

CHOCTALK

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CLUB OFFICERS

President

Carole Berry
Cell-904 291 8084
Email - cberry43@yahoo.com

Secretary

Sally Grissom
Cell-410-274-0423
Email scgrissom@yahoo.com

1st Vice President Membership

Karon Millonzi
Cell- 843-446-9342
Email kem4now@aol.com

2nd Vice President Rally Coordinator

Phyllis Johnson
Cell 850-866-8735
Email Paj0414@yahoo.com

3rd Vice President Communications

Phil Millonzi
Cell-843-446-5648
Email-kar154@aol.com

Treasurer

Terry Berry
Cell-904-654-4993
Email tandcberry@yahoo.com

Natl Dir-FMCA

Charles Johnson
Cell-850 866 3417
Email cmj3417@yahoo.com

Alt Natl Dir-FMCA

Mike Dizazzo
Cell- 203-770-0063
Email-madizazzo@yahoo.com

LETTER FROM THE PRESIDENT



I hope everyone had a beautiful holiday season. I also hope that the harsh winter weather did not cause too many problems with those of you that had to endure it.

We had a great holiday. We spent it with our family and friends. Thanks to modern technology we were also able to spend it with my daughter and her family in Northern Calif. and my brother in Southern Calif. thanks to Facetime and Skype. We had a wonderful New Years Eve, which we spent with dear friends. On the 5th of January, my daughter-in-law surprised me with a surprise birthday party. She had been planning it for the past year. I was truly surprised, especially to see my daughter and brother sitting on the kitchen counter yelling surprise. They were actually on the iPads that were set up. It was great having them there to help me celebrate. A lot of tears were shed that night. I had another big event recently. I became a great grandmother for the first time. That was so exciting. Being a great grandmother doesn't make me feel that old, it's knowing my daughter is a grandma that does it. So far January has been an active month for me. And it continued with the 2013 Coach House Factory rally. It was a blast. The whole crew there did an amazing job. In addition to great food and entertainment they also arranged to have outstanding weather. It took them a couple of years to get that part right. One of the highlights of the event was having an actual ice-cream truck pull into the factory. You could have any kind of ice-cream you want. That brought back so many memories of chasing the ice-cream man from my childhood and my children's as well. Good job to everyone involved. We also got several new CHOC members from this rally.

Our next rally will be in May in Natchez, Mississippi. I hope everyone gets through the winter safely and stays safe in any travels that you may be doing. I look forward to seeing all of you in the springtime.

Coach House Platinum History

~A new Coach House for the New Millennium (2000)~

In 1998 Coach House announced the most significant development in its 15-year history. The introduction of its first-ever Class C motor-home, the all new Platinum 232. A sleek and upscale product, now only 12 years old, has helped rocket Coach House to the industry's highest levels of recognition. Steve Gerzeny, Vice President of Coach House continues,

Coach House has come a long way since our inception in 1985 and especially since the introduction of our Platinum line of motor homes in 1999. Through thick and thin, the great recession and our Industry's constant turmoil, Coach House has proven, in order to succeed, it takes total commitment, strong determination, hard work and the ability to adapt to these changing times. Our dedicated workforce, unrelenting pursuit of perfection, continuous customer satisfaction and honest reputation has propelled the Platinum as the highest rated RV in its Class! Since the first 232 was introduced in 1999, the Platinum and Platinum II product lines now offer a combined 26 different interior layouts, 2 different cabinet colors and 7 different exterior paint graphics. Slide outs are now available and with so many upgrades, it's sometimes hard to imagine where we go from here. In 2012 we introduced a remix of the 232 non-slide and incorporated a rear twin bed layout similar to our Class B days that has been a real winner. Customers who are wanting a class B, but feel they are too small, will enjoy the increased interior space, larger appliances, separate toilet/shower, all of the standard features and the ease of operation. Coach House will never stop improving. There are many additional ideas and plans on the drawing table, I guess we will see what happens next!! For more platinum history reference Choc Talk Issue 2002.



From the FMCA National Director....

Based on feedback received at the factory rally, there is still a sense of negativity towards FMCA. The cost factor for the medical evacuation insurance has triggered these feelings but it concerns me that the undercurrents are still being discussed about why we, as CHOC, need FMCA. We had discussion about this during the meeting at the fall rally. Pros and cons were discussed about having an independent club, and I thought we closed the subject there. To the question of "what do I get for my \$50 bucks", I ask you to go to the FMCA website (FMCA.com) and click on the tab for Member Benefits. Many of the benefits are tangible and many are intangible. If you're not full timing, you probably wouldn't use the mail forwarding service. It is none the less a service available to the members. The liability insurance covering our rallies is a significant benefit. If the "evac insurance" was a deal breaker, there is not much I can say to justify our association with FMCA. I still think there is a value added and I trust that you will too .

Chuck Johnson



CHOC Rally News

The 2013 CHOC Spring Rally is fast approaching. Natchez, MS will be the host city for our rally which takes place May 7-11, 2013. Registrations have been arriving daily. If you haven't registered yet, the deadline is March 4th. If you receive this Newsletter after the deadline and still wish to attend the rally, contact Phyllis Johnson at paj0414@yahoo.com or 850-866-8735 to see if there are still sites available. We are going to have a great time.

The 2013 CHOC Fall Rally will be held in Mystic, CT. The tentative dates are September 30-October 4. In addition to visiting the seaport and other area attractions for our rally, we have been invited by members, Ed and Ann Shea, to visit their campground (Greenwood Lodge and Campsites) in Woodford, VT. before or after the rally. More information about this invitation will be sent with the rally information and registration form.

Based on input from rally attendees, the possible sites for the 2014 rally are Nashville, TN and St. Augustine, FL. The sites have not been set, so if you have sites that would be awesome for a rally, send the information to Phyllis Johnson.

Get to Know Rally Coordinator Phyllis Johnson



CHOC Vice President/Rally Coordinator Phyllis Johnson was born in Louisville, KY, but grew up in Ottawa, IL. It was there that she met and married her high school sweetheart, CHOC National Director, Chuck Johnson. They have two children and two grandchildren.

Phyllis received her BSN degree in 1981 while living in San Antonio, TX, and spent several years working as a critical care nurse. She returned to school and earned an MBA, which led her to nursing administration. After moving to Atlanta, Phyllis was appointed hospital CEO for Select Medical Corp. She then held five interim CEO positions for five different hospitals in different cities around the country. One of those was Panama City, FL, where she subsequently accepted another permanent hospital CEO position.

Phyllis and Chuck moved to Panama City Beach, FL in 2004, then retired in the fall of 2006. They bought their first Coach House that year, a Platinum 232, followed by a Platinum 261 in 2009. She was elected to the CHOC board as Secretary in 2008 and never looked back! In 2011, at the Stone Mountain rally, Phyllis stepped in as rally coordinator for Vicki Ferrarri. Due to a family emergency, Vicki was unable to attend the rally, but Phyllis never missed a beat. The rally went off without a hitch, and when Vicki was elected FMCA National Secretary, Phyllis took over as interim rally coordinator. We have since all enjoyed the wonderful rallies that she has planned in Hershey, PA and Hiawasse, GA. She is currently putting the finishing touches on our Spring rally in Natchez, MS, and has plans well underway for the Fall rally in Mystic, CT. Probable sites for next year's rallies are Nashville, TN and St Augustine, FL.

Phyllis puts in approximately ten hours each week on CHOC business. In the days leading up to each rally it's almost full time. She is grateful for all the volunteers who help out to make our rallies a success. She emphasized how important it is to register early, especially if you have special needs.

Sally Grissom, CHOC Secretary



Coach House Factory Rally Jan. 2013

There was a great deal of excitement at the 5th Annual Coach House Factory Rally. It was the largest rally ever with 74 registered motor homes and over 150 people. Tom Molay organized the event with the help of Tiffany Lindner, Mike Hodapp and Armando Gaona. Friday afternoon was exciting as all 70+ motor homes pulled into our facility as we orchestrated the organized chaos, parking all 70+ motor homes without it turning into a demolition derby. We can proudly say our paint shop was quiet, no damage to report. While everyone had a chance to get settled, meet their new neighbors and socialize with old friends, we deployed our service technicians to head out and concur as many service requests as possible. Later that afternoon we met in the showroom for a wine and cheese reception that included shrimp, cold cuts, fruits, deserts and yes plenty of wine. After the reception, Tom, our culinary expert, served a wonderful spaghetti dinner topped off with an ice cream social that included a real ice cream truck that drove right into our plant! It was like being a little kid all over again, it was awesome!! The night ended with a beautiful, relaxing bonfire. Saturday started with a hearty breakfast and went right into tours of our manufacturing plant, educational and informative seminars and a display of our 2013 Platinum models. That evening we had a special entertainer from America's Got Talent, Erick Olson, a clean comedian/magician who kept us all amazed and laughing. He even called Zoey, Tiffany's daughter, up onto to the stage. She was a real trooper for sure! He was fantastic! As happens every year, and way too

fast, Sunday becomes bitter sweet as we gather for breakfast and say our goodbyes. We hope everyone had a great time and can't thank you enough for your continued support. We genuinely care about each of you and hope your motor homes treat you well and your travels are safe and memorable.



The History of the Coach House Owner's Club (CHOC)

In the spring of 1999, Carole Blascak began discussions with Wes Knadle and Coach House, Inc., about forming a Coach House owners' club, with the Family Motor Coach Association (FMCA).

With guidance from FMCA, a gathering of CH VAN owners met in November 1999 at Stay-n-play RV Resort located across from Coach House's plant in Nokomis, Florida.

Having FMCA as the parent organization affords many advantages to its chapters: one especially is LIABILITY insurance. If CHOC had to buy its own policy, we as a club, would not be able to have and enjoy our rallies. There are many more benefits, all can be viewed on the FMCA website: www.fmca.com.

Most of the credit for forming the CHOC chapter goes to Carole and Wes. Using lists of owners that Coach House provided, they sent 1,400 mailings to invite all owners to gather and form what is now CHOC. Eighty-one owners attended the first rally in November 1999. The very first board meeting was held on November 12, 1999 with Ms. Carole Blascak as President, and eight others holding officer positions. During 2000, in order to get organized and "learn the ropes," CHOC had nine Board of Directors meetings.

The first CHOC rally was hosted by Jerry and Betty Wolff at the Sun-N-Fun RV resort during April 2000. Mary Ann Washington hosted the next rally in August 2000 at Hershey, PA., Also in the year 2000, Lex and Barbara Barnes hosted a rally in Miamisburg, Ohio. During November 2000 the Wolff's hosted the first anniversary (home-coming) convention along with Coach House at the Stay-N-Play campground. CHOC's first year of existence was full of hard work, and many hours of dedicated time by the board, the rally host and Wes Knadle.

In 2001, a new slate of officers were installed and lead by President Bern Wolsky. The newly elected officers worked hard to put together the following rallies, plus eight more board meetings: April'01 Tarpon Springs, FL., Sept.'01 Kissimmee, FL., Nov'01 Second Anniversary CHOC Homecoming hosted by Coach House and Carole Blascak. Sept.02 Bay St. Louis, LA., hosted by Juan and Peggy Galvez (this rally was cut short by an approaching hurricane).

Reprinted article w/permission from: Marlene Wolsky
(To be continued in next CHOC-TALK issue)

Coach House Owner' Club Chapter FMCA
Coach House, Inc.
3480 Technology Drive
Nokomis, FL 34275

Welcome New Members

The President and Board of Directors welcome the new members who have recently joined the Coach House Owner's Club. We invite them to attend our rallies, participate in activities and meet our members. Jack & Kathleen Conley, PA; Don & Muriel Hoover, Canada; Allan & Sara Lowe, MD; Chuck & Carol Norrell, FL; Robert & Mary Price, FL; Ron & Ellen Hinkle, CA; Frank & Danielle Bruno, FL., Don & Claudia Ryan, FL. Welcome to all and we are very happy that you are with us.

