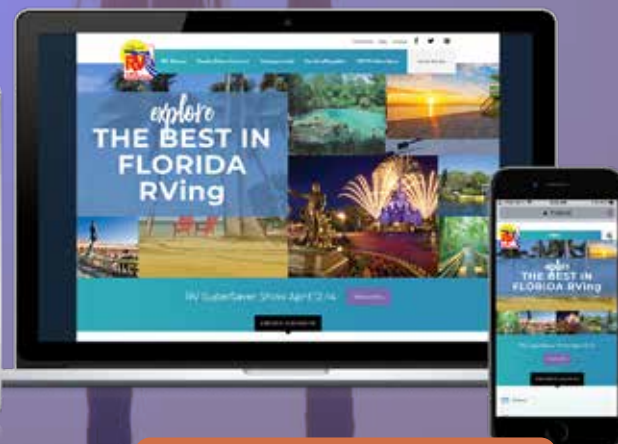
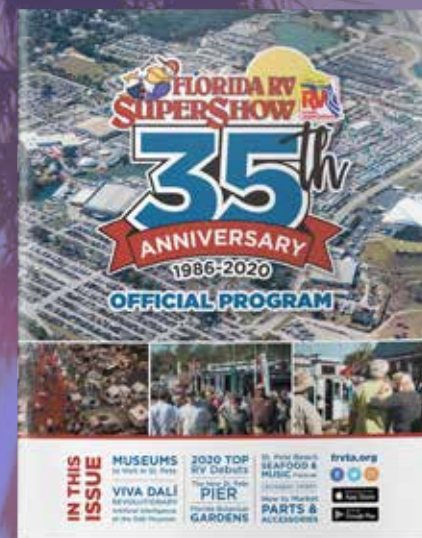


**FRVTA.org**

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**