

FRVTA news

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY

SEPTEMBER 2018



DON'T MISS THE 2018 CONVENTION...



Blast off and "Enter the New Frontier" at the 38th Annual FRVTA State Convention, Thursday, September 6 through Sunday, September 9 as we return to the tropical Hyatt Regency Coconut Point Resort and Spa in Bonita Springs. This is just south of Fort Myers. This was also the site of our 2012 Annual Convention and all attendees had a great time!

This year's annual conclave features a variety of informational speakers, seminars and sessions all designed to inform you how to better position your business for sky-high growth and profits. You still have time to register for this once-a-year event!

As we all know, the RV Industry is exploding both within the Sunshine State as well as nationally with hordes of new RVers seeking the latest and greatest RVs, gadgets and campsites to make their outdoor adventures complete.

To reach this growing outdoor audience, you'll need to learn new strategies and insights to "Enter the New Frontier" for success. That's why the annual FRVTA State Convention features the brightest and best minds in the RV Industry so you know what to expect in the coming months.

And oh! Did we mention FUN? The convention opens with the out-of-this-world "Launch Pad" Welcoming Reception on Thursday evening.

Afterwards, attendees should set their course warp speed to the "Area 51" Hospitality Room. This is a great place to unwind after a busy day of discovering the "The New Frontier" while relaxing with fellow industry professionals from around the state and country. It's a great chance to meet new interstellar visitors that may offer you a galactic tour! Triangulate immediately Number One!

Friday morning begins the "right stuff" of the convention at which you'll actually start to "Enter the New Frontier." **Hall of Fame keynote speaker, JASON HEWLETT**, will deliver a powerfully motivating and inspiring message on keeping "The Promise."

Next will be an interesting update on the national RV Industry from several national RV Industry leaders:

PHIL INGRASSIA, Recreation Vehicle Dealers Association President—RVDA is dedicated to advancing RV retailers' interests through education, member services, industry leadership and enhancing the enjoyment of RV travel.

Ingrassia serves as RVDA's representative on the Board of Directors for Go RVing, which developed the RV Industry's national advertising campaign. In addition, he serves on the executive committee of the Outdoor Recreation Roundtable, which promotes policies and legislative reform needed to grow the outdoor recreation economy,



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IacoNOTES...

As this is my final IacoNOTES President's message, I want to thank the members and staff for the support and confidence you have placed in me during my tenure as your State President. I will continue as Chairman so you cannot get rid of me quite yet! It has truly been my honor and pleasure to have served these many years on the executive board and will always be available to serve the Association in any way I can.

When this newsletter is published it will be a few days before our convention at the fantastic Hyatt Regency Coconut Point Resort & Spa. You can trust our staff will make this another memorable convention with the interesting national speakers scheduled on Friday morning and very knowledgeable breakout sessions on Saturday morning.

No one will want to miss the fun prize-winning Saturday luncheon followed by the Executive Board elections. Please come, get to know and vote for those dedicated members who are willing to spend their time and wisdom on behalf of the Association. Invest a few minutes in the future of our Association—it should not be taken for granted.

I also wish to thank all the members who give their time and talents to their respective regions. We all realize there are lots of other things you could do with your time, but the Board appreciates all your efforts to attend and participate in meetings, support the regions and the regional shows.

We appreciate your continued support for the PAC Fund with your participation in the raffles and silent auction. There will be many fine items available to bid on. Check out the items and bid often in support of the fund. The Association on behalf of the PAC Fund can take most forms of payment.

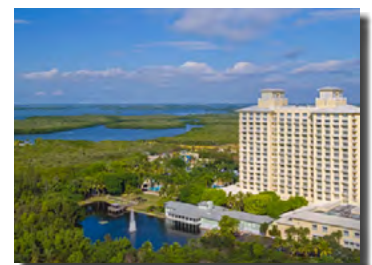
So far we have been spared any tropical storms, but, as you know, that can change quickly. So please don't forget to be prepared for the worst, but hope for the best.

I will see you at the convention in beautiful relaxing Bonita Springs! It's a great place to have our convention and get a little bit of relaxation time in for you and your families. Please come and enjoy everything the convention and the venue have to offer.

As the song says "See You in September! Lyn Hart and Mike Ryan take it away..."

Your President

NELDA IACONO
FRVTA PRESIDENT



FRVTA CONVENTION

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conserve public lands and waterways, and enhance infrastructure to improve the experience of outdoor enthusiasts everywhere.

Ingrassia will provide an update on RV retail market trends, new tax law considerations that can impact dealers, and outline RVDA programs to help dealers and their employees increase profitability and customer satisfaction.



FRANK HUGELMEYER, RV Industry Association President and co-chairman of Go RVing. He has over 30 years of experience in the sporting goods, fitness equipment and outdoor industry private sectors, and an extensive background in retail, manufacturing, brand development, public policy and association management.

Prior to RVIA, Frank was the longtime president and CEO of Outdoor Industry Association where he delivered sweeping improvements to member value in the fields of consumer trends, business innovation, B2B education and advocacy. While at OIA, Frank inspired and led the renowned campaign that defined the national economic importance of the \$673 billion outdoor recreation industry.

Frank is the vice chairman and a co-founding board member of the Outdoor Recreation Roundtable, a coalition of America's leading outdoor recreation trade associations working to promote the policy and legislative reforms needed to grow the outdoor recreation economy. He also serves on the board of directors for the Theodore Roosevelt Conservation Partnership and has been recognized by The White House as a Champion of Change.

Rounding out Friday's morning session will be a special appearance by **JIMMY PATRONIS, Florida's Chief Financial Officer.** He is a fourth-generation Floridian,



born and raised in Panama City and with his wife Katie are proud parents to two sons. Jimmy is a partner in Capt. Anderson's, his family's historic seafood restaurant in Panama City Beach. He earned his associate's degree in restaurant management from Gulf Coast Community College and a bachelor's degree in political science from Florida State University.

Following his college graduation, Jimmy was appointed to the Florida Elections Commission. He also represented Northwest Florida for eight years in the Florida House of Representatives and was appointed to serve on Florida's Public Service Commission as well as the Constitution

Revision Commission, which meets once every 20 years to propose changes to the state constitution.

CFO Patronis is recognized for outstanding leadership in Panama City and throughout the state. While serving the community, he has chaired the Greater Panama City Beach Chamber of Commerce's Economic Development Council, served on the board of the Bay County Economic Development Alliance, the Salvation Army Advisory Board, the Bay County Chapter of the Florida Restaurant and Lodging Association, and as national president for the Florida Vocational Industrial Clubs of America.

Jimmy was instrumental in the establishment of the Northwest Florida Beaches International Airport in Panama City, which serves nearly 1 million passengers per year. Jimmy also chairs the Florida Defense Support Task Force that protects military missions throughout the state.

Friday afternoon will be time for leisure events, including The First Frontier "Paint and Sip" event at which you can create your own original masterpiece while enjoying various snacks and beverages. The best part is you get to keep your painting and hang it in your home or local museum! There will also be the "Black Hole" golf outing or you can just enjoy all the amenities the Hyatt Regency has to offer.



Whatever you choose to do that afternoon, make sure you're ready to have an out-of-this world adventure at the **Friday evening "Space Odyssey" Costume/Dinner Party.** Music, food and the most outrageous space creatures you've ever seen will be there. It's a time for you to let your inner space alien out and enjoy what outer space offers for this fun event!



Saturday morning the breakout sessions will offer specific information to attendees in smaller, more intimate classroom settings so you can enter your personal business frontier full of insights and success:

SCOTT STROPKAI, of Statistical Surveys, Inc., covers "Retail Sales Data—What does it mean to you?" Taking over from longtime presenter Tom Walworth who has retired,

Scott will talk about retail sales and how it drives the RV Industry. But what do national trends and sales data mean



for your business? Very little, unless you know the trends behind your specific market. He will go behind the scenes and compare what is going on nationally to Florida, providing expert insight into our local trends here in the Sunshine State.

SARA RYAN, from Athena's Armory, Inc., will discuss Small Business & Personal Safety Awareness. Sara is certified by the NRA in Basic Pistol, Personal Protection in the Home,

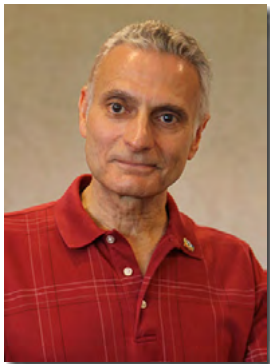
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FRVTA CONVENTION

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Certified Chief Range Safety Officer and Refuse to be a Victim. On top of the certifications, she has completed hours of advanced training on Florida Statutes pertaining to self-defense law. She will lead a 45-minute seminar to help identify the most common threats faced by business owners and help you understand the safety concerns of regular people on a day-to-day basis. This includes identifying threats and to think like a criminal. Next, she will tackle home security, building on the criminal mind and ways they take advantage of us in our homes. She will also provide simple tips and solutions that can help fortify the premises. This smoothly transitions into business security. Finally, she will cover personal safety while out and about. She will discuss situational awareness, strategy and basic safety tips that can be accomplished by anyone. What types of training or awareness need to be further established? What can the average person do to avoid becoming a victim?

S. ALLEN MONELLO, DPA, *Managing Member of the Automotive Industry Center for Excellence, LLC (AICE)*, will discuss “Are You in The Right Form?” With all the forms you use in a deal, have you ever wondered if you are missing any? You might think that’s not possible since you already use more forms than is probably necessary. But, you might still be missing one or more! There is probably no limit to the number



of forms a dealership may use in a deal, but the question is: which forms should a dealership use? This session will review all the common forms used by dealerships in a deal, as well as those you may not be using (and should be using) that could better protect your dealership. A discussion of some of the less common forms will also be included. Please attend this session and get inFORMed!

RICHARD KIMSEY, Florida Department of Agriculture and Consumer Service, will address recent changes to LP Gas statutes and the effects these have had on our industry. On July 1, 2018 extensive changes to Florida’s LP Gas statutes were enacted. These changes were made to modernize and simplify the program in addition to increasing required safety standards. Major changes to the licensing structure



have many business owners concerned about the potential impacts. This presentation will provide specific information about the required changes and how the department will help you comply.



DALE BLACKBURN, OSHA Outreach Trainer, will discuss “Workers’ Compensation Fraud.” Emphasis will be given to the importance of proper and prompt reporting, details, eyewitnesses, fraud indicators, etc. Dale is a Senior Safety Engineer at AIHR, a Florida-based Professional Employer Organization. He is an authorized OSHA Outreach Trainer in Construction and General Industry and has worked with Loss Control/Safety/Risk management for 39 years.



CARRIE KERSKIE, Identity Theft Mitigation, spoke at our 2016 convention. She will provide members with updated and detailed information on how to avoid business and personal identity theft. Identity theft is often thought of as a financial crime or a threat to only credit cards and bank accounts. If only this were true! While threats to your financial accounts are significant,

identity theft has the potential to cause much greater harm. In some instances, it can even be life threatening. To make matters worse, identity theft cannot be prevented. Don’t wait until you become the next victim—online theft is evolving quickly. Learn about the different types of identity theft and the steps necessary to reduce your risk of becoming a victim. Your life and financial security may depend on it!

Following the morning of in-depth learning and insights, you’ll need some out-of-this-world food to keep ground control stable. That’s where we’ll join “Astronaut Dave” as he launches “Houston We Have A Problem.” This will be a fun and prize-filled Game Show Luncheon as contestants compete for cash and prizes just like the old “Let’s Make a Deal” game show. “Space Trivia” and “Name that Space Song” will be a part of a very lively lunch.



The convention wraps up *Saturday evening* with the “To Infinity and Beyond” Awards Banquet and Silent Auction. The Silent Auction benefits the FRVPC Fund and will feature such items as weekend getaways, iPads, e-readers, iWatches and Disney Gift Certificates among lots of other out-of-this-world items. *Don’t forget to bring lots of space credits!*



FRVTA State Elections Set for September

It's Your Chance to Make a Difference!

The annual election of FRVTA State Officers will take place at the State Convention (September 6-9 at the tropical Hyatt Regency Coconut Point Resort and Spa in Bonita Springs, just south of Fort Myers) in accordance with the FRVTA By-Laws.

The Nominating Committee would like to hear from any qualified candidate. Members interested in running for state office should contact the 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.



FRVTA State Officers: (l to r) ROB ROTHENHAUSLER; Chairman of the Board, NELDA IACONO; President, CHRIS MORSE; Vice President, ROB COCHRAN; Treasurer, BRIAN COPLEY; Secretary,

RVIA's Inspection Team Improves Overall Quality

The RV Industry Association's (RVIA) inspection team prides itself on maintaining a high level of safety and satisfaction with its Inspection Program. As recently reported by RVIA Today Express, the group conducts unannounced inspection visits on an average eight-week frequency. This results in six to seven in-plant visits each year to member manufacturing facilities.

These efforts are coordinated with official representatives and upper management for each inspection, placing people in the shoes of an inspector and providing an educational experience.

The association's inspection team is comprised of five dedicated inspectors who possess the knowledge, skills and abilities to diagnose and educate manufacturers to build it right the first time. This level of expectation

has significantly reduced the number of deviations throughout the industry.

"The process for training a new inspector takes several months both in the classroom and in the field," said Director of Inspection Services John Proteau. "The current staff is the most experienced group to date – many with over 20 years of experience."

From consistent meetings and communication, the RV Industry Association's inspection team is constantly working together to discuss improvements and methods of compliance for over 800 safety-related requirements. These inspectors understand how valuable it is to build the technical knowledge of RVs throughout the industry as new technologies continue to evolve.—RVBusiness, RVIA



TRAINING NEWS • by Jim Carr, Training Director

RVIA Updates Plans For RV Technical Institute

Here's an update on the actions the Recreation Vehicle Association recently has taken to make the RV Technical Institute a reality. Thought you'd like to read this update—Jim

A flurry of planning and activity has taken place since the RV Industry Association (RVIA) board of directors approved and the RV Dealers Association (RVDA) board of directors endorsed the creation and funding of the RV Technical Institute this past June.

RVIA reported in a release that the strategic plan approved by the boards included a 30-60-90-day plan that focused activity around three key areas: curriculum development, executive search and establishing an Elkhart, Ind.-based facility and training center.



Tangible progress has been made in all three areas:
Curriculum and Delivery

New tech training curriculum is at the heart of the institute's mandate to significantly increase the number of trained RV technicians. To turbocharge the development of world-class curriculum, a professional curriculum development firm has been retained as well as a technical writer.

These resources will be working with a team of industry technician training subject matter experts to make a major curriculum development push. The goal is for the team to be beta testing the new curriculum in November.

The team is also in the process of adding a new trainer and re-purposing existing education staff to focus on the future of technician training by the institute.

Executive Search

The new institute will require new leadership by an individual with experience in all aspects of operating a world-class technical establishment. An executive recruitment firm has been retained and a basic job

description developed for the institute's executive director. The goal is to have the new leader in place by January 1, 2019.

Facility

A world-class institute needs a world-class training facility and headquarters. A small team of industry land and facility subject matter experts has been tapped to clarify the needs and requirements for the facility. RVIA's Matt Wald will continue to serve as overall point person for the development of the institute until the new executive director is hired.

In addition to these core efforts, progress is continuing to be made on the repair event cycle time (RECT)

initiative. The RECT task force of dealer principles continues to work with dealer management system providers to create RECT dashboards and other RECT management tools so that this key performance indicator can be measured



and managed – not just at the dealer level, but also by the entire industry.

“While there is still a great deal of work to be done, the industry can rest assured that significant progress

is being made in the development of the RV Technical Institute,” said RVIA Chairman Bob Parish. “I have total confidence in the team, especially in the process they are using of including RV Industry subject matter experts in each phase of building the institute. This is truly an industry-driven effort.”

The industry has made a major investment in the RV Technical Institute and is strategically mapping out a “success-oriented timeline” according to RV Industry Association Vice President of Strategic Initiatives Matt Wald. “We have planned the work and now we are working the plan. The industry has made a major investment in the institute and we are going to achieve maximum return on that investment – building at a pace that ensures total quality in every aspect of the build-out.” Wald concluded.—RVBusiness, RVIA



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

Complying with the Military Lending Act (MLA)

You have probably read or heard about the Department of Defense's new interpretation of the Military Lending Act (MLA) and how it affects dealers. To insure you are in compliance, I offer the following recap of the law

and how it would affect your dealership. It is strongly recommended that you consult with counsel, if you haven't already.

Congress enacted the Military Lending Act in 2006 and the Department of Defense implemented it in 2007. The purpose of the Act is to protect servicemembers and their dependents against predatory lending practices. Motor vehicle financing transactions were exempt from the requirements of this Act.

However, through changes in the rule and through Department of Defense interpretations, certain types of dealer transactions were included under the requirements of the Act. These changes took effect on October 3, 2016.

First, a summary of what the Act entails:

1. A creditor may not impose on a borrower a "military annual percentage rate (MAPR)" that's greater than 36 percent. The MAPR is defined differently than the APR we are familiar with. The MAPR "includes all cost elements associated with the extension of credit, including fees, service charges, renewal charges, credit insurance premiums, any ancillary products sold and any other charge or premium with respect to any extension of credit to a servicemember or the servicemember's dependent."
2. Mandatory written disclosures must be provided as well as oral disclosures (including the MAPR and Truth in Lending Act disclosures).
3. Creditors are prohibited from requiring arbitration agreements and the exclusion of class action lawsuits.

With the amended rule and the newest interpretations issued by the Department of Defense in a "guiding document" on December 14, 2017, the changes that directly affect motor vehicle dealership lending transactions, requiring compliance with the MLA, include:

1. When the borrower obtains a loan to purchase an automobile that exceeds the purchase price and keeps the additional money or uses it for something unrelated to the purchase of the motor vehicle.
2. When dealerships finance credit-related products such as Guaranteed Auto Protection (GAP) insurance or credit life or credit disability insurance. (However, the purchase and financing of a service agreement or the upgrading of the unit, such as adding leather seats, would not fall under the requirements of the MLA.)

NOTE: This Department of Defense interpretation covers all financed sales after October 3, 2016.

Bottom line: if you offer GAP, credit life and/or credit disability insurance to a servicemember or the servicemember's dependent, you must comply with the MLA. You could maintain safe harbor by checking the covered borrower's status at the time the application is submitted (or up to 30 days prior to the application being submitted). To check the borrower status, you may go to <https://scra-w.dmdc.osd.mil/scra/#/single-record> and enter the borrower's information. You will immediately receive a certification signed by an official showing the borrower's military status.

Failing to comply with the MLA can result in civil liability for actual damages, punitive damages, equitable or declaratory relief, and attorney's fees. For knowing violations, there is criminal liability including fines and imprisonment.

Reference: [Military Lending Act Limitations on Terms of Consumer Credit Extended to Service Members and Dependents: A Rule by the Defense Department on 12/14/2017](#)

NOTE: This article is not intended to provide legal or financial advice. It is for informational purposes only. Please consult your attorney if you have any questions requiring legal advice.

S. Allen Monello, D.P.A. 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 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.





MANUFACTURERS DRAW MORE SPACE FOR 2019 FLORIDA RV SUPERSHOW

The Florida RV Trade Association (FRVTA) held the space drawing via phone and internet for the 2019 Florida RV SuperShow this past August and manufacturers drew over 7 percent more space for the 2019 show versus the 2018 show drawing. This set 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 FRVTA Executive Director Lance Wilson. “Our manufacturer members continue to show confidence in the SuperShow as a quality selling event. With the amount of space purchased, 2019 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 2019 Florida RV SuperShow is “This is how we ROLL!” 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. 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 2019 Florida RV SuperShow will be Tuesday, January 15 from 10am-4pm. Attendees will be treated to coffee and donuts in the morning and a free lunch. Public Days are Wednesday, January 16 through Sunday, January 20. Show hours are Wednesday–Saturday 9am–6pm, and Sunday 9am–5pm.

For more information on the 2019 Florida RV SuperShow or to register for Industry Day, contact the State Office or visit the website at www.frvta.org.

FLORIDA RV DEALER BOND RENEWAL DUE

Florida RV Dealers have to undergo a license renewal on regular intervals, which can be either one or two years. One of the main components in this process is renewing your vehicle dealer bond so you keep your licensing active. In this way, you insure you can continue your operations in legal compliance.

The deadline is September 30 whether you’ve chosen the annual or biennial license option. As we’re well into the summer months, it’s a good idea to start planning your renewal steps. That’s how you can make sure you will not face any administrative obstacles that can hamper your business.

The renewal process

To start the procedure, you have to complete the license renewal form provided by the Department of Highway Safety and Motor Vehicles. You will typically receive it via mail at least 60 days before the expiry of your license. You are required to submit it completed at least 30 days before your license expires if you want to extend its validity with no penalties.

The form you have to use is HSMV 86720 (<https://www.flhsmv.gov/pdf/forms/86720.pdf>), and it is applicable for all types of dealers. Together with this completed form, you need to submit your renewed dealer bond in the official form HSMV 86019 (<https://www.flhsmv.gov/pdf/forms/86019.pdf>), or the original continuation certificate of the bond.

You can opt in for a yearly or a biennial renewal period. The yearly fee is \$140, while the fee for two years is \$280. In case you fail to send your documents before September 30 of the year when your license expires, you can continue your license by paying a delinquency fee of \$200 on top of the yearly fee.

Other requirements you have to meet include your garage liability insurance your certification from the Division of Corporations for the registration of your business entity.

The full details of the licensing and renewal process are

available in the Florida Motor Vehicle, Mobile Home and Recreational Vehicles’ Handbook (<https://www.flhsmv.gov/pdf/dealerservices/dealerhandbook.pdf>) prepared by the Department. Keep in mind that licensing and renewals are handled by your local regional offices and not by the main office of the Department.

Renewing your dealer bond

Providing a renewed dealer bond is one of the essential requirements you have to meet in order to keep your state license active. Ensuring you complete the bond renewal in time is key for that, as otherwise you can face financial penalties, potential license revocation and other administrative issues.

The bond amounts that you have to provide are \$10,000 in case you have less than four supplemental business locations, and \$20,000 if you have more than four such locations.

Besides guaranteeing your legal compliance, there is another important motivation for renewing your surety bond early on. This can help you save on the bond price (<https://www.suretybonds.org/surety-bond-cost>) that you pay. If you have enough time prior to the renewal, you can explore different bonding options to find the one that best fits your budget.

Additionally, you can work on reducing your bond cost altogether. How to go about that? The bond premium is based on an evaluation of your personal and business finances. You can reduce your bond cost at the next renewal by polishing these financial factors.

For example, you can work on ameliorating your credit score, make any outstanding payments, and demonstrate additional assets and liquidity to the surety with which you apply. In this way, you will be seen as an applicant that presents a lower level of bonding risk.—RV Daily Report

NEW MEMBERS

GOLDEN PALMS LUXURY MOTORCOACH RESORT

Ron Greenland
13090 Golden Palms Circle
Fort Myers, FL 33913-7151
PH: 239-674-9159
ronsgreenland@comcast.net
Campground, Region 1

HAPPY CAMPERS DISTRIBUTION, INC

Troy McGee
4618 Sunbeam Rd
Jacksonville, FL 32257-6110
PH: 904-552-5455
www.happycampersstore.com
sales@happycampers.com
Supplier, Region 6

NATIONAL INDOOR RV CENTERS

Laura Salazar
498 E State Highway 121
Lewisville, TX 75057-4733
PH: 469-277-1330
www.nirvc.com
lsalazar@nirvc.com
Supplier, Region 10

SUWANNEE RIVER BEND RV PARK

Shea Reed
28872 SE Highway 19
Old Town, FL 32680-3958
PH: 352-542-7680
FAX: 352-542-0046
www.srbvrvpark.com
srbvrvpark@gmail.com
Campground, Region 7

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.



Longtime RV Dealer Victor Harberson Passes Away

Victor Harberson, Sr. passed away unexpectedly at his home this past July one week after celebrating his 55th birthday. He was preceded in death by his mother, Betty Harberson.

Victor is survived by his father, Chester Harberson and his two sisters, along with five children and three grandchildren.

Victor was born July 11, 1963 in Los Angeles. He moved with his parents to St. Petersburg at the age of one and resided in Clearwater the remainder of his life. He began working for his father at the family's business, Harberson RV, at the age of 18 and spent the remainder of his life building the company to its present day success. Victor was a devoted father who loved his children and spent his life making sure they all were happy, putting himself last.

Anyone who knew Victor would agree he was a one of a kind person with big ambitions who would go out of his way to help others. For more information or to post a tribute, please visit www.mossfeasterclearwater.com. *The FRVTA Board of Directors, Staff and Members express their deepest condolences on his passing.*

FRVTA Region 6 Helps Restore American Legion Post

Florida RV Trade Association's Region 6 recently donated \$10,000 to help American Legion officials in the restoration of their Post 9 following an April theft in which thousands of dollars in cash and property were stolen. The thieves then set the building on fire to hamper the crime investigation.

"Our members voted unanimously to help Post 9 recover from the theft and fire that occurred at their post, which we hope will be among many donations and in-kind support they receive in getting their building back to normal operations," said Region 6 President Ken Loyd.

Since the theft, Post 9 Commander Lena Heredia-Perez said she's been humbled by the outpouring for support from the community, receiving donations from both individuals and groups. "It's been jaw-dropping to see how people have responded," she said.

Besides the Region 6 donation, the post raised \$11,500 through a GoFundMe account and \$9,000 from a "generous individual donor." The post has a \$50,000 goal.

"We just want to thank the community for their support of our two regional RV shows every year, which has put us into the financial position to support organizations like the American Legion," Loyd said. —news release



MEETING DATES



See you at the 38th Annual FRVTA State Convention, Thursday, September 6 through Sunday, September 9 as we return to the tropical Hyatt Regency Coconut Point Resort and Spa in Bonita Springs. This is just south of Fort Myers. This outstanding annual event is filled with fun-filled activities and educational opportunities!

Regions 1-5 • NO MEETINGS

Region 6 • September 18 • Copeland's of New Orleans • 4310 Southside Blvd. • Jacksonville

Region 7 • September 25 • 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, 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

