

Look for Coach House's Web site at [www.coachhousesrv.com](http://www.coachhousesrv.com)

## Letter From The President

By Pauline Stevens, *President*

I want to start my letter with a big thanks to all our friends at CHOC. While Bob and I were down with our operations, so many people offered prayers for our recovery, called to visit with things to cheer us up and even brought dinner. We feel very lucky to be associated with such wonderful people.

As you know we have had some bad luck with our rallies with two being canceled due to storms or floods. We are coming back with a better rally for this September ( see rally schedule and article). We are planning the first of what we hope will be several "Rolling Rallies" Your board of directors spent a weekend hard at work planning future events for CHOC; however; we are always open to ideas and suggestions.

As you know elections for the board of directors will be coming up at the November National Homecoming Rally, and we need volunteers for these positions. Board meetings are held twice a year at rallies. Hope to see your name on the ballot.

Due to a number of circumstances (health, moving, etc) Bill Johnson will also be stepping down as Newsletter Editor. Anyone who would be willing to take over this non-elected position, please contact me or Bill.

Finally, I would like to thank every one on the board of directors for attending the meeting in Bushnell, Fla., in late May. I feel it was a good meeting and we got as lot done in one day. Guess we could have done more if there weren't so many good cooks. We had to spend time eating all that good food.

Have safe travels and good health.



### Hard at Work

Members of the CHOC board of directors meet recently to discuss club business. It's time to nominate new board members, and your club leadership would love to have some new faces sitting around the table. See article on page 3.

## L.B. Blanchard Named To Top Sales Position

By Steve Gerzeny

L.B. Blanchard has been promoted to National Sales Manager for Coach House, Inc., the company announced recently.

L.B., who joined Coach House in 2001, has a long career in sales and marketing in the RV industry.

He started his career in 1976 at Fleetwood Enterprises, where he was promoted from sales coordinator to service supervisor to assistant sales manager.

In 1983 he moved his family to Florida and opened his own dealership, Tampa Bay RV, next door to Lazy Days RV, where he

*Continued on Page 3*



L.B. Blanchard

# Rally*News*

## Rally Will Roll Down Blue Ridge Parkway

After a lot of work, we have plans for the Rolling Rally along part of the Blue Ridge Parkway in North Carolina. We will begin in Boone, N.C., and end in Cherokee, N.C., with one planned stop-over near Asheville, N.C. In trying to balance out time, travel distance and cost, some ideas have had to be dropped and others added.

As of now, we will gather at the Boone, N.C., KOA on the afternoon of Sept. 14. We will begin with happy hour and wine and cheese party at 5 p.m. The evening will continue with a covered-dish supper (please bring enough to feed a small army of weary travelers). Entertainment will be renewing friendships, sharing ideas for stop-over points, tall tales and conclude with a Yankee Swap Meet. Gifts for the swap meet should be in the \$10 range and should be wrapped.

At check-in, you will receive a packet including several maps, directions and info on places to stop and enjoy nature's beauty



along your drive. Some will be at pullouts right along side the Blue Ridge Parkway, and others will be several miles off and back — all, we hope, will be worthwhile.

On Monday, Sept. 15, we will travel out

and back to the same KOA, where once again we will join in a happy hour wine and cheese party. We will share the day's adventures before enjoying a catered dinner, and conclude with games or just visiting some more before turning in for an early start on the Sept. 16.

On Tuesday morning, after breakfast, we will begin travel to the Asheville KOA. Again we will gather in the late afternoon for "tall tales" and happy hour. Dinner Tuesday is planned as a catered affair under the pavilion.

On Wednesday morning, we will depart for Cherokee, N.C., where once again we will stay at the KOA. We will gather for happy hour at 5 p.m. and then depart via shuttle bus at 6:45 p.m. for dinner and the Smokey Mountain Jamboree. Weary travelers will be returned around 10:15 for a good night's sleep.

Breakfast Thursday is on your own, but there is an on-site restaurant. There is a lot to see and do at this end of the parkway: Indian Village/Museum, train ride, casino and shopping. There are shuttle buses available to most of the activities in the area, and we suggest that you take advantage of them.

We will gather for our final happy hour at 5 p.m., then join together for a steak dinner.

A farewell pancake breakfast will be served the morning of Sept. 19.

### Future CHOC Rallies

#### CHOC Fall Rally 2003

Sept. 14–19. Rolling Rally on the Blue Ridge Parkway in North Carolina.

#### CHOC Homecoming Rally 2003

Nokomis, Fla., Oct. 30–Nov. 2

Max Durbin, FMCA vice president and international area president, will be our guest at this event. Bill Cain will also address our group on travel and RV safety. Other planned activities are a first-evening "pot luck," a visit to Mote Marine Laboratory, two catered dinners, fun and games, and as always, lots of wonderful fellowship with other Coach House owners.

#### CHOC Pre-Rally and Fish Fry

Feb. 2–4, 2004, at Pauline and Bob's Home in Myakka City, Fla.

#### FMCA Southeast Area Rally

Feb. 4–7, 2004, Brooksville, Fla.

#### Decatur, Ala.

March 2004. A reschedule of the 2003 Spring Rally in Decatur, Ala. Dates to be announced later.

#### Savannah, Ga.

June 2004. Dates to be announced later.

Complete information with dates and costs will be coming in future issues.

# Club*News*

## Nominations Sought of Board of Directors

By Bob Schneider

As always, the annual election for CHOC officers will be held in November. Several of our current officers have held office for three years, and by FMCA Bylaws that is the limit they can serve. We feel it is time to get others involved.

If you are interested in serving in any capacity please contact me at [srqbobs@aol.com](mailto:srqbobs@aol.com).

Thank you, and hope to see you on the board of directors.

### Platinum on the Web

Here's an internet discussion group for you. Join other owners of this quality motorhome from the innovative folks at Coach House. Share info and ideas about how we use, care for, decorate and adventure in our Platinums. If you are not currently registered with Yahoo Groups, take a moment to complete the free registration process and then sign on to: [autos.groups.yahoo.com/group/CHPlatinum](http://autos.groups.yahoo.com/group/CHPlatinum).

## 270 Slideouts Upgraded

Coach House, Inc. has modified its 27-foot Platinum XL models to incorporate the new slideout design that was introduced earlier in the 232 line.

The new slideout offers significantly increased utility compared to the previous design. The slideout now has two positions: a daytime position that provides extra legroom for those seated on the power sofa, and a nighttime position for sleeping.

For daytime use, the slideout portion of the vehicle moves out about a foot, bringing the power sofa with it and opening up the center aisle by nearly a foot.

At night, the power sofa seat slides back toward the aisle and the sofa back lowers into position to form a spacious double bed.

### Thanks CHOC Friends

By Freddie and Ann Lott

We were traveling in Florida when we had problems with the lights in our RV and had to go to the Dodge shop to have a burned-out switch replaced. As usual with these things it took 3½ hours to find the problem, then the part was ordered for the next day and 2½ hours to replace the part the second day.

Thanks to Karin and Inge, we were not stranded. They took us to Tarpon Springs and Hudson Beach and offered us a place to stay.

Thanks again.

### CHOC Membership

Anyone who is interested in becoming a part of our fun group, please send for information on requirements and fees to: Marlene Wolsky, 160 Venus Cay, Naples, FL 34114-9616.

CHOC is a chapter of FMCA, and there-

fore membership in FMCA is required before becoming a member of CHOC. FMCA publishes an informative magazine and also sponsors rallies around the nation, such as the annual South East Area Rally in Brooksville, Fla., each winter.

CHOC membership increases the enjoyment you gain from your Coach House.

### L.B. Blanchard

*Continued from Page 1*

continued his relationship with Fleetwood in the retail side of the business. He became one of the largest dealers for Fleetwood and Starcraft. In 1986, he sold his interest in the dealership to his partner so he could return to Fleetwood, where he helped design, develop and market the first Fleetwood park models. He ranked consistently in the top five district sales managers for the Florida division for six years and was ranked No. 1 for two years.

He left the RV industry for three years starting in 1997 to open LB Blanchard Photography in Tampa. His studios in Tampa and Brandon specialized in commercial photography for such clients as the Tampa Bay Buccaneer cheerleaders, St. Joseph's Hospital, Marathon Coach, the mayor of Tampa, and others.

L.B. returned to the RV industry in 1999, becoming Southeast regional sales manager for Chinook motor homes. Since joining Coach House in 2001, L.B. has spearheaded many of the sales programs that Coach House relies on, such as the company's computerized lead-tracking system, post-card mailings, sales training book and dealer rewards program.

As national sales manager, L.B. will oversee all Coach House sales operations in the United States. He will continue to have direct responsibility for the Eastern region dealers he is currently serving. He will also oversee all FMCA rallies and national RV shows where Coach House has a presence.

Coach House Vice President Steve Gerzeny will assume the additional title of General Sales Manager, with the primary goal of expanding Coach House's presence in the RV marketplace.



