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Update from the FRVTA Board President

As we move into the heart of summer, we officially wrap up our 2024–2025 show season. Thank you to everyone—dealers, vendors, and staff—who made each regional event a success. We will publish the full schedule for the 2025–2026 show season in August... [read more...](#)



In Memory of Jamie

It is with heavy hearts that we share the passing of Jamie Jorgensen, FRVTA Region 7 President, who left us unexpectedly last Saturday evening.

Jamie was more than a colleague—he was a true friend, a leader, and a bright presence in our industry. His commitment to Region 7 and the FRVTA was unwavering, and he always brought humor, wisdom, and heart to everything he did... [read more...](#)

RV Pro Honors FRVTA's Patty Flanagan

For over 22 years, Patty has been the driving force behind FRVTA's regional RV shows. Known for her organization, dedication, and mentorship, she now leads the Florida RV SuperShow while training the next generation. Her commitment to the industry and passion for helping others make her an invaluable part of the FRVTA team... [read more...](#)

Legislative Update

by Andres Malave. Governor DeSantis closed out the month of June by signing the nearly \$115 billion budget and tax cut package. As expected, he took an axe to about \$500 million in local spending projects. Many of those were highlighted in Florida Tax Watch's [Budget Turkey Watch Report](#).... [read more...](#)

Firefly Systems Training in July

Firefly will offer hands-on System training in Orlando on July 8th or 9th, designed to help RV technicians improve their troubleshooting and repair skills. Each 6-hour session includes technical discussion and practical experience with Firefly Integrations' operating panels, earning participants credits toward RVTI Level 3 certification. The training focuses on diagnosing RV-C and CAN BUS technology issues, helping technicians reduce troubleshooting time across a range of RV systems.... [register...](#)

Be Prepared: IRS Tips for Disaster Readiness

With peak disaster season approaching, now is the perfect time to review emergency preparedness steps to protect your clients and your practice. The IRS offers valuable guidance on safeguarding critical tax and financial documents before a disaster strikes.

Key tips include storing copies of important records in a secure location, maintaining an inventory of high-value items, and becoming familiar with IRS disaster assistance resources. Taking these simple steps now can make a big difference in the event of an emergency... [learn more...](#)

Region 2 Donation to Hibiscus Children's Center

FRVTA Region 2 was proud to support the Hibiscus Children's Center with a \$2,500 donation this past June. For over 25 years, Region 2 has partnered with this incredible organization, which provides safe shelter and compassionate care to abused, neglected, and abandoned children.

The original Hibiscus House in Jensen Beach has grown to include additional facilities in Vero Beach and Port St. Lucie, serving children throughout the region for more than 30 years. One of its strongest advocates is Dave Miller, who entered the program at age 5. Today, he's a successful businessman with a family of his own and often shares how Hibiscus House gave him a sense of safety, dignity, and hope.

FRVTA 1-Day Training Sessions Gear Up for Summer

July will see the return of the ever-popular Lippert Training on Tuesday, July 22nd at the JTech Institute in Jacksonville, 8813 Western Way. [more info...](#)

One other session will be held in Tampa at the Sheraton Tampa Brandon Hotel, 10221 Princess Palm Avenue, Tampa, on Thursday, July 24th. [more info...](#)

RVTI Level 1 Training Coming in August

The FRVTA will hold a one-week training course, August 4-8, for RVTI Level 1 Training and Certification. The weeklong class will be held at Keystone Heights RV Resort. Attendees can reserve full-hookup campsites or camping Wagons. There will also be a special room at the Holiday Inn Express. [more info... to register...](#)

Why LP Gas Licensing Matters in the RV Industry

by Traeanne Reynolds. Whether you're selling, servicing, inspecting, or hosting RVs at your facility, ensuring proper LP gas safety is not optional—it's critical. In Florida and many other states, working on an RV's LP gas system requires a state-issued license. Understanding why this matters helps protect your business, your customers, and your reputation... [read more...](#)

RVers Guide and Supershow Program Advertising Options

Advertising sales are underway for the 2026 RVers Guide to Florida and Official SuperShow Program. The information is being sent out via eBLast by the FRVTA State office weekly. The information is available on our website on our [Advertising page](#) or contact Deanna Pearce directly at: dlpearce7@gmail.com or 863-318-0193.

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 • TBD

Region 2 • Jul 16th • [Brio Italian Grille](#) • 3101 PGA Boulevard • Palm Beach Gardens

Region 3 • Jul 8th • [Sheraton Tampa Brandon](#) • 10221 Princess Palm • Tampa

Region 4 • No Meeting

Region 5 • No Meeting

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

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

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

NEW MEMBERS

Embassy Suites Tampa Brandon

Chad Lobner/Casey Bommersbach

10220 Palm River Rd

Tampa, FL 33619-4400

PH: 813-413-3915

Website: [www.](http://www.hilton.com/en/hotels/tpabdes-embassy-suites.com)

hilton.com/en/hotels/tpabdes-embassy-suites.com

Email: chad.lobner@hilton.com

Service (H), Region 3

Matt's RV Products

Wil Knowles

Land O Lakes, FL 34639-5596

PH: 202-531-8240

Website: www.liquifiedrv.com

Email: wil@liquifiedrv.com

Supplier (S), Region 3

Moonfab

Nextondeck RV

Ryan Roberts
San Francisco, CA 94118-3975
Website: www.moonfab.com
Email: ryan@moonfab.com
Supplier (S), Region 10

Mark Johnson
Titusville, FL 32780-9655
PH: 321-362-4264
Website: www.nextondeckrv.com
Email: mark@nextondeckrv.com
Repair (R), Region 6

Pop Sells

Camryn Cook
Sarasota, FL 34233-2330
PH: 941-257-0111
Website: www.popsells.com
Email: camrync@popsells.com
Dealer (D), Region 1

RV Tow Pros

Clyde Edgison
3541 S Pine Ave
Ocala, FL 34471-6612
PH: 352-644-5560
Website: www.rvtowpros.com
Email: info@rvtowpros.com
Repair (R), Region 7

Sunset Park & RV

Robert Fish
1055 N 625 W
Shipshewana, IN 46565-8564
PH: 866-865-7848
Website: www.sunsettrailers.com
Email:
bobfish@sunsettrailers.com
Manufacturer (M), Region 10

The Hideaway

Celia Lare
1218 SE Highway 346
Old Town, FL 32680-4376
PH: 352-542-7800
Website: www.TheHideawayFL.com
Email: camp@thehideawayfl.com
Campground (C), Region 7

In Case You Missed It...

Understanding the Telephone Communications Protections Act

by Ejola Cook. Do you ever get frustrated with text messages selling you products that you never asked for? Well, the government implemented laws to protect consumers from these types of texting campaigns... [read more...](#)

Legislative Update

by Andres Malave. As we approach the midpoint of 2025, Florida's political landscape is becoming more clear as lawmakers have reached a budget deal to and several local elections will take shape... [read more...](#)

Golf Carts and Liability: a \$50 Million Wake Up Call

by Ejola Cook. While I typically focus on the laws and cases affecting RV's and our dealers, I feel I need to veer a little off the path and discuss Golf Carts. I know many of your customers use them, drive them, and you might even use them yourselves... [read more...](#)

IRS Tips for Protecting Financial Records in Emergencies

The IRS recently released Tax Tip 2025-31, a valuable resource for individuals and business owners outlining steps to safeguard financial records in the event of a disaster or emergency. From creating electronic backups to reviewing insurance coverage, these tips are essential for staying organized and prepared—especially as we approach hurricane season and the next tax filing period.

We encourage all FRVTA members to review and share this information with your teams, clients, and customers. Being proactive today can make a big difference when it matters most.

Florida 2025 Legislative Session

by Andres Malave. The Florida 2025 Legislative Session, initially set to conclude on May 2, has been extended to June 6 or until the state's budget is finalized. Lawmakers will return to Tallahassee on May 12 to craft the 2025-2026 fiscal year budget, which is expected to be slightly below Governor Ron DeSantis' proposed \$115.6 billion plan. With a commitment to include \$2.8 billion in tax cuts, legislators are working to meet the constitutional requirement for a balanced budget... [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...](#)

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...](#)

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...](#)

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 Apprentice 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

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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...](#)

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...](#)

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...](#)

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...](#)

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.



Florida RV Trade Association | 5407 Boran Place | Tampa, FL 33610 US

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