

# RV BUSINESS

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## Bush Speaks On Outdoors At RV Rally

President George Bush reaffirmed his commitment to an array of environmental issues and conservation-minded constituents June 21 by helicoptering into the Virginia State Fairgrounds for a brief evening talk before hundreds of motorhome enthusiasts at the Family Motor Coach Association (FMCA) spring convention held in Richmond, Va.

While applauding the wanderlust and self-reliant nature of his audience, Bush, flanked by two Class A motorhomes and a contingent of Secret Service agents, told a grandstand full of red-jacketed FMCA members and RV-industry officials that "it's time to renew the environmental ethic in America" and adopt "a new sense of restoration" toward the "natural world." In so doing, he urged support for recent Bush administration initiatives targeting public-land acquisitions and clean air.

"The natural beauty that you and I enjoy today is a sacred trust," said Bush. "So, we must do more than simply limit the damage that we've already done. We must work to preserve and restore the integrity and richness of this continent's natural splendor."

Bush, who also was in Virginia's state capital that Wednesday evening for a Republican fund-raiser, reminded the coach owners that he had proposed to Congress a \$200 million-a-year increase for a 27-state, recreational land acquisition program handled through the National Park Service, the Fish and Wildlife Service, the Bureau of Land Management



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and the Forest Service.

The President drew hearty applause for his land-acquisition proposal, as well as for his comments on the Scenic Byways program, in which American RV industry factions have played a leadership role. The program calls for the identification and preservation of key secondary roads for the enjoyment of highway travelers.

"I want to preserve our scenic byways, those picturesque roads that offer powerful views of the nation's natural splendor," said Bush. "These are the roads that Americans love, and such scenic roads can and should be designated for the enjoyment and convenience of travelers. We've already designated 43 National Forest Service byways in 25 states, and the chief of the Forest Service ex-

pects to set aside many more. By the end of this week, the Bureau of Land Management expects to identify about 25 new back-country byways nationwide. And, we will do more."

Bush then reiterated his stands on volunteerism, wetlands protection and Clean Air Act reforms that he had introduced only 10 days prior to the Richmond speech. As part of the proposed Clean Air Act reform, Bush is seeking a 75% cut in all categories of airborne industrial toxic chemicals by the end of the century.

Singled out for praise in the chief executive's brief speech was American Recreation Coalition (ARC) President Derrick A. Crandall, whose organization, representing myriad recreational interests, has spear-

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## SERVICE

### RVIA Slates First Service-Training Sessions for Fall '89

RVIA announced that the first sessions of the association's new training program for RV-dealer technicians will be held Oct. 2-6 at the Orlando, Fla., Hyatt Hotel and Nov. 6-10 at the Century Center in South Bend, Ind.

The training programs will cater to the first 200 technicians to sign up at each location, said Bill Garpow, RVIA vice president of communications. "It is basically a question of how big you can go without hurting quality," he said in explaining the sign-up limits.

At both the Florida and Indiana sites, the training program, which was approved by RVIA's quarterly board of directors meeting in March, will address repair and troubleshooting issues in four basic areas: RV furnaces, air conditioning, refrigerators and water heaters. "Required courses will give students a basic review of electricity, LP-gas and consumer care," noted Garpow.

There could be as many as nine training-program sites in 1990-91, but Garpow added that the format may be changed, depending on the evaluation of the first two training programs. "This is only the beginning of what we hope will be a long-term program," he said.  $\Delta$ —*Todd Dickard*

### MIAMI SHOW *from page 7*

Thomas noted. "We think the same thing will happen for us in Miami. Everyone knows the Miami Dolphin's Joe Robbie Stadium. It has already played host to a Super Bowl, and it is one of the most famous of the new stadiums in the nation."

"We intend to promote the show to the magnitude of the Dodger Show," added Bob Strawn, RVDA executive vice president. "We want it to be a big retail show."

According to RVDA, Glenn Mon, Joe Robbie Stadium manager and an RV owner himself, took the initiative to contact RVDA and suggest the stadium as an ideal location for an RV show.

The stadium site will provide a number of new opportunities for exhibitors, including a larger 339,576-square-foot exhibit area; a paved rally area for use by up to 2,000 visiting RVers, with water and electrical hookups; tie-in merchandising opportunities; huge parking areas; and permanent refreshment and lounge areas.  $\Delta$

## ON THE LIGHT SIDE

### What Do President Bush, the Wizard of Oz and RVs Have in Common?

President George Bush jestingly complimented motorhome manufacturers in off-the-cuff remarks made just prior to his scheduled June 21 talk at the Family Motor Coach Association's spring



convention at the Virginia State Fairgrounds in Richmond, Va.

"You know, at the White House, I hear alot about technological achievements," said Bush, speaking at an out-

door arena full of motorhome enthusiasts and RV-industry executives. "Scientists tell me about our latest advances in electronics, computers and biogenetics. And, that's all very interesting. But I still can't get over the fact that, here in America, we have houses than can do 55 miles an hour into a headwind."

Then, he added: "In the Wizard of Oz, you may remember how Auntie Em's house was lifted up and carried off by a tornado. America's first airborne RV! But she had the advantage of a tailwind. Your mileage may vary."

Bush's comments were well-received, of course, despite the fact that motorhome makers probably like to think of their equipment as a little more aerodynamic than a house.  $\Delta$ —*Sberman Goldenberg*

### BUSH *from cover*

headed the Scenic Byways initiative. Some RV manufacturers were accorded presidential thanks for vehicles recently loaned to the Bush entourage. "I'm very pleased to see Derrick Crandall here, who has been a good friend of mine and who has shown me the wonders of some of our most beautiful parks, borrowing, I am sure, the vehicles to house us from some of you (manufacturers) sitting right here."

After the President's departure, Crandall

said he was glad that the RV/motorhome sector had benefited both from the President's political interest in gaining support from some environmentally sensitive audiences for his new initiatives and from his sincere affection. "Frankly, he's been in office now for about five months," Crandall said. "This (the environment), clearly, was one of the issues that was a high priority for him in the campaign. Now that some of the other issues are moving along, it is time to move on the outdoors agenda."  $\Delta$ —*Sberman Goldenberg*

### COLEMAN AWARD *from page 7*

the huge federal land under his stewardship. He also touched upon his commitment to partnerships of all types with various public, private and institutional organizations, as well as the unique Challenge Cost-Share Programs, in which \$6.3 million in USFS funds have been matched by some \$13 million in nonfederal funding.

Drawing from the remarks of one of the nominators, Humphreys told the audience: "Sooner or later, the people are going to get together with the land," Chief Robertson has said in explaining the basis for his

national recreation strategy. Sheldon Coleman had that same vision—of people getting together with the land and enjoying it. Presentation of the award to Robertson would honor both Sheldon Coleman and Dale Robertson."

In brief remarks before the presentation and dinner, Sheldon Coleman Jr. thanked ARC, a national federation representing more than 100 diverse recreation-related organizations, for its efforts in recognizing his late father, whose career at the helm of The Coleman Company Inc., Wichita, Kan., helped the firm become a leader in the RV and outdoor-recreation field.  $\Delta$