



MONTANA MANUFACTURED HOUSING & RECREATIONAL VEHICLE ASSOC.

“Our mission is to promote policies and services that help our members provide quality products to their customers.”

SPRING 2009

MMH&RV FARES WELLS AT LEGISLATIVE SESSION

(ASSOCIATION PASSES LICENSING BILL FOR MANUFACTURED HOUSING DEALERS)

The Montana Legislative Session ended its 90th day on Tuesday, April 28, 2009. The Legislature spent its final days discussing property tax reappraisal and how to distribute the \$800 million federal stimulus monies through HB 645 and the budget for state government through HB 2. Enclosed in this newsletter is the final MMH&RV Bill Tracking Report of the bills we lobbied or monitored on your behalf. Given the state of Montana’s economy a special session is predicted some time between now and the 2011 regular legislative session. During the 2009 Legislative Session there were 1,316 introduced bills. By comparison, in 2007 the Legislature introduced 1,526 bills.

All in all MMH&RV fared well during the 2009 Legislative Session and we thank the MMH&RV Board of Directors and the members who initiated contact with their local lawmakers when requested to emphasize our position for or against specific measures.

Highlights of Issues MMH&RV Worked On During 2009

Senate Bill 356, Manufactured Housing Dealer Licensing Law: This bill requested by MMH&RV requires dealers selling new manufactured homes to be licensed by the Montana Department of Justice DMV Division. The bill passed the legislature and has been signed into law. It will go into effect on October 1, 2009. In the coming months MMH&RV will be working with the department to implement this new law.

Senate Bill 356 requires dealers to comply with some of the following before a license will be issued:

- you must have a physical dealer lot location with an office
- you must have a sign stating the name of the business and it should be visible from 150 feet
- you must have a \$50,000 surety bond
- and applicants will be asked to pay an annual \$50 licensing fee to the State
- the bill applies to dealers selling new homes and not used homes

These requirements are similar to the ones dealers complied with when members were licensed by the DMV prior to 2006. The good news is that this law will give the Department authority to stop individuals from selling homes that don’t meet the requirements of the law and are just selling homes through ads in small papers like the Mini-Nickel.

SB 351, Revise Residential Mortgage Licensing Law to Comply with SAFE: This bill was initiated by the Mortgage Broker groups and supported by the State Banking Commission in order to comply with a new Federal SAFE Act that was passed last year by Congress. MMH&RV worked throughout the session to secure amendments to the bill to protect the interest of both manufactured housing and RV dealers. The amendments we placed in the bill help clarify who is considered a “loan originator” for purposes of regulation. Specifically MMH&RV placed language in the bill recommended by our national contacts to state, “The provisions of this part apply to the activities of retail sellers of manufactured homes and recreational vehicles to the extent determined by the United States department of housing and urban development through guidelines, regulations or interpretive letters.” This amendment makes sure the state does not regulate business transactions beyond what the federal government requires and works to protect manufactured home and RV dealers from needless state interference.

HB 150, The Montana Recreation Safety Act: MMH&RV supported this bill which states that in some recreational activities the user faces an “inherent risk.” This bill works to limit the liability of providers of those recreational activities. The bill has passed the legislature and is on the Governor’s desk for his consideration.

See the enclosed final bill tracking list of all matters MMH&RV monitored this session.

MMH&RV PROVIDES EASY TO USE TOOLS TO HELP EXPLAIN HOUSING TAX CREDIT

The MMH&RV has developed an easy to use power point presentation and brochure for you to use in explaining the new Federal Housing Tax Credit. This material can be used to assist both your staff and customers in understanding the new housing tax credit and how it can benefit someone purchasing a manufactured home in Montana.

To access the information just go to the home page of MMH&RV web-site at www.mtmhrv.org and click on the MMH&RV Housing Tax Credit Presentation where you can also print off the educational brochure.

The new Housing Tax Credit presentation explains how the new \$8000 federal income tax credit can be used by 1st time homebuyers and provides a step by step guide to completing the necessary tax forms. We urge all members to take a moment to view this easy to use presentation.

MHI RELEASES “BUILDING AMERICA, HOME BY HOME”

MHI recently released “Building America Home by Home, 2009 Policy Blueprint for the New Administration and the 111th Congress.” The Policy Blueprint underscores the manufactured housing industry’s key role in providing quality affordable housing to the nation, particularly to those affected by the current credit crunch.

The Policy Blueprint outlines policies and initiatives to:

- Promote the role of the manufactured housing industry as a source of innovative housing for a broad range of households
- Improve capital flow critical to sustaining affordable housing and jobs
- Promote innovation and preserve housing affordability through enhanced quality and efficiency of federal building codes applicable to the manufactured housing sector that keep pace with consumer demand
- Conserve energy in homes and throughout the factory production process
- Assist manufactured housing-based industries to remain in business and retain jobs
- Ensure consumer safety
- Protect and develop industry employees through constant attention and compliance with reasonable and practical labor and workplace safety regulations.

“The manufactured housing industry is best suited to meet the conservation demands in this new economy, most able to customize homes utilizing a more technologically-advanced building process, most capable of delivering quickly and efficiently homes that meet an array of lifestyles and the most qualified to house America affordably,” says Gail Cardwell, president of MHI.

“The credit drought has challenged consumers and businesses alike, as our companies seek funding to access commercial credit markets and our consumers face obstacles as home values have declined and the secondary housing market for loans has receded,” says Ken Cashin, MHI’s chairman of the board. “We look forward to working with Congress and the new Administration to address these challenges facing the housing market through programs that increase prudent capital flow and remove barriers that prevent manufactured housing from playing a greater role in meeting the nation’s critical housing needs.”

Approximately 17 million households across the nation live in manufactured homes and the industry employs over 75,000 people in their home factories and sales centers alone. MHI works to promote fair laws and regulations, increase and improve financing options, provide technical analysis and research, remove zoning barriers and educate external audiences about the benefits of manufactured housing.

MH NEWS ON THE NATIONAL LEVEL

FHA Title I Loan Limits Effective Immediately

FHA Commissioner Brian Montgomery has signed and released a Mortgagee Letter to Title I lenders which announces an immediate increase to the loan limits under the existing FHA Title I program. The key loan limit increase is the 'home only' limit which will rise immediately from \$48,600 to \$69,678. The increased loan limits fall under the existing Title I underwriting parameters and program, and will apply to all loan applications taken on or after the date of the Letter's posting. Current FHA Title I lenders will be eligible to originate loans under the increased Title I loan limits. **Please note that the remaining changes to the Title I program, including underwriting guidelines and new insurance system, will become effective at a later date. MHI strongly advocated for the loan limit increases and for expedited Title I implementation and for lifting the moratorium on Ginnie Mae Title I issuers, to advance liquidity for manufactured home lending.

System-Built Home Buyers Take Advantage of Ten (10%) Percent Tax Credit

First-time home buyers who purchase a systems-built home at the average price of \$55,900 are in a position to take full advantage of a new refundable tax credit embedded in the economic recovery plan. The credit is for 10 percent of a home's purchase price up to \$8,000, which means buyers of systems-built units typically will earn a credit for \$5,590. "Used system-built homes are doing great in this housing market and are an especially great option for the first-time homeowner," according to Michigan Manufactured Housing Association President Bill Letting, who notes that sales of such properties reached 20,558 in 2008 --down just 10 percent from the year before. Systems-built housing is comparable to site-built homes but costs as much as 35 percent less per square foot.

David H. Stevens as HUD's FHA Commissioner

President Obama has announced the selection of David H. Stevens as his nominee to be HUD's Assistant Secretary for Housing and FHA Commissioner. Stevens is the President and Chief Operating Officer of the Long and Foster Companies which includes real estate and affiliated businesses. From 1999 through May 2005, Stevens was Senior Vice President of single family business at Freddie Mac where he was responsible for all sales and marketing, affordable lending, product development, loan prospector, and communications.

Rep. Baron Hill Introduces the Energy Efficient Manufactured Housing Act of 2009

H.R.1749, the "Energy Efficient Manufactured Housing Act of 2009 would offer \$7500 rebates to owners of pre-1976 homes to encourage them to buy Energy Star qualified manufactured homes. The program would be funded at \$1 billion with grant monies awarded by the Department of Energy to state agencies responsible for developing state energy conservation programs. The monies would be distributed to states on the basis of their proportionate share of homes constructed prior to 1976. Rep. Hill's office shared a draft of the bill with MHI prior to introduction.

Federal Reserve to Include Floor Plan Loans for Term Asset-Backed Securities Loan Facility (TALF)

The Federal Reserve Board announced that it is expanding the TALF Program to include revolving lines of credit backed by floor plan loans on manufactured housing. TALF is a program whereby the Fed will purchase certain asset-backed securities (ABS) in an effort to add much needed liquidity to the credit markets. TALF requires that the ABS have AAA rating. MHI will continue to push for an expansion of TALF to high quality ABS beyond AAA.

WELCOME NEW MEMBERS!

Northwest Foundations, LLC, Billings, Montana

The Commodore Corp., Goshen, Indiana

2009 MANUFACTURED HOUSING DEALERSHIPS ENCOURAGED TO APPLY FOR HOME SHOW FUNDING

Members are encouraged to apply for funding from the association's Manufactured Housing Image Enhancement Home Show Program. This program was revised by the Board and now qualifying member dealers can receive \$2,500 per floor, or up to a maximum of \$10,000 per year, when they conduct Manufactured Housing Home Shows at a local county fair, home show, and/or local exposition. The effort is directly tied to the association's overall Image Enhancement Program for Manufactured Housing. By encouraging home shows the association can put in place a program to encourage more public viewing of today's manufactured homes.

Dealers wishing to participate must write a letter to the MMH&RV office applying for the funds to conduct a show. The letter should be submitted to the MMH&RV office at least 30 days prior to the display date. Further, the letter must be returned with a completed copy of the revised Reimbursement Checklist. In addition, the letter must contain the show location where the dealer will be participating, along with relevant information about the show dates, times, and places. No funding will be available to members participating in their own dealer exclusive shows. Funding will be determined on a first come, first serve basis, and has set a limited budget for this program. All applications will be reviewed by the MMH&RV Home Show Committee for compliance, and funds will be remitted upon your follow up and confirmation that you have successfully participated in the program.

MANUFACTURED HOUSING HOME SHOW REIMBURSEMENT CHECKLIST

The following is a checklist of the guidelines which must be met in order to receive reimbursement for participation in the MMH&RVA Image Enhancement Campaign.

- ___ 1. A proposal for the home display was submitted to the MMH&RVA office in writing at least 30 days prior to the display date.
- ___ 2. I have submitted the name of the manufacturer and model, including a copy of the floor plan, to MMH&RVA (the first retailer to apply for a particular event will have the first choice of manufacturer and model to display).
- ___ 3. This home will be displayed offsite at a county fair, home show, and/or other exposition site. Reimbursement will not be made for homes displayed in a manufactured housing park or subdivision. All displays are subject to committee approval.
- ___ 4. The manufacturer of the display home and my business are members in good standing of MMH&RVA, for at least one (1) year. The home(s) on display are either manufactured homes or modular homes.
- ___ 5. This home I am displaying:
 - Will be 16 feet wide, minimum,
 - Has a shingled roof, residential siding,
 - Has the hitch removed, if visible and accessible to the public,
 - Has porch lights installed,
 - Will be skirted on all sides visible to the public or other perimeter enclosure utilized which is attractive and compatible with the home design;a choice of skirting or lattice design,
 - Has sturdy steps into and out of the home,
 - The main entryway has a deck or platform and steps are even with the home,
 - Will be fully furnished in all rooms excluding guest bedrooms, with an upgrade furniture package, including bedspreads/pillows,
- ___ 6. I have provided set up, including all permits and insurance coverage.
- ___ 7. This home will be landscaped with the following; if unacceptable to do this, submit an alternative design;
 - A minimum of 3 trees
- ___ 8. Plants or bushes, weather permitting;
 - Flowers, weather permitting,
 - Decorative gravel, bark, or colored rock tastefully displayedIf this is unacceptable, please submit an alternative landscaping plan.
- ___ 9. Electricity will be provided for the home and all light fixtures are functional with light bulbs installed.
- ___ 10. This home will be available to the MMH&RVA Staff and Board to host a reception, if desired, at this event.
- ___ 11. I have provided the MMH&RVA Office with adequate exterior and interior pictures showing the home in place with steps, the perimeter enclosure and landscaping. I have also provided an attendance estimate for the event.
- ___ 12. I am applying for \$_____ in funding (\$2,500.00 per floor, not to exceed \$10,000.00 annually).

Dealer Name: _____ **Date** _____

Please return to: MMH&RVA, PO Box 4396, Helena, MT 59604, 406-442-2164

MANUFACTURED HOME SHIPMENTS

	February			Year-To-Date		
	2008	2009	% Change	2008	2009	% Change
Mountain						
Arizona	192	72	-62.5%	394	141	-64.2%
Colorado	66	20	-69.7%	137	34	-75.2%
Idaho	35	13	-62.9%	94	20	-78.7%
Montana	42	15	-64.3%	67	30	-55.2%
Nevada	31	9	-71.0%	65	19	-70.8%
New Mexico	102	73	-28.4%	217	167	-23.0%
Utah	53	13	-75.5%	106	29	-72.6%
Wyoming	32	9	-71.9%	52	25	-51.9%
	533	224	-59.5%	1,132	465	-58.9%

2009 PRODUCT MIX

Through February

	Shipments			Production		
	Single-Section	Multi-Section	Total	Single-Section	Multi-Section	Total
Mountain						
Arizona	15	57	72	17	96	113
* Colorado	12	8	20	-	-	*
Idaho	-	13	13	142	24	24
* Montana	8	7	15	-	-	*
* Nevada	-	9	9	-	-	*
* New Mexico	21	52	73	-	-	*
* Utah	1	12	13	-	-	*
* Wyoming	3	6	9	-	-	*
	60	164	224	17	120	137
	26.8%	73.2%	100.0%	12.4%	87.6%	100.0%

JOIN US AT FIVE STATE CONVENTION SEPTEMBER 10-11 IN DEADWOOD

Once again the Montana MMH&RV Association will join together with other states to hold a joint five-state convention in Deadwood, South Dakota on September 10-11. The other states participating in the educational and networking event include Montana, Wyoming, North Dakota, South Dakota and Nebraska.

Meeting sessions will feature quality speakers and focus on topics of interests to retailer owners and staff. The convention will also include a trade show where vendors from around the nation will display their latest goods and services. Convention meetings will be held at Cadillac Jacks.

Registration materials will be sent to all MMH&RV members in the coming months and we urge you to mark your calendars now and join us in Deadwood.



FHFA ANNOUNCES 2009 AFFORDABLE HOUSING GOALS & FEDERAL RESERVE EXPANDS TALF ELIGIBILITY

The Federal Housing Finance Authority (FHFA) has unveiled the 2009 affordable housing goals for Fannie Mae and Freddie Mac. Section 1128(b) of the Housing and Economic Recovery Act (HERA) transferred authority over the affordable housing goals from HUD to FHFA. In light of the deterioration in market conditions in 2009, FHFA has proposed to adjust the overall 2009 Enterprise housing goals to the levels that prevailed during the 2004 – 2006 period.

The 2009 goals will serve as a transition to the 2010 goals which, per HERA, requires a wholesale restructuring of the affordable housing goals as well as the implementation of the “duty to serve manufactured housing” requirement that MHI was successful in having included in the legislation. The legislation specifies that Fannie Mae and Freddie Mac may use mortgages and personal property loans to meet this “Duty”. MHI has been working closely with FHFA, Fannie Mae and Freddie Mac to ensure that implementation of this “Duty” will compel the GSEs to increase their presence in all facets of manufactured home lending. The 2010 goals are expected to be announced by FHFA by the end of this year.

The 2009 goals also included a multifamily housing goal. MHI will work to ensure that GSE purchases of commercial loans on manufactured home communities will count toward fulfillment of this goal, which could create some much-needed liquidity for lenders in this space.

MHI will be submitting a comment letter on the proposed 2009 Affordable Housing Goals prior to the May 22, 2009 deadline. For more information on the proposed goals, click: <http://www.fhfa.gov/webfiles/2139/HousingGoalsFedReg-42809Final.pdf> or contact Tom Beers at tbeers@mfghome.org

In a separate announcement, the Federal Reserve announced it has expanded the list of eligible collateral for its Term Asset Backed Securities Loan Facility (TALF) to include commercial mortgage backed securities (CMBS) and securities backed by insurance premium finance loans. The change is effective June 1, 2009. This inclusion of CMBS as eligible collateral for TALF could help prevent defaults on economically viable commercial properties, increase the capacity of current holders of maturing mortgages to make additional loans, and facilitate the sale of distressed properties.

After consulting with the Federal Reserve, MHI will be in contact with MHI members offering commercial loans on manufactured housing communities to advise on the viability of accessing TALF funds for these loans. For more information, click: <http://www.federalreserve.gov/newsevents/press/monetary/20090501a.htm> or contact Tom Beers at tbeers@mfghome.org

THE “SULLIVAN NOD” WEBSITE HOME SALES STRATEGIES

Let’s get down to some practical website sales strategies...

The Sullivan Nod is used by waitresses and bartenders to get you to buy particular items from the menu by a nearly imperceptible suggestion. To do this they nod their head positively, but only slightly when reading a certain item from the menu. Some suggest customers are 60-70% more likely to order the suggested item when the Sullivan Nod is employed.

- How can this be applied to home sales from a website? Websites contain more information than is necessary to sell a home. It is critical that the prospective home buyer be given the nod to take a specific path through the website. Colors, graphics and text will direct your customers to the next link that you want them to go to.
- People want to quickly find a home that’s the right fit. By being the expert you have their trust and lead them through a simple and straight forward path to finding a great home.
- Have a Special. Home buyers love a deal, don’t we all? With the right visual nod, a “Special” can be displayed that is sure to be clicked. Make the Special, special, use more pictures and say more than the manufacturers blurb.

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- Show your ugly mug. Yes, be smiling and upbeat because it means a lot to the buyer. It humanly legitimizes your asking for their business and adds in gaining their confidence.
 - Use customer testimonials to strengthen your message. Yes we do this and people love us!
 - Call to action. OK, you got them to see their future home now don't leave them hanging. Immediately invoke them to CALL NOW or email for a special price. Ask for their business.

The Sullivan Nod is a good reminder for retail home websites to think strategically on how to get that customer to use your nods to find their home. Think of your website as a salesperson. Establish your credentials to gain confidence, show the benefits of their future home, AND close the interaction by having them respond directly to you via phone or email. Accept nothing less!

Max Marbles —binder@teleport.com

FTC WILL GRANT THREE-MONTH DELAY OF ENFORCEMENT OF 'RED FLAGS' RULE

The Federal Trade Commission will delay enforcement of the new "Red Flags Rule" until August 1, 2009, to give creditors and financial institutions more time to develop and implement written identity theft prevention programs. For entities that have a low risk of identity theft, such as businesses that know their customers personally, the Commission will soon release a template to help them comply with the law. Today's announcement does not affect other federal agencies' enforcement of the original November 1, 2008 compliance deadline for institutions subject to their oversight.

"Given the ongoing debate about whether Congress wrote this provision too broadly, delaying enforcement of the Red Flags Rule will allow industries and associations to share guidance with their members, provide low-risk entities an opportunity to use the template in developing their programs, and give Congress time to consider the issue further," FTC Chairman Jon Leibowitz said.

The Fair and Accurate Credit Transactions Act of 2003 (FACTA) directed financial regulatory agencies, including the FTC, to promulgate rules requiring "creditors" and "financial institutions" with covered accounts to implement programs to identify, detect, and respond to patterns, practices, or specific activities that could indicate identity theft. FACTA's definition of "creditor" applies to any entity that regularly extends or renews credit – or arranges for others to do so – and includes all entities that regularly permit deferred payments for goods or services. Accepting credit cards as a form of payment does not, by itself, make an entity a creditor. Some examples of creditors are finance companies; automobile dealers that provide or arrange financing; mortgage brokers; utility companies; telecommunications companies; non-profit and government entities that defer payment for goods or services; and businesses that provide services and bill later, including many lawyers, doctors, and other professionals. "Financial institutions" include entities that offer accounts that enable consumers to write checks or make payments to third parties through other means, such as other negotiable instruments or telephone transfers.

During outreach efforts last year, the FTC staff learned that some industries and entities within the agency's jurisdiction were uncertain about their coverage under the Red Flags Rule. During this time, FTC staff developed and published materials to help explain what types of entities are covered, and how they might develop their identity theft prevention programs. Among these materials were an alert on the Rule's requirements, www.ftc.gov/bcp/edu/pubs/business/alerts/alt050.shtm, and a Web site with more resources to help covered entities design and implement identity theft prevention programs, www.ftc.gov/redflagsrule. The compliance template will be available on this Web site.

WHAT CAN YOU DO TO IMPROVE BUSINESS?

Looking across the business landscape right now may look a bit bleak. I view this as a time of decision(s). Either you can do nothing, close shop, and go fishing, or you can make a stand for your business. Either way, you make a decision.

Activities

How many times have we heard, ‘Activity begets activity?’ When you are busy, your brain and body are engaged in moving the business forward -even if it is cleaning the office, going through old files, clearing out the outdated, and making room for new activity. So, if you haven’t cleaned out the offices and drawers in awhile, start with that task.

Walk the lot, pick up trash, look at the inventory, ask yourself if the units are clean and inviting, and how you can improve the display. If you were a customer what would make you stop, look, and listen? This drill will give you some low-or no-cost ideas to make the most out of every opportunity.

Skill Up

Use this slow time to role-play with your sales team. It is critical to sharpen their skills. Use audio recording and video-taping and play it back for the presenters. Ask them, “Would you purchase an RV listening to these words?”

Improve their word tracks and have them practice prior to seeing real customers. When times are slow, the worst thing anyone can do is practice on a customer.

Have everyone do a demonstration on a different unit. You will find that each sales consultant has his or her favorite manufacturer or model. The others can learn valuable product knowledge from this exercise.

Have a potluck working lunch. Everyone can bring a dish and an idea to share about how to improve business. I think you will agree that many hands make light work.

Check Your Attitude

Be positive! Put on your game face for employees and customers. Yes, we all have concerns about making payroll and all of our various obligations. However, when you are in sales, 98 percent of what you do is attitude and faith. As you think, so shall you be.

Walt Disney said, “We have tears so that we can appreciate the smiles.” He also declared bankruptcy seven times before he drew Mickey Mouse. Disney had faith and when the traditional lenders would not lend him the construction loan to build Disneyland, he took his storyboards and entered the world of non-traditional financing. He thought outside the box and took action. After making numerous presentations, 33 companies agreed to join him in building his dreams, the result is Disneyland.

If your budget will not support attending a show, create your own at the dealership. If you cannot afford print advertising, use the internet to contact potential customers. If customers are not coming to you, then go where they are.

RV LEARNING CENTER TEAMS UP WITH JAN KELLY FOR WEB SEMINARS

Using technology to provide affordable and effective education, Jan Kelly’s web seminars offer topic specific training to help you succeed. Each web seminar is 30-50 minutes in length with an additional 10 minutes at the end for Q&A. Web seminars are interactive, multimedia events that bring top notch training to your desk. All you need is a computer with an internet connection and a telephone. Visit www.rvlearningcenter.com for the schedule, and to register.



Dear Montana RV Dealer:

Your Montana State Parks system, consisting of 54 sites that represent the natural and cultural treasures of Big Sky Country, is growing and changing. We're excited about all the improvements being made and we'd like to share that news with the RVing community.

During the past year, three new parks were acquired through the Access Montana initiative. Three other parks now have electrical hookups and we have plans to install electricity in several more in the coming years. New boat docks and boat ramps have been installed, shower facilities have been built, and some campgrounds have been paved. We also hope to implement a campground reservation system in 2010 for the convenience of our guests.

Promotional Partnership Opportunity

In these sluggish economic times, we are all looking for ways to boost our business. We'd like to join with you in a partnership by offering you a promotional item that may help stimulate sales and will be a special way to thank your customers for their new or continued business.



Camping fees at Montana State Parks range from \$12-\$15. We'd like to offer you a **book of 10 camping passes for \$80**. These can be used by you in any way you deem appropriate. Perhaps you can give one pass out as a thank you to a customer for stopping in to take a look, or give out an entire book to a customer that has just purchased a new vehicle. The passes could also be used for door prizes or any number of other ways.

Even though the passes would be purchased by you at a discounted price, to your customers they would look just like a free camping pass. Each coupon would be good for one free night of camping at any Montana State Park at any time; this would include holidays and weekends. The coupon would not include electrical hookup fees, as these fees are separate from camping fees.

There is no limit to the number of coupon books you may purchase. Each coupon will be numbered and monitored by State Parks for redemption rate.

Other Promotional Assistance

Perhaps, there are other ways that Montana State Parks and your business can work together. Here are just a few ideas.

Montana State Parks can come to RV Dealer locations by:

- ◆ Providing you with a quantity of State Park brochures,
- ◆ Bringing an exhibit and small giveaway items to a special promotional event you host, or
- ◆ Donating some nicer giveaway items for use as door prizes at your special events.

RV Dealers can come to State Park locations by:

- ◆ Setting up RV demonstrations at campgrounds or even busy urban day-use parks like Frenchtown Pond or Lake Elmo, or
- ◆ Offering RVs for rent at state park campground locations.

Please contact me for more information about the camping coupon promotion. I also welcome your suggestions on other ways that we can work together to improve services to RV enthusiasts.

Regards,

Linda Howard
Marketing and Public Relations Manager
Montana State Parks
P.O. Box 200701
Helena, MT 59620
406-444-3818
lhoward@mt.gov

RVDA IS SEARCHING FOR THE NEXT JAMES B. SUMMERS AWARD WINNER

by: Ronnie Hepp, CAE

In 1986, the RVDA Board of Directors created the James B. Summers award, in honor of the past RVDA Executive Vice President and CEO Jim Summers. Since that time, we have honored 22 extremely worthy volunteers with this award. It is time, again, to begin the nomination process to select the 23rd honoree.

We ask you to take the time to nominate an upstanding candidate for this award, which recognizes an individual who has provided at least five years of service with and for RVDA, and given consistent and outstanding contributions to RVDA and its members. One of the few restrictions states that the nominee may not be a current elected member of the RVDA Board of Directors. We present all nominations to the RVDA Board of Directors for consideration. They must select the candidate by a majority vote.

RVDA will present the award during the RV Dealers International Convention/Expo, October 6-9 at the Rio All-Suite Hotel & Casino in Las Vegas, NV. Be there to see if we announce your candidate's name! Nominations for the 2009 award are due by May 26, 2009. Please take the time to submit your nominations to Ronnie Hepp at RVDA Headquarters via e-mail, fax, or mail to rhepp@rvda.org, fax (703) 359-0152, or 3930 University Drive, Fairfax, VA 22030.

RETOOLED GO RVING ADS WEBSITE HIGHLIGHT AFFORDABILITY

In response to changes in the marketplace, Go RVing has updated its ads and website to reach today's budget-conscious consumers with a strong message about the affordability of RV camping vacations and the value of investing in an RV now for years of travel savings.

While retaining the emotion and appeal of the "What Will You Discover" campaign, the retooled ads feature a new theme line "Go Affordably. Go RVing." Headlines play up the savings families enjoy on RV camping vacations, in comparison to fly/drive/hotel trips:

- "Collect something other than baggage fees and hotel bills. Memories perhaps."
- "Withdraw from civilization, not your savings account."
- "Journey to the ends of the earth without spending your means."
- "You don't have to spend money like a jet-setter to enjoy the wildlife."

The ads refer readers to GoRVing.com to get the facts from RVIA's 2008 Vacation Cost Comparison study, demonstrating that they can take memorable RV vacations while staying within budget.

The 2008 study by PKF Consulting found that RV vacations for families ranged from 27-61% less expensive than other vacations, even factoring in ownership costs and 2008's high fuel prices.

"With fuel prices now lower, credit becoming more available and long-term value driving purchase decisions, it's a great time to buy an RV. People who see our ads and visit our website will get this message loud and clear," said Gary LaBella, RVIA's vice president and chief marketing officer.

"We have spent the last several months freshening our ads and website with compelling content to reach today's buyers," said LaBella.

The 2009 media plan combines the campaign's revised print and Internet ads with the "What Will You Discover" TV ads to maintain consumer awareness, web traffic and leads, helping dealers and campgrounds identify customers in tough times.

"The Go RVing campaign has been on hiatus since August," said LaBella. "Renewed exposure is important to build up demand, so the industry can recover more quickly as the U.S. economy improves."



CALENDAR OF EVENTS

- June 15-17, 2009** MHI Summer Meeting, Capital Hilton, Washington, D.C.
- September 10-11, 2009** Five state association convention – Montana, Wyoming, North Dakota, South Dakota, Nebraska, Deadwood, South Dakota
- September 27-29, 2009** MHI 2009 Annual Meeting, San Diego
- October 6-9, 2009** RVDA, International Convention/Trade Show, Las Vegas

Reminder - Visit MMH&RV WEB-SITE

MMH&RV members should visit the updated MMH&RV web-site at, www.mtmhrv.org. We are continuing to add new materials and urge members to visit frequently for news, regulatory forms and links to other useful sites.

MMH&RV
P.O. BOX 4396
HELENA, MT 59604
Phone: (406) 442-2164
www.mtmhrv.org