

RV BUSINESS

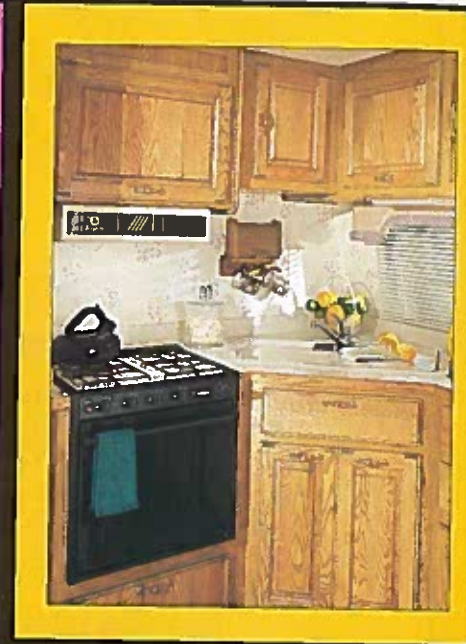
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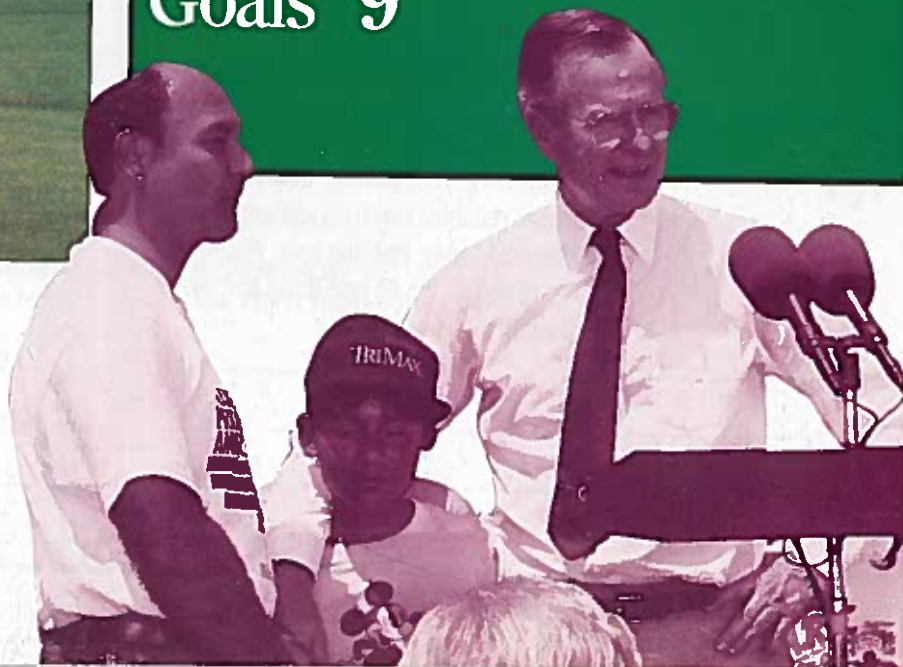


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ARC Hosts Bush, Presents Coleman Outdoors Award

One of the high points of two days of recreation-related activities sponsored by the American Recreation Coalition (ARC) was an appearance by President George Bush at an ARC-organized cleanup of a Washington, D.C.-area park on May 14.

The Take Pride in America work project, which was designed to promote outdoor recreation and volunteerism, drew hundreds of representatives of the recreation industry and local communities, including 40 Good Sam Club® members. Volunteers participated in tree-planting, grounds care, litter cleanup and fishing instruction for more than 100 children from area schools.

Speaking to the group, Bush cited his administration's support for recreation initiatives, including the Wallop-Breaux Trust Fund, Scenic Byways, Take Pride in America projects and a proposed America the Beautiful Passport for public park users. He also touched on his six-point program for urban renewal and noted the place of parks, community and volunteerism in that effort.

Later that evening, ARC honored John Turner, director of the U.S. Fish and Wildlife Service, with the 1992 Sheldon Coleman



John Turner, director of the U.S. Fish and Wildlife Service (above), was presented with the 1992 Sheldon Coleman Great Outdoors Award.

Great Outdoors Award at a black-tie dinner in Washington, D.C. In selecting Turner, a blue-ribbon panel of conservation and recreation leaders noted, "Turner—an avid outdoorsman—has opened the way for thousands to fish, hunt, watch wildlife and otherwise benefit from public recreational opportunities on more than 90 million acres of National Wildlife Refuges."

Past recipients of the award, which was established in 1989 to honor the late con-

Fire Destroys Vanguard Headquarters

The headquarters office and assembly plant of Vanguard Industries of Michigan Inc., Colon, Mich., were destroyed by fire on May 27.

The sewing/fabric, frame/metal and two storage buildings of the firm, which manufactures Palomino camping trailers, travel trailers and truck campers, were unharmed by the blaze. A number of finished units in a storage lot were not damaged and will be shipped on schedule.

The building and its contents were fully covered by insurance, and Vern Landy, owner, has assured the firm's 160 employees that rebuilding will begin imme-

diately after cleanup of the debris. Arson has been ruled out.

Mike Doe, general manager, added that the 1993 models were being prototyped. "One of the remaining buildings will be used to finish prototype models so they can go into full production as soon as the new building is ready," he said.

Vanguard has assured dealers it will be back in production with the least possible delay. Temporary offices have been set up in the parking lot. The same telephone, Fax and address numbers should be used, and parts and service request orders will be handled as usual. Δ

Open House Dealers Cite Sales Gains

Surveys indicate the 1992 National RV Open House, a retail promotion that was conducted by RV dealers throughout the United States during the month of May, boosted traffic at 37% of the 601 participating RVDA dealerships, according to RVDA President Bob Strawn.

Strawn said a survey of 140 dealers further showed that, while 33% of the dealers

promoted the open house for the full month, dealers generally budgeted an average of \$4,300 for open house advertising and obtained 44 sales leads for their efforts. Ninety-two percent of the surveyed dealers contacted local press for publicity, as suggested by RVDA, and 95% indicated they would take part in future open houses. Δ



President Bush took time out to address ARC members, recreation industry representatives and volunteers at the Take Pride in America project.

servant and chairman of The Coleman Company, are President George Bush, U.S. Forest Chief Dale Robertson and U.S. Sen. John Breaux.

Other events surrounding the award dinner included a May 13 seminar for members of the RV and campground industries, which was sponsored by RVIA in cooperation with the American Association of Retired Persons (AARP). Seminar speaker Hal Norvell, travel industry liaison for AARP, focused on the patterns and strategies in the senior travel market. Prior to the seminar, ARC also held a Recreation Exchange luncheon with special guest John G. Keller, head of the U.S. Travel and Tourism Administration. Δ