

FRVTA News



SEPTEMBER 2019

MONTHLY NEWS CONCERNING
FLORIDA'S RECREATION VEHICLE INDUSTRY



**DON'T MISS THE 2019 CONVENTION...
There's Still Time to Register!**



Pack the Jeeps and join the Safari to the 39th Annual FRVTA State Convention, Thursday, September 5 through Sunday, September 8 as we trek to the beautiful Wyndham Grand Orlando Resort Bonnet Creek. This will be the first time the FRVTA Convention will be held here and with the location in the middle of the state, attendance is expected to be the best in years.

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 manage the "RV Jungle Out There" for success and profits. 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 exciting "Welcome to the Jungle" Reception on **Thursday evening**. This reception features great food, open bars, games and a chance to meet up with old friends from convention's past. It promises to be a great time!

Afterwards, attendees who still need to quench their thirst can head over to the "Watering Hole" Hospitality Room. This is a great place to unwind after a busy day of discovering the "The RV Jungle Out There" while relaxing with fellow industry professionals from around the state and country. It's an opportunity to meet new convention attendees and enjoy a late night beverage.

Friday morning begins the "information trek" part of the convention at which time you'll actually start to face "The RV Jungle Out There." International keynote speaker, **JEFF HAVENS**, will kick off the convention with a funny twist on business. Jeff Havens is not your typical business growth expert. His uncanny ability to provide actionable answers to today's business challenges



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**FRVTA staff joins
Executive Director Lance Wilson
at his induction to the RV/MH Hall of Fame.
(full story on page 3)**

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PRESIDENT'S MESSAGE...

Views from the RV Aftermarket Executive Conference

As of this writing, I am just leaving the RV Aftermarket Conference held in Denver, Colorado. For those of you that are not familiar, it's the annual event where manufacturer representatives, distributors and suppliers come together for four days of business and networking (and fun).

This once was the RV Aftermarket Association (RVAA) until 2017 when it merged and joined forces with RVIA. At the time, there was concern about the merger and how it may change the association, but from my observation the transition went well and the conference is running smoothly.

The conference is a unique format and one I've not seen anywhere else. Day one is a fun day with a golf tournament and, in this case, a Coors Brewery Tour. Then there are committee meetings and a welcome reception. Day two, three and four is when it gets interesting.

Prescheduled meetings take place in the vendors' hotel rooms every 30 minutes with a 10-minute window to get to the next meeting. It's a fast and furious way to do business, but the clock is always ticking so you tend to not waste much time. It's an opportunity to renew relationships while seeing what is new and exciting from the various attendees. Years ago, it was a 20-minute time window, which was a bit tight. The new format appears to work much better.

On day four, the luncheon doubles as a ceremony where individuals and companies are awarded for Product of the Year, Distributor of the Year, Supplier of the Year and the Jim Barker Lifetime Achievement Award. There's a closing reception that evening to wrap things up.

RVIA also took the opportunity to give a "State of the Industry" report from SVP of Communications & Marketing James Ashurst. RVTI's new Executive Director, Curt Hemmeler, was also on hand to give a progress report on the tech training initiative. Both shared encouraging information and data, but they are still working on how to handle a future national RV trade show.

I'm fairly new to the conference, but you can tell these guys have been working together for years and there's a genuine feeling of cooperation amongst the members. Everyone is eager and open to do business, and build relationships. That's nice to see from an industry that has been shaken up over the past several years with mergers and acquisitions.

All in all, I feel the conference was a total success. There is a lot of innovation and excitement taking place with new products and opportunities that will soon show up in new RV's and RV retail stores.

To that end, I look forward to seeing you at the annual FRVTA State Convention! Wishing you continued success...

ROB COCHRAN
FRVTA State President





FRVTA Executive Director Inducted into RV/MH Hall of Fame

On Monday, August 5th a record number of people attended the induction ceremony for the

RV/MH Hall of Fame in Elkhart, IN. This year's RV inductees included: Randy Biles, Pikes Peak Traveland; Jeffrey P. Few, Automation & Manufacturing Systems; Bruce Hopkins, RV Industry Association; Lance Wilson, Florida RV Trade Association; and Daryl Zook, KZ RV.

Surrounded by his wife, Joy and his three sons, Mark, Chris and Travis, Lance accepted the honor with the same humble manner that he has guided the FRVTA for the past 26 years. Under his watch the Annual Florida RV SuperShow has grown into not only the largest consumer RV show in the country, but one the industry believes is also the best.

Lance began by thanking Joy for being by his side for 49 years of marriage and his family for understanding the many events and moments he's had to miss over the years of being FRVTA Executive Director. He also thanked the FRVTA members, Board and staff for their help in making him a Hall of Famer.

Lance began his RV career by accident when he joined his father-in-law running a small RV dealership in Largo. Joy wanted to be closer to her family while Lance was in the service, so they moved to Florida. When he returned, he worked at a few other places, but eventually went into business with his father-in-law and took over the dealership when he passed away.

"I took it over for the next 10 or so years, and during that time I became involved in the FRVTA," said Lance. "I thought it made sense to have a peer group, so to speak. When I got involved I was doing a lot of park model business, but there was an issue in the early '80s with some parks requiring you to pay for the privilege of

putting a park model in their campground. From there, I continued with the Association and was very happy with the way things were going. I got elected to the board and worked my way up through the offices."

What started out as just attending a couple of meetings turned into years of involvement including holding offices of president and chairman of the board, before becoming executive director.

During his time at FRVTA, Lance has been involved with many initiatives that he says he is proud of, but he says the growth of the Association and his work on the Distance Learning Network are two of his most gratifying projects.

"The Association decided to do technician training via satellite and that quickly morphed into online training. We've been doing that the last 20 years," Lance explains.

"Building that network and training nationwide now is one of the most satisfying things. I've also enjoyed the people and friendships made along the way. That's hard to replace."

Lance has faced many issues over the years as both a dealer and executive. Gas shortages, out-of-sight interest rates, and inability to obtain insurance and high floorplan rates were all things he's had to deal with over the years. "The biggest challenge in the last 10-15 years has been the buyouts and consolidations of not only dealers, but manufacturers as well. It has changed the landscape of the industry."

"I feel fortunate to have been elected to the Hall of Fame. I couldn't have done it without the great support of a number of folks in the RV industry in Florida," Lance said. "I've had the privilege of working with them and helping dealers fulfill their goals through the Association. I've also had the support of my wife and family to be able to do the things I do."



Lance and Joy Wilson with their sons (l to r) Mark, Chris and Travis.

FRVTA CONVENTION

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in an undeniably entertaining and impactful way has put him in front of over 1,000 eager audiences across North America and Asia. Delivering well-researched and relevant business insight is something a lot of keynote speakers do, but combining that with the entertainment value of a comedy show is not. Engaging, charismatic and full of energy, Jeff Havens is the only business growth expert who provides serious solutions in a seriously funny way.

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, 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.



JAMES ASHURST, RV Industry Association Vice President, Communications & Marketing. Ashurst is a results-oriented professional with 20 years of experience in developing and implementing communications and marketing plans designed to engage consumer audiences and deliver on organizational business objectives. As vice president of communications and marketing at RVIA, he focuses on growing the

reach and effectiveness of the Go RVing program, and forging strong relationships with member companies and external business audiences.

As digital communications continues to outpace all other types of consumer interaction, the opportunities and challenges it presents to marketers is immense. For Go RVing, the RV Industry's promotional outreach initiative, the consumers rapid move to digital is fueling a shift towards more digital promotion, and the creation of content that can move with the consumer wherever they go. James, who heads up Go RVing, will talk about the

recent shifts in Go RVing's promotional strategies, and share how these changes are playing out in the marketing space.

Rounding out Friday's morning session will be a special appearance by **MARIAN JOHNSON**,



MARIAN JOHNSON, Senior Vice President of Political Strategy for the Florida Chamber of Commerce, Florida's largest business federation, representing 139,000 companies, associations, state and local chambers. She also serves as the Executive Director of the Florida Chamber Political Institute, a unique research organization that provides vital detailed demographic and political analysis to its members.

Marian's topic will be "Florida's Political Environment" – An in-depth analysis of the massive change in voter registration demographics and what these changes will mean for the 2020 elections; an up-to-date report of the legal status of the congressional and state senate redistricting battles; and a synopsis of the Florida Senate and Florida House

Friday afternoon will be time for leisure events, including *The Serengeti "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 *"Monkeying Around" Golf Outing* or you can just enjoy all the amenities the Wyndham Grand has to offer.

Whatever you choose to do that afternoon, make sure you're ready to have a wild African adventure at the **Friday evening "Jungle Boogie" Costume/Dinner Party**. Music, food and the most outrageous jungle creatures you've ever seen will be there. It's a time for you to let your inner lion roar and enjoy 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?" 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.

FRVTA CONVENTION

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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, 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. Sara is a personal defense expert and founder of

Sara Ryan Firearms Instruction and Athena's Armory. She holds multiple certifications from the NRA and regularly teaches personal defense and firearms classes in Southwest Florida. Traveling creates a unique set of challenges for personal safety. Unfamiliar places and a constantly changing environment can leave travelers unprepared for a dangerous encounter. Join Sara as she shares tips on how to stay vigilant and be prepared for worst-case scenarios while on the road. This seminar will include a hands-on inert PEPPER-SPRAY DEMONSTRATION!

S. ALLEN MONELLO, DPA, CPFS 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!

HAROLD OEHLER, *Flying in Formation To Prevent and Defend Litigation*: One of the highest rated presentations in RVDA history comes to FRVTA! Harold Oehler, General Counsel of Lazydays RV will discuss top strategies and tactics for preventing litigation during the sale and service of an RV. The panelists will also explain practical techniques that enable manufacturers and dealers to defend against litigation more



efficiently and effectively by working together in the event that a claim is made.



TRAEANNE REYNOLDS, of Greentree Business Consulting, provides special details and insights that will help you "Survive the Digital Jungle." E-commerce sales continue to grow and mobile price checking threatens profit margins for retailers. Many brick-and-mortar stores are struggling to grow their customer base and remain competitive in the digital marketplace. In this presentation,

you will learn how to navigate the jungle of digital and social media to find the ideal platforms for your business as well as critical social strategies to make sure your business survives and thrives.

C. LINNE' CARLSON, JR.

from Brown & Brown Insurance informs session attendees on Sales, Finance and Compliance. You'll gain insight into how to maximize profitability in Sales and F&I by utilizing industry leading tools, strategies and procedures. As we all are aware, F&I profitability is vital for success in today's RV world. He will focus on the Steps to the Sale, Transitioning into F&I



through the Walk Through, F&I Best Practices, Delivery and Follow up. He will also discuss Compliance in our Litigious World, something not to miss so you're able to avoid costly legal situations.

Following the morning of in-depth learning and insights, you'll be hungry, not for more information, but for money and prizes as "Safari Dave" presents the "Grab a Tiger by the Tail"

Game Show Luncheon. This will be a fun and prize-filled Game Show Luncheon as contestants compete for cash and prizes. "Safari and Africa Trivia" and "Animal Songs" will be a part of a very lively lunch.



The convention wraps up **Saturday evening** with the "King of the Jungle"

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. There is still time to register, so go to frvta.org or call the FRVTA State Office. *We'll see you there!!*



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 5- 7) at the beautiful Wyndham Grand Orlando Resort Bonet Creek in Orlando in accordance with 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.



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

July's Consumer Sentiment Continues to Grow in Florida

As the U.S. entered its longest economic expansion in its history, consumer sentiment among Floridians increased in July 3.7 points to 100.2 from June's revised figure of 96.5. All five components that make up the index increased.

Floridians' opinions of their personal financial situation now compared with a year ago increased 3.6 points from 93.2 to 96.8, though opinions varied greatly by demographics; male respondents and those under age 60 reported less-favorable opinions.

Similarly, opinions as to whether now is a good time to buy a major household item like an appliance increased 3.2 points from 100.3 to 103.5, though men reported less-favorable opinions.

"Overall, these two components showed that views regarding current economic conditions improved among Floridians in July," said Hector H. Sandoval, director of the Economic Analysis Program at UF's Bureau of Economic and Business Research. Details of this month's survey can be found at <http://www.bebr.ufl.edu/csi-data>. – Florida Trend, UF News

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



Is Your Customer an Identity Thief?

He or she could be. It's happened before and it will happen again. Identity theft continues to be one of the fastest growing crimes in America. And incidents of identity theft at dealerships are rapidly increasing. The question is: Is your staff equipped (and willing) to

identify and prevent identity theft?

Many identity thieves are smart. They know how to handle your sales associates and finance managers. If your staff is not alert, in a hurry or too focused on "closing the sale" with their attention on other things, that leaves an opening for the identity thief to slip through. It becomes even easier when you are busy.

Would it shock you to know that Florida has one of the highest rates of reported identity thefts in the country? According to Experian, in 2017 (the latest year that statistics are available) the states with the highest rate of identity theft complaints include:

Rank	State	Complaints per 100,000 Population
1	Michigan	151
2	Florida	149
3	California	140

The highest number of reports were for credit card

fraud, followed by employment or tax-related fraud, bank fraud then lease fraud. The last category, lease fraud, includes auto loans and leases. Although this looks like it's far down on the list, it's important to note that auto loan and lease fraud was up by 43 percent from 2016.

At the upcoming FRVTA State Convention, you will learn about how identity thieves operate, what to look for and tools you can use to verify their identity. And you will also be given some actual examples of attempted identity thefts at dealerships. *So, come to my session at the convention and learn how to prevent identity theft at your dealership. I look forward to seeing you there!*

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., 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.

RV Sales Mixed for first Five Months of 2019

Statistical Surveys Inc. (SSI) reports a mixed sales picture for RVs during the first five months of 2019.

For motorized units, the overall U.S. motorized market posted a 16.3 percent year-over-year decline as both Class A and Class C markets registered double-digit retail sales declines.

According to SSI, Thor Industries Inc. was the motorized sales leader during the period with a 39.5% market share, ahead of Forest River Inc. with 22.6% and Winnebago Industries Inc. at 13.7%.

Class A motorhome sales were down 14.1% through May as Thor led this segment with a 33.1% market share. Tiffin Motorhomes Inc. was number two with a 16.4% share of the market followed by Forest River Inc. at 14.7%.

Class C sales incurred a 17.7% decrease for the five months with Thor again leading this category, holding a 43.9% market share, followed by Forest River with 28.1% and Winnebago Industries Inc. holding 15.4%.

For towables, year-over-year retail registrations were down 6.9% for the first five months of 2019. Results by category showed:

- Sales for the travel trailer segment dipped 6.2% for the five months.
- Fifth-wheel registrations declined 8.7% through May.

- Folding camping trailer sales fell 11% for the five months.
- Park model RV sales slid 7.7% through May.

Thor Industries was the towable sales leader for the five months with a 45.5% share of the market, ahead of Forest River Inc. owning a 37.1% share and Grand Design RV Co. registering 6.9%.

By segment, Thor was first in travel trailer registrations through May with a 45.2% market share followed by Forest River with 39.5%. Thor also led fifth-wheel sales with a 51.4% market share, again followed by Forest River with 26.2% and Grand Design at 15.3%.

In folding camping trailers, Forest River led for the first five months with a 70.3% market share while Columbia Northwest/Aliner Inc. garnered an 11.5% share and Thor captured a 6.6% share.

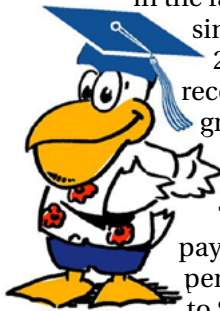
Skyline Champion led the park model segment with a 30.4% market share, followed by Kropf Industries Inc. at 19.8% and Cavco Industries Inc. with 15.9%.

Unlike other RV categories, Class B sales were positive, posting a 7.9% increase for the first five months of 2019. Statistical Surveys reports that Winnebago Industries Inc. led this segment through May with a 40.7% market share followed by Erwin Hymer Group North America (25.4%) and Forest River Inc. (12.5%).—RVBusiness

FRVTA Adds 7 New Students to Scholarship

The Florida RV Trade Association Board of Directors added seven new students to the FRVTA Scholarship at their July meeting. This brings the total number of students on the scholarship program to 25 full-time and five part-time students.

The FRVTA Scholarship began in the fall of 1990 and



since that time over 200 students have received an undergraduate degree with the aid of the scholarship. The scholarship pays students \$1,000 per semester or up to \$2,000 per year

for a total of \$8,000 per student. Students must attend an in-state college and must maintain a 3.0 grade point average.

“Every year we get a lot of qualified applicants,” said Nelda Iacono, Chairman of the FRVTA Scholarship Committee. “I wish we could give them all scholarships, but I’m very pleased with the applicants we’ve chosen. We base the scholarship not only on academic achievement, but upon financial need and extracurricular activities. I feel this is one of the most important membership benefits our Association offers.”

Students currently on the FRVTA Scholarship are Kyle Gavagan, Sierra Courtney, Ashley Newman, Caleb Haake, Joseph Hoff, Kendyl Kelly, Kristy Chartier, Aaron Knight, Wendy Coffey, Nobel Diaz, Monique McKenzie, Hope Wegge, Miguel Valencia, Katherine Boyd, Jenna Farnum, Sean Grimm, Michael Johnson, Elizabeth Kresse, Rachel Stazzone, Kirsten Senderling, Emily Lawrence, Rachel Hoff, Andrea Almberg, Sophia Hall, Noah Janson, Ethan Vest, Jaqueline Polanco, James Banks, Kaitlyn Robey, Samantha Palmer and Megan Bettley.

A note from a scholarship recipient...

To Whom It May Concern:

My name is Rebecca Mincey and I am the granddaughter of Brenda and Ivon Page, owners of RV SwapShop. I graduated from Florida Atlantic University with my bachelor of Business Administration in Accounting in August of 2018. The Florida RV Trade Association played a huge role in my college experience and my ability to get through college debt free.

I started college in January of 2015 and during my first semester, I was presented by my grandparents the opportunity to apply for the FRVTA Scholarship. This opportunity was incredible for me since it would help cover a significant part of the expenses that to go along with getting a degree. I applied right away and a couple of months later I received notification that I was one of the lucky ones that would receive the scholarship! I was thrilled to hear the news as I really wanted to finish college with no student debt.

The scholarship granted me eight semesters of \$1,000 per semester. It was a very simple process: I was required to send over my grades for the semester as well as submit my schedule for the next semester in order to keep receiving the scholarship. I corresponded with Dave Kelly throughout this process and he was extremely helpful and kind.

Overall, I am so thankful for the Florida RV Trade Association. They helped make my college experience something I could enjoy and not something to stress about. I am honored to have been a recipient and earning my degree is one of the highlights of my adult life so far.

I am actually going to continue on with my education—I am now enrolled at Florida Atlantic University to start working toward my Master of Business Administration degree. Education has always been a huge part of my life and I am forever grateful for the opportunities I have had to be able to further educate myself.

Thank you,
Rebecca Mincey

Florida Student Recipient of 2019 Mike Molino RV Learning Center Scholarship

Taylor Boyd, whose father is a full-time employee at Lazydays RV of Tampa, is the Mike Molino RV Learning Center Scholarship recipient for academic year 2019-20. Endowed through the Kindlund Family Foundation, the \$2,500 award goes to a deserving RV company employee or their dependent enrolled in undergraduate studies.



This year’s scholarship winner is entering her final year as a business student, maintaining a near-perfect 3.98 GPA, at Palm Beach Atlantic University. Boyd plans to pursue a management position within the RV industry, saying, “I am especially interested in the human resources department, since I believe [a] main business goal is to rightfully take care of the people who make the company a success.”

The Learning Center’s scholarship program recognizes deserving college sophomores, juniors and seniors. Applicants are judged on their current RV Industry involvement or their plan to seek employment in the industry upon graduation, academic achievement, extracurricular activities and honors, financial need, and a 500-word essay on their goals and objectives after college. The program has awarded \$72,500 to 29 students since its inception in 2000.

For more information about the RV Learning Center, go to www.rvlearningcenter.com. –RVDA

NEW MEMBERS

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Campground, Region 10



MANUFACTURERS DRAW RECORD SPACE FOR 2020 FLORIDA RV SUPERSHOW

The Florida RV Trade Association held the space drawing via phone and internet for the 2020 Florida RV SuperShow this past August and manufacturers drew over 3 percent more space for the 2020 show versus the 2019 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, 2020 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 2020 Florida RV SuperShow celebrates its 35th year.

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 2020 Florida RV SuperShow will be Tuesday, January 14 from 10am-4pm. Attendees will be treated to coffee and donuts in the morning and a free lunch. Public Days are Wednesday, January 15 through Sunday, January 19. Show hours are Wednesday–Saturday 9am–6pm, and Sunday 9am–5pm.

For more information on the 2020 Florida RV SuperShow or to register for Industry Day, contact the FRVTA State Office or visit the website at www.frvta.org.

MEETING DATES



See you at the 39th Annual FRVTA State Convention, Thursday, September 5 through Sunday, September 8 as we trek to the beautiful Wyndham Grand Orlando Resort Bonnet Creek. This outstanding annual event is filled with fun-filled activities and educational opportunities!

Regions 1 – 5 • NO MEETINGS

Region 6 • September 17 • Bonefish Grill • 10950 San Jose Blvd • Jacksonville

Region 7 • September 24 • 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

