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Updates from the FRVTA Board President

I hope this letter finds you well as we move into an exciting season for our association. We have several key events and opportunities coming up that I encourage you to take advantage of... [read more...](#)

Legislative Update

by Andres Malave. Halfway through Florida's legislative session, the state hosted a series of critical elections as state lawmakers begin their work to craft the budget and battle of tax cuts emerges. On April 1, voters delivered verdicts in two pivotal congressional races and three special elections to fill state legislative seats... [read more...](#)

Good Will Protection

by Ejola Cook. All too frequently I get calls from upset dealers, who, in the name of customer goodwill, provide free services or refunds for products, then despite this help, those same customers go to leave scathing reviews, or return demanding more service and products for free... [read more...](#)

Two-Day Dometic Academy is Coming to Ft Lauderdale

The two-day training session will cover Air Conditioners and Water Heaters on Day One and Furnaces and Refrigerators on Day Two. The event is being held April 23-24 in the Ft Lauderdale area. Classes are limited to 20 participants so register asap. REGISTRATION MUST BE RECEIVED BY FRIDAY MARCH 21ST... [register here...](#)

FRVTA 1-Day Training Sessions Gear Up for Summer

FRVTA will once again put on FREE one day training sessions across the state. These will cover various topics and products. In June, FRVTA Training Liaison Steve Roddy will present LP Gas, Getting your State Qualifier and Master Certification. These will be held in two locations across Florida to make it easier for members to attend. The session will be held Tuesday, June 24th at the Aparicio Levy Training Center, 10119 E Ellicott St, Tampa. Ft. Myers will host the session on Wednesday, June 25th at the Hilton Garden Inn Ft. Myers Airport, 16410 Corporate Commerce Way.

July will see the return of the ever-popular Lippert Training on Tuesday, July 22nd at the JTech Institute in Jacksonville, 8813 Western Way. One other session will be held in Tampa at the Sheraton Tampa Brandon Hotel, 10221 Princess Palm Avenue, Tampa, on Thursday, July 24th. FRVTA members will receive the sign-up form via email in the next week. Any questions can be directed to the FRVTA State Office. Currently FRVTA is looking into providing RVTI Level 1 Certification Classes in August. More information will follow

once the details have been worked out... [register here...](#)

FRVTA Scholarship Applications Open

The FRVTA Scholarship Committee would like to remind you that now is the time to encourage your employees and their dependents to apply for the Florida RV Trade Association Scholarship. All we ask is that you display the enclosed poster and applications in an area where your employees will see it (time clock, break room, etc.).

The scholarship is open to any of your employees or their dependents that are working toward an undergraduate degree in one of Florida's state colleges. The FRVTA Scholarship pays \$2,000 a year for up to four years. This is a great opportunity for you to offer a scholarship to your employees without any cost or obligation to your company. Part-time students can apply as well. THE DEADLINE FOR APPLICATIONS IS JUNE 6, 2025!!

As time is of the essence, please display the poster as soon as possible and mention the scholarship to those employees you know have children in college or getting ready to graduate from high school. Thank you for your help in making the scholarship program successful... [apply here...](#)

FRVTA Government Affairs Committee

by Lyn Hart. If you have questions or problems with any RV-related legal issues, the FRVTA Government Affairs Committee is here to help. Please contact the State office... [call now...](#)

UPCOMING MEETING DATES *(click the location name to GPS)*

Region 1 • Apr 3rd • [Jays Smokin BBQ](#) • 10175 Tamiami Trail • Punta Gorda

Region 2 • Apr 9th • [Brio Italian Grille](#) • 3101 PGA Boulevard • Palm Beach Gardens

Region 3 • No Meeting

Region 4 • Apr 16th • [Tibby's New Orleans Kitchen](#) • 494 FL 436 • Altamonte Springs

Region 5 • No Meeting

Region 6 • Apr 15th • [Hilltop Restaurant](#) • 2030 Wells Rd, Orange Park

Region 7 • Apr 22nd • [Braised Onion](#) • 754 NE 25th Ave • Ocala

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

NEW MEMBERS

BOAT & RV OUTLET

Geof Hoffman
13132 US Highway 19
Hudson, FL 34667-1749
PH: 727-233-6811
Website: www.fdmrv.com
Email: geofh@fdmrv.com
Dealer (R), Region 3

International RV Manufacturing

First Coast Fire Ant Control

Dan McCall
Ocala, FL 34480-5770
Website: www.firstcoastfireants.com
Email: fcfireantcontrol@gmail.com
Service (H), Region 7

Mabru Power System

Geof Hoffman
111 Mathews Dr
Americus, GA 31709-5528
PH: 229-924-1185
Website: www.livtraveltrailers.com
Email: geofh@fdmrv.com
Manufacturer (M), Region 10

Robert's Mobile Home & RV Resort

Bobbi Woosley
3390 Gandy Blvd N
St Petersburg, FL 33702-2058
PH: 727-577-6820
Website: www.robertsrv.com
Email: robertsresort@aol.com
Campground (C), Region 3

WWW

Moufid Methenni
10750 NE 60th St
Bronson, FL 32621-8655
PH: 352-310-1644
Website: www.www-wifi.com
Email: moe@www-wifi.com
Service (H), Region 7

Jim Light
1105 Old Griffin Rd
Dania Beach, FL 33004-2224
PH: 954-467-1770
Website: www.mabrupowersystems.com
Email: sales@mabrumarine.com
Supplier (S), Region 2

The Dixie Pickers

Myron Bowlin
4411 SE 53rd Ave
Ocala, FL 34480-9214
PH: 352-694-4448
Website: www.thedixiepickerstrucks.com
Email: thedixiepickers15@gmail.com
Dealer (D), Region 7

In Case You Missed It...

Are You Fully Protected Against an Unfair & Deceptive Practices

Claim?

by Ejola Cook. A favorite cause of action for consumer attorneys is to claim violations of Florida's Deceptive and Unfair Trade Practices Act. Part of the reason the attorneys love this statute is that a Dealer does not even have to break a law to be held liable. It also allows the plaintiff's attorney a right to legal fees... [read more...](#)

Creating Lifelong Customers

by Traeanne Reynolds. In the competitive RV dealership industry, cultivating lifelong customers is essential for sustained success. Implementing a customer-centric sales process not only enhances loyalty but also significantly reduces costs associated with acquiring new customers... [read more...](#)

Florida's 2026 Elections are Officially Underway

by Andres Malave. While the legislative session doesn't begin until the first week of March, the 2026 election cycle is already in full swing. With major political shifts on the horizon and several key elections coming up, Florida voters have plenty to watch in the months ahead... [read more...](#)

DMV Registration Changes

by Ejola Cook. Were you aware that in the Fall 2024 the Florida Department

of Highway Safety and Motor Vehicles changed their rules on what forms of identification were acceptable for a customer to register a car, RV, or trailer in Florida... [read more...](#)

Legislative Update 2025.2

by Andres Malave. A lot has happened in Florida politics since our last update, and we're here to ensure you stay informed on the key issues that impact our industry and our state. Two special elections were held to fill vacancies in Florida's congressional delegation... [read more...](#)

40th Florida RV Supershow and Ft Myers RV Show Bring in Huge Crowds

by Dave Kelly. The Florida RV Trade Association (FRVTA) opened the 40th Annual 2025 Florida RV Supershow, Wednesday, January 15 to big crowds and they kept coming... [read more...](#)

Beneficial Ownership Information (BOI) Deadline

by Ejola Cook. Did you file your BOI report by January 1st? If you are reading this and thinking, what is a BOI and what did I miss? Well, you are not alone. Reporting companies must report on their beneficial ownership information electronically through the Financial Crimes Enforcement Network (FinCEN) website... [read more...](#)

Innovating Florida's RV Industry: Attracting Younger Travelers and Out-of-State Tourists

by Traeanne Reynolds. Florida's RV industry has long been a cornerstone of the state's travel and tourism sector, offering visitors an unparalleled way to experience the Sunshine State's beaches, parks, and attractions. However, with an increasingly diverse array of travel options available, the industry faces a critical challenge: how to remain competitive by appealing to younger travelers and Snowbirds or out-of-state tourists... [read more...](#)

Power of Attorney

by Ejola Cook. When it comes to forms there are a few things you'll want to get right from the beginning. You might be thinking to yourself, it's a form. You fill it out. How hard can it be? The answer might surprise you!... [read more...](#)

Nurturing Tomorrow's Technicians

by Peter "webdoc" Martin, Training Marketing Director of DealerPRO Training. Establishing a Technician Apprenticeship Program isn't just an investment in personnel. It's a strategic move towards long-term dealership success. In this article, we will address why implementing such a program can benefit your dealership, along with actionable steps to get started... [read more...](#)

Forms

by Ejola Cook. When it comes to forms there are a few things you'll want to get right from the beginning. You might be thinking to yourself, it's a form. You fill it out. How hard can it be? The answer might surprise you!... [read more...](#)

Employee Retention Impacts Owner Retention

by Don Reed, President of DealerPRO Training. In the RV industry, the link between employee retention and customer retention is undeniable and incredibly influential. The overarching goal for your dealership should be crystal clear... [read more...](#)

Reaching Potential New RVers: Strategies for Success

by Traeanne Reynolds. The RV industry has seen significant growth, particularly in the wake of the pandemic, as people seek safe and flexible travel options. Understanding how to effectively reach potential new RVers is crucial and an effective strategy leverages both traditional and digital marketing approaches... [read more...](#)

Credit Card Surcharges and Convenience Fees

by Ejola Cook. Before we get started, I'm going to be honest, this one is pretty confusing. There is only a fine line to separate a Surcharge and a Convenience Fee and often they mistakenly get used... [read more...](#)

RVers Guide Available for Distribution or Online

The *RVers Guide* is the annual membership directory which is used to promote your company. They are available for you to distribute at your business locations to your customers. If interested, contact the FRVTA office and they will be shipped to your business (60 per box). The complete guide is also [available on our website](#). With 125,000 copies of this magazine distributed at all of our RV shows, by personal requests via phone and our website, through the Chambers of Commerce and the Florida Turnpike and Interstate Rest Areas, as well as our member's businesses, your name will be in front of RV consumers all year round. In addition, please check your listing to make sure it is correct as this reflects the information we have on file for your company. For any corrections, please contact the FRVTA State Office or send changes in writing. [call now...](#)

New RVTI Program for Renewing RV Technician Certifications

The RV Technical Institute (RVTI) has launched a program to assist RV technicians with expired certifications in renewing their credentials effortlessly... [more info...](#)

Off-Site Sales

by Ejola Cook. By now you may know you can store a vehicle at an off-site location, but did you know you also have the ability to sell it off-site too? We have all seen them, the "tent sales" on local lots selling inventory away from the dealership. Although this process tends to be a little trickier than selling it off your regular lot, it can be done... [more info...](#)

Regional Meeting Policy Update

Per unanimous decision by the FRVTA Board of Directors, alcoholic beverages will no longer be provided at the regional meetings. Any attendees who wish to have an adult beverage at the meetings will be responsible for payment.

Non-Refundable Deposits

by Leah Langston. Non-Refundable Deposits are a great way for dealers to help secure a sale by having the buyer put a “little skin in the game.” As simple as it sounds, a Non-Refundable Deposit (“NRD”) is money paid by a customer toward the purchase of a specific vehicle that under certain conditions will be “non-refundable.” Like many other rules, this rule is governed by the Florida Deceptive and Unfair Trade Practices Act... [more info...](#)

Dealer Protection from Consumer Attorney Fees

by Ejola Cook. Timing is everything right? It is, especially when it comes to Demands under Florida’s Unfair and Deceptive Act Statute § 501.98. Chapter 501 is a favorite of consumer attorneys, a catch all claim, with a very low threshold. Learn how to add a layer of protection to your business... [more info...](#)

Amended Park Reservation Law

by Leah Langston. The new law essentially gives Florida residents a leg-up by allowing them a one-month advantage over non-residents for booking their camping stays. Floridians can now book 11 months out for their preferred dates while non-residents are restricted to a 10-month reservation window... [more info...](#)

RV Storage with an HOA

by Leah Langston. As of July 1, 2023, Florida has now made legal exceptions for folks to keep RV’s on their property even if they have an HOA which prohibits it... [read more...](#)

RV Technician Training Videos Added to FRVTA Library

Five new RV Technician Training videos on OEM Specific Components have been added to the video library on RVDLN.org. This is a great resource for service technicians of all levels. You will need to sign up for a Free Member account with RVDLN and log in to view... [watch now...](#)

Accepting Foreign Trades

by Leah Langston. Although its not the most common scenario you might have, there may be a time when, as a dealer, you are asked to take a Canadian vehicle in on trade. Can you even do that? What do you need to know?... [read more...](#)

Understanding Florida LP Gas Licensing

The Florida Department of Agriculture and Consumer Services (FDACS) is responsible for licensing individuals and businesses that sell, transport, dispense or store liquefied petroleum (LP) gas and that manufacture, install, service or repair LP gas containers, systems, or appliances. [read more...](#)





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