

RV NEWS

THE VOICE OF THE RV INDUSTRY

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Page 22

RVMEP & Wendy's in Discover America Sweepstakes

The Travel Industry Association (TIA) and Wendy's 3500 locations across America are planning a special sweepstakes to be unveiled during the spring of 1988 as part of TIA's five-year "Discover America" domestic travel marketing plan. The promotion will provide the RV industry with a prominent posture as the donor of one of four Grand prizes. Also to be awarded are an automobile, a cruise, and an air/hotel vacation. Additional vacation prizes including RV rentals and campground stays will add to the excitement as will a \$5,000,000 advertising campaign that Wendy's will conduct to

Continued on page 35

Supplier Spotlight



Intertherm, Inc., an old-line RV air conditioner maker, is undergoing a dramatic change of identity this summer to the extent that the Missouri-based company's name has been changed to "Nordyne." But Nordyne officials say there will be few changes for recreation vehicle OEM's, suppliers, distributors and retailers. Nordyne's year-old low-profile, Intertherm-brand, Polaris air conditioner will be seen in all the same industry stores and warehouses. Nordyne/Intertherm is the subject of this month's Supplier Spotlight which begins on page 24.

ARC Moves to Support PCOAO Recommendations

The American Recreation Coalition has initiated action to support the recommendations of the President's Commission on Americans Outdoors. During the month of May, James Santini, a former Congressman and past chairman of the House Tourism Caucus, joined David Humphreys as chairman of ARC, and Derrick Crandall, ARC President and

member of the Commission, when they visited with DOT's Assistant Secretary for Governmental Affairs, The Honorable Rebecca Range. The mission was to discuss the feasibility of having the agency provide support for the Commission's plan to commit to an improvement program for those scenic roads that also

Continued on page 48

Vice President of the United States George Bush Reaffirms Commitment to Outdoor Recreation



RVIA President David J. Humphreys (left) and Robert Gottschalk, executive vice president of Coachmen Industries (center), discuss current trends and issues in outdoor recreation with Vice President George Bush at a barbecue held during the Vice President's weekend vacation in Grand Teton National Park and the Jackson Hole, Wyoming area, June 5-7, 1987. American Recreation Coalition sponsored the Vice President's trip. Motorhomes used for the event were provided by RVIA manufacturer members.

Washington, D.C. . . Vice President of the United States George Bush reaffirmed his commitment to outdoor recreation and expressed support for several recommendations of the President's Commission on Americans Outdoors while enjoying a weekend of outdoor recreation in Jackson Hole, Wyoming June 5-7, 1987.

The Vice President was joined by his wife Barbara and grandson George P. Bush for a weekend vacation in Grand Teton National Park and the Jackson Hole area. The Vice President climbed to Hidden Falls, hiked along a chain of lakes to sample some scenic fishing spots, boated and fished on Jackson

Continued on page 42



Vice President of the United States George Bush Reaffirms Commitment to Outdoor Recreation

Continued from page 1

Lake, and rafted down the Snake River. He also visited the National Elk Refuge, helping to mark its 75th anniversary, and the Jackson National Fish Hatchery.

Vice President Bush also hosted an informal luncheon with ten recreation community leaders, representing organizations as diverse as the Izaak Walton League of America, the Coleman Company, Inc., and Outboard Marine Corporation, to discuss issues of special importance to recreation. "The informal meeting helped update the Vice President on the challenges and opportunities facing recreation in the future," according to Derrick Crandall, President of the American Recreation Coalition.

At a barbecue attended by Secretary of the Interior Donald P. Hodel, recreation community leaders and Jackson Hole dignitaries, Bush reaffirmed his commitment to the outdoors. The trip, Bush said, "renewed my commitment to doing all that I can to preserve our beautiful wilderness areas, our parks, our rivers and our streams."

The Vice President emphasized the need for our nation to protect its outdoor heritage. He cited the Administration's \$1 billion program to restore visitor facilities in the national parks, the Department of

the Interior's "Take Pride in America" program, and the need for widespread adoption of an outdoor ethic by all who

enjoy the nation's lands and waters.

"More can and should be done to ensure quality outdoors opportunities continue to exist for our next generation of Americans," Bush continued. "The report of the President's Commission on Americans Outdoors has made a number of important recommendations in that re-



National Park Service officials welcome Vice President George Bush, his wife Barbara, and their grandson to a motorhome tour of Grand Teton National Park in Jackson Hole, Wyoming.

American Recreation Coalition sponsored the Vice President's trip. Motorhomes used for the June 5-7 tour were provided by RVIA manufacturer members.

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gard." The Vice President cited several specific recommendations, including the commission's emphasis on local initiatives, public/private partnerships, greenways and scenic byways and volunteerism. "We're doing a great deal to expand and preserve what we have and we're actively considering what more can be done."

"What's really important," the Vice President emphasized, "is that we work hard today to protect our public lands for tomorrow. As Theodore Roosevelt said, nothing short of defending this country in wartime 'compares in importance with the great central task of leaving this land even a better land for our descendants than it is for us'."

"Our children and our grandchildren should have the same opportunities to experience the invigorating, refreshing outdoor recreation that I was so fortunate to experience this weekend. It's nothing less than our duty to do all we can to pass this beauty on to our children."

Recreation community leaders who met with Bush applauded the Vice President's commitment to the future of our nation's natural and recreational resources. "Vice President Bush is a great champion for Americans outdoors," said Stuart Northrop, Chairman of Huffy Corporation's Executive Committee and a member of the President's Commission on Americans Outdoors. "His commitment to planning for the future and his endorsement of many of the ideas contained in the report of the President's Commission will help stimulate the 'prairie fire' of action which is needed to ensure the future of recreation in America."

"The Vice President's appreciation of our nation's resources and his love of outdoor recreation are real. His leadership can help this nation ensure that quality outdoor opportunities available now will be protected and enhanced for future generations," agreed Sheldon Coleman, President of the Coleman Company, Inc. ■

Carefree Kicks Off New Spirit Awning at 40 Retail Shows

Broomfield, CO ... Carefree of Colorado, a producer of recreational vehicle accessories has completed a major schedule of shows where the new Carefree Spirit Awning was introduced to hundreds of thousands of consumers. The reception of the Spirit was astonishing. The Easy-Lock™ feature has been "the feature" for RV awnings for the 1987 season. This feature makes awning set-up a snap compared to the old fashioned past practice of putting a cumbersome wand through a small hole in a brake lever mechanism from 4-6 feet away above your outstretched arm.

This was a concentrated effort to pro-

vide sales assistance and consumer referrals to the 1,100 Carefree Authorized Dealers across the country. This three point program includes identifying the Carefree Dealers to the consumer, installation certification of dealer installers and an exciting incentive program with incentives from cash to Carefree product. The

consumer shows were attended in key cities across the country.

For more information about the Spirit Awning or the Carefree Authorized Dealer Program, please contact: Jim Taylor, Director of Marketing, Carefree of Colorado, P.O. Box 664, Broomfield, CO 80020. ■

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