



44th Annual

FRVTA STATE CONVENTION



September 5 - 8, 2024

Renaissance Orlando at Sea World Resort
Orlando, FL





SCHEDULE of EVENTS



★ Thursday ★ September 5, 2024

Noon - 5 PM	Registration Open
1 PM - 5 PM	"The Backstage" Hospitality Room – <i>Canaveral 2-3</i>
6 PM - 8 PM	"Opening Act" Welcome Reception – <i>Peninsula Foyer</i>
7:30 PM - Midnight	"The Backstage" Hospitality Room – <i>Canaveral 2-3</i>

★ Friday ★ September 6, 2024

6:30 AM - 11:30 AM	Full Breakfast Buffet – <i>Tradewinds Restaurant</i>
7:30 AM - Noon	Registration Open
8:00 AM	General Session – <i>Peninsula Ballroom</i> "Be On Time" Bonus (<i>win cash prizes</i>)
8:05 AM	Convention Agenda – Dave Kelly , Executive Director
8:10 AM	Convention Opens – Ken Loyd , FRVTA President
8:15 AM	Awarding of Sponsor Plaques
8:30 AM	Harold Oehler – The Super Lawyers Take You Into The Courtroom Part II: The Dealership Strikes Back
10:30 AM	Break
10:45 AM	Industry Update Phil Ingrassia – RVDA President Jason Rano – RVIA Vice President Curtis Hemmeler – RVTI Executive Director Bobby Cornwell – FRVCA President & CEO
1 PM	Afternoon Activities Splitsville Bowling – <i>Splitsville Disney Springs</i> Painting Class – <i>Longboat</i>
3 PM - 6 PM	"The Backstage" Hospitality Room – <i>Canaveral 2-3</i>
6:30 PM	Cocktail Reception – <i>Peninsula Foyer</i>
7:30 PM	"Encore" Awards Banquet – <i>Peninsula Ballroom</i>
10 PM - Midnight	"The Backstage" Hospitality Room – <i>Canaveral 2-3</i>

rock





SCHEDULE of EVENTS



★ *Saturday* ★
September 7, 2024

7 AM - 11:30 AM Full Breakfast Buffet – *Tradewinds Restaurant*
7 AM - Noon Registration Open
8:30 AM General Session – *Peninsula Ballroom*
State Elections & “Be On Time” Bonus (*win cash prizes*)

8:45 AM - 12:30 PM

Break Out Sessions

Recap of Trial & How to Stay Out of Court

Harold Oehler – Oehler Mediation

BISCAYNE 3 - 8:45 AM & 11:15 AM

*Red Flags Rule & Steps to Protect the Dealer
from Identity Theft*

Ejola Cook – Ecook Consulting, LLC

BISCAYNE 1 - 8:45 & BISCAYNE 2 - 11:15

Florida Sales and Use Tax : Avoiding Surprises

H. French Brown – Jones Walker

CANAVERAL 1 - 8:45 AM & 10 AM

2024 Changes to Florida's LP Gas Laws and Q&A

Richard Kimsey – FL. Dept. of Agriculture

BISCAYNE 3 - 10AM & CANAVERAL 1 - 11:15 AM

Navigating the Online Highway

Traeanne Reynolds – Greentree Business Consulting

BISCAYNE 1 - 10 AM & 11:15 AM

*Integrating AI to Enhance Sales Management and
Training Processes*

Stephen Hudson & Greg Gutkowski – AI Tsunami Group, LLC

BISCAYNE 2 - 8:45 AM & 10 AM

12:45 PM

“Name That Tune” Game Show Luncheon
& Regional Awards – *Peninsula Ballroom*

1:00 PM

Silent Auction Ends

2:00 PM

Silent Auction Item Pick up – *Merritt*

7:00 PM

“Rock of Ages” Costume Party – *Crystal Ballroom*

10 PM - Midnight

“The Backstage” Hospitality Room – *Canaveral 2-3*

★ *Sunday* ★
September 8, 2024

11 AM

Hotel Check-out



GENERAL Session



PENINSULA BALLROOM – 8:30 AM

Harold Oehler Oehler Mediation

THE SUPER LAWYERS TAKE YOU INTO THE COURTROOM PART II: THE DEALERSHIP STRIKES BACK

Audience members will serve as jurors in a mock trial of a consumer's lawsuit against an RV dealer and manufacturer. This is the sequel to last year's popular "Trial of the Century." Harold Oehler of Oehler Mediation and Training will once again emcee the mock trial with a new cast of outrageous characters. The Mock Trial will train RV dealers how to 1. prevent customer complaints from turning into lawsuits, 2. recover customers with persistent service issues and 3. work better with your manufacturers to resolve customer issues and prevent litigation. This training covers practical techniques that the dealer's service employees can use every day.

Harold provides entertaining and informative training live and by zoom for RV dealers, RV manufacturers and dealer associations across the country. Harold has over 30 years of experience defending RV and automobile dealers against consumer claims both as a trial lawyer and as General Counsel for Lazydays where he worked for 21 years. Harold has received two national service awards from RVDA. He is a certified state and federal mediator and is certified by the DeMars RV Mediation Program.



RV INDUSTRY Update



PENINSULA BALLROOM – 10:45 AM

Phil Ingrassia RVDA President

RV Dealers Association President Phil Ingrassia will provide a quick overview on the outlook for RV sales based on monthly dealer surveys. He will also cover the association's strategic priorities, including legislation, industry efforts to reduce Repair Event Cycle Time (RECT), and fixed operations training opportunities for service, parts, and warranty management professionals available through the Mike Molino RV Learning Center.

RVDA is the national association representing the interests of RV dealers, rental companies, and RV aftermarket stores. Ingrassia is the past chair of the Outdoor Recreation Roundtable and is a member of the organization's board of directors. Ingrassia earned the Certified Association Executive (CAE) designation from the American Society of Association Executives.



*Curt Hemmeler* **RVTI Executive Director**

Curt will be sharing a number of milestones as RVTI celebrates its 5 year anniversary. Including trends and successes of training and moving technicians down the path of certification. He will also provide a glimpse of the next 3 years and the strategy behind RVTI and its future.

Curt Hemmeler has been with the RV Industry Association for over five years, serving as the Executive Director of the RV Technical Institute, the gold standard of RV Service Technician training in North America. In addition, Hemmeler is the Senior Vice President of the RV industry's self-regulatory program and manages all of Elkhart's RV Industry Association operations. Prior to joining the RV industry, he spent over 20 years in executive leadership roles in technical education and training, for schools such as WyoTech, DeVry, and Kaplan Universities and Institutes. Hemmeler also proudly served in the United States Air Force and Ohio Air National Guard for 14 years as an Aerospace Ground Equipment Engineer and a Logistics officer. Hemmeler resides in Columbus Ohio with his wife Tracey and their two dogs Bentley and Jessie.

*Jason Rano* **RV Industry Association Vice President**

Jason will be providing on an update on RVIA's legislative work and discuss recent research and work that the Association is doing with RV dealers and campgrounds.

Jason Rano is the Vice President, Government Affairs at the RV Industry Association. He joined the Association in January 2023 after a year and a half at the EV manufacturer Rivian. Jason has worked in government affairs for 15 years mostly in the conservation space and has worked at both the federal and local levels of government. Jason oversees the Association's state and federal advocacy efforts, developing and implementing strategy to accomplish legislative and regulatory goals on behalf of the Association's nearly 500 members.

*Bobby Cornwell* **FRVCA President and CEO**

Bobby is the President and CEO of the Florida and Alabama Association of RV Parks and Campgrounds (FRVCA). The State and Regional Association representing the interests of RV Parks and Campgrounds, and the Outdoor Hospitality Industry, in Florida and Alabama.

Bobby will talk about the RV Park and Campground Industry in Florida, including recent industry trends, RV park growth, economic indicators, industry partnerships and forecasts.

Bobby began his career with the association in 1991 and in 2004 was appointed as the President and CEO. With over thirty years of campground association management experience, Bobby has had the pleasure of working and collaborating with many association executives, campground owners and operators, and industry leaders. He currently serves on the RVIA Campground Coalition Committee (RVCC), is a member of the Campground Association Management Professionals (CAMP), and is on the Board of Directors for VISIT FLORIDA representing the Florida RV Park and Campground Industry. Bobby graduated from the University of Florida with a Bachelor of Science in Advertising.





Harold Oehler Oehler Mediation
**THE NEW RV SERVICE BEST PRACTICES:
 HOW TO PARTNER WITH YOUR MANUFACTURER TO
 RECOVER YOUR CUSTOMER AND PROTECT YOUR
 DEALERSHIP FROM LITIGATION**

After five years, the RVDA-RVIA Service Best Practices are being revised and the RV industry wants your feedback on the draft before the new best practices are revealed at the RVDA Convention this Fall! Harold Oehler of Oehler Mediation and Training will provide RV dealers a 360-degree view of how to 1. Partner with your manufacturer to recover your customers with persistent service issues and 2. How to motivate your employees to follow the dealership's procedures. This training covers practical techniques that the dealer's service employees can use every day and adds to the lessons learned during Friday's Mock Trial. This session may also include surprise guests from the RV Industry.

BISCAYNE 3 – 8:45 AM & 11:15 AM

Ejola Cook ECook Consulting, LLC
**RED FLAGS RULE AND STEPS TO PROTECT THE DEALER FROM
 IDENTITY THEFT**

Ejola Cook has maintained the FRVTA Dealer Knowledgebase found on the FRVTA website that helps members answer questions relating to compliance and regulations. She is an attorney and does a lot of work for auto dealers in South Florida. Ejola will address Red Flags Rule taking time to go over any new laws and regulations. She will also discuss protecting dealers from identity theft.

BISCAYNE 1 – 8:45 AM & BISCAYNE 2 – 11:15 AM



French Brown Jones Walker
FLORIDA SALES AND USE TAX: AVOIDING SURPRISES

Exploring the nuts and bolts of Florida's tax laws to minimize liabilities and maximize your bottom line. Don't get surprised by a Department of Revenue audit. This presentation will cover specifics related to RV sales, service, warranties, parts sales and more. We will also discuss the benefits and pitfalls of online sales. French Brown offers clients a more than fourteen years of experience practicing law and lobbying in the area of Florida state and local taxation. He began his legal career at the Florida Department of Revenue, where he quickly rose to the position of Deputy Director of Technical Assistance and Dispute Resolution. He specializes in all Florida taxes including sales tax, corporate income tax, motor fuels tax, communications services tax, property tax, and documentary stamp tax.

CANAVERAL 1 – 8:45 AM & 10 AM



BREAK OUT *Sessions*



Richard Kimsey FL. Dept. of Agriculture **2024 CHANGES TO FLORIDA'S LP GAS LAWS AND Q&A**

Rick Kimsey joined the department in 2006 as a Chemist Administrator in the Bureau of Petroleum Inspection. After serving in this capacity for 10 years he was promoted to the Chief of the Bureau of Standards, to Assistant Director of the Division of Consumer Services in April 2017, and to his current position as Director of Consumer Services in May 2020. He has more than 23 years of experience in state government which includes time with the Florida Department of Environmental Protection (FDEP) in addition to his time at the department. Additionally, Rick has more than 15 years' experience in the retail petroleum industry. Rick has a Bachelor of Science in Biochemistry from Florida State University and a Certified Public Manager designation from the Florida Center for Public Management.

BISCAYNE 3 – 10 AM & CANAVERAL 1 – 11:15 AM

Jraeanne Reynolds Greentree Business Consulting **NAVIGATING THE ONLINE HIGHWAY**

Ecommerce 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 discover how to identify the ideal platforms for your business and implement critical strategies that ensure your brand not only survives but thrives in today's ever-evolving marketplace. Equip yourself with the tools to keep rolling forward in the digital age!



BISCAYNE 1 – 10 AM & 11:15 AM



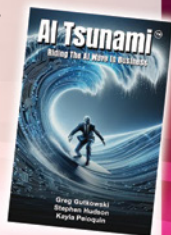
Stephen Hudson & Greg Gutkowski **AI Tsunami Group, LLC**

INTEGRATING AI TO ENHANCE SALES MANAGEMENT & TRAINING PROCESSES

Unlock the future of sales at the Florida RV Trade Association Convention! Join AI strategists and tech entrepreneurs Stephen Hudson and Greg Gutkowski, co-founders of AI Tsunami Group, for this must-attend breakout session. As authors, technology professors and successful entrepreneurs, Stephen and Greg bring unparalleled expertise. They will draw from their latest book, *AI Tsunami - Riding the AI Wave In Business*, to show you how artificial intelligence can optimize your sales processes, enhance training, and drive efficiency.

Don't miss this chance to learn from two industry leaders and elevate your sales strategy with cutting-edge AI insights!

BISCAYNE 2 – 8:45 AM & 10 AM



★ A Special Thank You to ★
OUR SPONSORS ⚡

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See You Next Year at:

*Hyatt Regency Coconut Point
Bonita Springs, FL*

September 4 - 7, 2025