

Navigating the

Challenges of Change

2018 WMA Convention & Expo

October 8 – 11

Green Valley Ranch Resort & Spa | Henderson, NV

You are invited to the 2018 WMA Convention and Expo at the Green Valley Ranch Resort & Spa. This year's theme is "Navigating the Challenges of Change". WMA has served the manufactured housing industry since 1945, and we continue to assist you in navigating uncharted waters through changing times because of your support. Owners, along with their managers and/or management companies, look for opportunities to ensure the successful operation of their communities. Here you will find everything! On a professional level, we will blend educational programs with entertainment and networking forums so that you will have everything you need to succeed in this business.

We will start you off with a no-cost, no-host networking event with light appetizers and a cash bar. This will be a great opportunity to catch up with peers and make new connections. Tuesday begins with seminars, the Kick Off Lunch, and the Expo opening after lunch. Later in the day, the popular wine tasting event takes place during the Welcome Reception in the Expo. Reconnect with exhibitors as you sample their wines and enjoy a dinner buffet. Wednesday brings another full day of events—everything to make your attendance worthwhile!

We are requesting email addresses for each individual attendee. This is for dinner dance purposes as well as a follow up with an overall evaluation at the conclusion of the Convention. The person's email listed at the bottom of the form will still receive all receipts for registrations on that particular form. So please complete the section right next to the attendee's badge city on the registration form.

REGISTER TODAY! Go to wma.org/conv2018 OR complete the registration form in this brochure, then mail or fax to: WMA, 455 Capitol Mall, Suite 800, Sacramento, CA 95814, 916.448.7085 (fax). Please DO NOT email the registration form with payment information to WMA as the email server is not secure. For guest room reservations, please refer to the information inside this brochure as well. Can't wait to see you there!

SCHEDULE-AT-A-GLANCE

Monday, October 8, 2018

Golf Tournament/Optional **The Legacy Golf Club**
10:00 a.m. Pick up from GVR Resort & Spa
11:00 a.m. Golf Registration
12:00 p.m. Shotgun Start

1:00 p.m. to 6:00 p.m. **Convention Pre-registered Badge/
Tickets Pick Up**

5:00 p.m. to 7:00 p.m. **Networking Cocktail Reception**

Tuesday, October 9, 2018

8:00 a.m. **Registration Opens**

8:00 a.m. to 10:00 a.m. **Coffee Service Only**

9:00 a.m. to 11:15 a.m. **Educational Seminars**

11:30 a.m. to 12:30 p.m. **Kick Off Lunch**

12:30 p.m. to 2:45 p.m. **Expo Opens**

3:00 p.m. to 4:30 p.m. **Educational Seminars**

4:30 p.m. to 7:00 p.m. **Wine Tasting During Welcome Reception in Expo
with a Dinner Buffet**

Wednesday, October 10, 2018

7:30 a.m. to 3:00 p.m. **Expo Hours**

7:30 a.m. to 8:45 a.m. **Continental Breakfast in Expo**

8:00 a.m. **Registration Opens**

9:00 a.m. to 11:15 a.m. **Educational Seminars**

11:00 a.m. to 12:00 p.m. **Pre-Lunch Cocktails in Expo**

12:00 p.m. to 1:30 p.m. **Annual Meeting & Luncheon**

1:30 p.m. to 2:30 p.m. **Dessert Reception with Drawings in Expo**

3:00 p.m. **Expo Closes**

2:45 p.m. to 4:15 p.m. **Educational Seminars**

5:30 p.m. to 6:30 p.m. **Pre-Dinner Cocktails**

6:30 p.m. to 10:00 p.m. **President's Dinner Dance**

Thursday, October 11, 2018

8:00 a.m. to 9:00 a.m. **Final Breakfast**

9:00 a.m. **2018 WMA Convention Closes**

HIGHLIGHTS

GOLF TOURNAMENT — Monday, October 8

The Legacy Golf Club is this year's home to WMA's Convention & Expo golf tournament—a benefit for the Frank J. Evans Charitable Foundation. This year the \$160 fee includes round-trip shuttle transportation to and from the course if needed, two drink tickets and a boxed lunch. Registration begins at 11:00 a.m. and a shotgun start at 12:00 p.m. The course is located at 130 Par Excellence Drive, Henderson, NV 89074. Phone: 702.897.2200.

NETWORKING EVENT — Monday, October 8

Before we get to business, we are going to start you off with a no-cost, no-host networking event where you can catch up with industry colleagues during a leisure evening. If this is your first WMA Convention, then you must come to this event. Introduce yourself and make connections with people who will give you helpful advice for years to come. This is a very popular event so make sure to sign up for it!

KICK OFF LUNCH — Tuesday, October 9

Kick off this year's Convention and Expo with a delicious lunch! We will give you ample opportunity to network with friends, but keep an eye open for that new face in the crowd and welcome new members. President Lawrence "Larz" McAdoo will welcome you and officially open the 2018 WMA Convention and Expo. After that, the scholarship recipients from the Frank J. Evans Charitable Foundation will be announced—perhaps one of them is from your community! Then Catherine Borg will give a brief legislative update and announce the winners of the golf tournament. Doug Johnson will close the luncheon with updates on rent control before you head into the Expo.

EXPO ACTIVITIES — Tuesday, October 9 and Wednesday, October 10

We will open the Expo right after lunch on Tuesday—giving you two hours to connect with exhibitors. The Expo will continue later in the day with the traditional Welcome Reception and Wine Tasting that you've come to love! A dinner buffet is included. Exhibitors have been invited to bring their favorite wines again! The Expo continues Wednesday, stopping only for the Annual Meeting and Luncheon. Dessert will be served on the Expo floor following lunch. Do feel free to stop in between seminars! You'll experience a dynamic day interacting with outstanding exhibitors who represent cutting edge products and services of the industry. Drawings will be held during the close of the Expo on Wednesday.

ANNUAL MEETING AND LUNCHEON — Wednesday, October 10

Take a well-deserved break from the fast paced Expo and educational seminars. As you enjoy your lunch at the Annual Meeting and Luncheon, we will begin our awards program for the Craig Biddle/Don Durant PAC Award being presented to a member whose political contributions have stood out above and beyond all those who support WMA and the President's Award going to another member whose selfless contributions have impacted the industry. During the Annual Meeting, you'll learn the state of WMA, as well as watch the Board of Directors for 2018-2019 be elected and sworn in. After all that, get ready for the best magician you've never heard of! Kevin Blake can read minds. Predict the future. See into your memories. Stop time . . . or maybe he can't, and it's all an illusion. There are no rabbits, top hats, or cutting people in half here — taking inspiration from David Blaine, Penn & Teller, and other modern illusionists, Kevin is known for cutting edge magic that absolutely confounds and totally engrosses. In doing so, he brings magic, kicking and screaming, into the 21st century. You don't want to miss this!

To benefit the Frank J. Evans Charitable Foundation...

The Foundation has been awarding college scholarships to deserving college-bound youth residing in WMA-member communities since 1999. Money given away comes through generous contributions to the Foundation from people like you! The popular cash drawing will continue this year. The presentation is made at the President's Dinner Dance. We are appealing to you to make a \$100 (or more) contribution toward this drawing, and then to purchase a chance to win once you get there. This is such a worthy cause. Your \$100 donation towards the cash drawing is fully tax deductible. Please use the convention registration form to donate.

THE PRESIDENT'S DINNER DANCE — Wednesday, October 10

You are cordially invited to WMA's signature black tie event on Wednesday evening. We will be there to welcome you, our honored guests. Join family, friends and colleagues for an elegant dinner. Then sit back and celebrate as the new President of the WMA Board of Directors, Marilyn Green, is sworn into office and delivers her inaugural address. Next, join us in feting the 2018 recipient of WMA's most recognized and esteemed honor: The Busch, Carr & McAdoo Memorial Award. Once business has been wrapped up, prepare to dance the night away to the music of the Shaken—Not Stirred! We promise this will be a night to remember!



EDUCATIONAL SEMINARS

Tuesday, October 9, 2018

9:00 a.m. to 11:15 a.m.

9:00 a.m. to 10:00 a.m.

MCM: Undocumented Immigrants' Rights and Owners' Obligations

Immigration remains a divisive issue at the local, state, and federal level. In California, new laws have been enacted relating to the rights of undocumented immigrants and the obligations of property owners, employers, and managers. Meanwhile, the federal government has begun to enforce federal immigration laws more vigorously, particularly in jurisdictions with high numbers of undocumented immigrants, such as California. What are your rights and responsibilities as a landlord, property manager, and employer and how do they intersect with the rights of undocumented individuals? This seminar will help clarify these sensitive, challenging considerations as they relate to you. *(Margaret Nanda, Matthew Telford and Ryan Knutson)*

9:00 a.m. to 11:15 a.m.

Legal and Management Advice

As laws change and court decisions are handed down, it becomes necessary to adjust our business practices to keep pace with the changes. This seminar will focus on recent developments in the industry and the adjustments owners need to make. These open forums will bring together leading industry attorneys and property managers to answer your questions and address your concerns. *(Bill Dahlin, Moderator)*

MCM: Dealing with Aging Seniors

This seminar will deal with more (and different than what we discussed in Reno in 2017) issues common to aging seniors living in our manufactured home communities. Topics to be covered will include subletting, ADA accommodations, hoarding and issues with heirs. *(Larry Weaver and Chad Casenhiser)*

MCM: Lesser Known Facts — The Things You Need to Know

This seminar will go over what is required to be posted in your community; the true intent of the HOP 80/20 Rule; charging credit report fees and when the community can keep those fees; HOPA Audits; and dealing with deceased homeowners. *(Ruben Garcia and Joe Carroll)*

10:15 a.m. to 11:15 a.m.

Transform Your Community's Infrastructure from a Liability into an Asset

This seminar will cover infrastructure improvements under the new Tax Reform Bill; the tax and economic benefits of coupling solar and infrastructure improvements/repairs; and the bottom line affects solar and infrastructure enhancements have on improving property value and how to monetize that value through financing options. *(David Firestone)*

3:00 p.m. to 4:30 p.m.

MCM: Community Choice Aggregation

We will explore Community Choice Aggregation (CCA) and educate you about this very important and impactful electric program in California. What is a CCA and are you served by one? If you are served by a CCA, how does that impact the generation and transmission charges on your master-meter bill? What analysis should you undertake to determine what is in your best economic interest and if you should "opt out" from being served by your local CCA? After discussing the various elements of CCAs we will analyze the effect

that such decisions have on the sub-metered electric rates on your residents' bills, including its accuracy. Furthermore, what steps can you take to get bills to your residents faster and increase your collections? *(Brice London, Andy Gedo and Irene Moosen)*

MCM: Foundations of Community Management and Resolving Resident Conflict

"Foundations" focuses on how to communicate, educate, motivate, network and grow your people. "Resolving resident conflict" emphasizes on how to resolve dissatisfaction relating to adverse comments residents have made about a community's amenities, social activities, maintenance, rule reminders/enforcement, security issues, neighbors, pet issues, community management and/or owner management. More than 100 positive statements used by top community managers are provided in the handouts. *(Joe Adams)*

Rent Control: Our Greatest Challenge

There is no question that 2018 has thus far been THE YEAR of RENT CONTROL in California. From the proposed repeal of the Costa-Hawkins Act, to scores of locally introduced rent control initiatives, there have never been more activist groups united in favor of drastic government intervention and regulation of the rental housing market. Why the push for rent control now? What communities are most vulnerable to a rent control attack? Are long-term leases your best and only protection? How do we stop rent control from spreading across the entire state? Please join us for this in-depth discussion of the challenges that rent control presents. *(Doug Johnson, Julie Paule and Jarryd Gonzales)*

Update on New Laws

Laws impacting the industry change from year to year. This seminar will bring you current on recent legislative measures and how they impact you at all levels of operation in your communities. WMA's legislative advocate, along with advisors to the WMA Legislative Committee, will present the latest laws affecting the industry. *(Catherine Borg, Terry Dowdall and Paul Jensen)*

Wednesday, October 10, 2018

9:00 a.m. to 11:15 a.m.

9:00 a.m. to 10:00 a.m.

Mistakes Community Managers Make

Community managers must wear numerous "hats" to succeed in relationships with residents. Topics take a positive and fun look at the common mistakes community managers make when performing as a firefighter, accountant, teacher, counselor, architect or trustee. *(Joe Adams)*

9:00 a.m. to 11:15 a.m.

Legal and Management Advice

As laws change and court decisions are handed down, it becomes necessary to adjust our business practices to keep pace with the changes. This seminar will focus on recent developments in the industry and the adjustments owners need to make. These open forums will bring together leading industry attorneys and property managers to answer your questions and address your concerns. *(Ed McDonald, Moderator)*

MCM: HCD Updates

Come learn about the latest HCD news. Gain insight on the new standardized mobilehome installation inspections procedures,

Seminars and/or speakers subject to change without notice.

Mobilehome Assistance Center, Mobilehome Utility Upgrade Program, and much more. Interact directly with HCD management by asking questions and providing feedback on possible regulation changes. *(Mitchel Baker and Brad Harward)*

MCM: Working Through the Disaster

This will be a panel discussion on the past year of disasters and how they have made an impact on the mobilehome industry. It will cover an in-depth review on what has been learned, moving through the recovery and looking forward to the next step. This discussion includes the perspectives from owners, management, legal and insurance companies. *(Gandace Holcombe, Greg Evans, Bill Joseph and Thomas Kroesche)*

10:15 a.m. to 11:15 a.m.

MCM: What Does Insurance Really Cover?

This presentation will explain the different types of damages that are covered within a Comprehensive General Liability insurance policy. Also discussed will be the general conditions attaching to all insurance, including voluntary payments, claim notice requirements, and supplementary payment provisions. Also discussed will be additional coverages provided through Property Manager's Professional Liability, Employment Liability and Directors and Officers policies. The balance of the presentation will be a discussion of the interactions that transpire between the park, its attorneys and the insurers after suit is filed. *(Phil Woog)*

2:45 p.m. to 4:15 p.m.

Labor Law —The Biggest Employment Law Changes in 2018

2018 saw more employment law changes than ever before. It's important to understand the changes so you can stay in compliance and out of court! Join California Employers Association to ensure you know the specifics about: Hiring changes—new procedures when you rescind a job offer; interview changes—what questions you can and can't ask now; I-9 audits and how to avoid fines; the minimum wage ripple effect on meals and lodging; resident manager rent credits; and employees vs. independent contractors. *(Kim Gusman)*

MCM: How to Use 7- and 14-Day Notices the Right Way

This interactive seminar will prepare offsite and on-site managers with the knowledge and skills to successfully operate through the complexities of landlord-tenant law for MHP's and the proper park rule enforcement procedures; including effective use of 7- and 14-day notices and use of injunctions. Attendees will learn the common mistakes and how to properly protect a park's rights during the park rule enforcement process. *(John Pentecost)*

MCM: New Owners and Managers

Panelist will be discussing many easily forgotten but essential fundamentals of park responsibilities and ways to improve operations, efficiencies, and recent developments in the industry, little known facts about mobilehome, new home sales and resale trends, how to access trending information and available programs to streamline operations. You will take away real life answers to questions you face with property management, human resources, sales and operations. You will be able to make more educated business decisions moving forward and with an awareness of different legalities that could affect your business decisions and the resources to deal with uncommon and unexpected issues. *(Thomas Pacelli, Shane Joffe and Tiffany Joffe)*

OperNomics 201: MHP Economic Theories

In OperNomics 201 we expand into more specific economic theories as related to MHPs. Topics include an appraisal-like analysis of market rents, utility charges, and a park owner's preferred and strategic position within the market in the short- and long-term. We will examine the opportunities and challenges related to pass-thru utility charges, and dispel common misconceptions. Park owners and operators alike will benefit from lively discussion and Q&A. *(Andy Carey and Mark Weiner)*

Green Valley Ranch Resort & Spa

HOTEL GUESTROOM RESERVATIONS



You must make your hotel reservations directly with the Green Valley Ranch Resort & Spa to get the nightly rate of \$140 for run of house (Sunday thru Thursday). The cut-off date for reservations is September 10. Reservations received on or after September 11 will be accepted on a space-and-rate-availability basis.

You can make your reservation in one of three ways:

Go online to <https://book.passkey.com/event/49043208/owner/32023/home>; or go to WMA's website at wma.org/conv2018 and click on the "Guestroom Reservation" tab and you will find a link there. The link takes you directly to the resort's website specifically set up for the convention; or, call them at 866.782.9487 and use code GCIWMA.



Please note: Should anyone contact you identifying themselves as a "Convention Housing" organization or an "Expo Representative" offering lower rates for Convention at the Green Valley Ranch Resort & Spa, do not give them any credit card information as the resort does not randomly call guests with offers like this, nor has the resort or WMA contracted with any convention housing organization. Do not provide any information or accept a confirmation number UNLESS you contacted the resort directly.



Registration Form

Duplicate this form if you have more than two registrants. Fees include admittance for one person to a Kick Off lunch, Welcome Reception/Expo Opening with wine tasting and a dinner buffet, breakfast in the Expo, Annual Meeting & Luncheon, President's Dinner Dance, cocktail receptions in the Expo, and the final breakfast, seminars, educational materials, and exhibit activities.

Cancellations

For a full refund, cancellations must be received on or before September 3, 2018; an 85% refund for cancellations received September 4 through September 14, 2018. No refunds for no-shows, cancellations or event tickets on or after September 15, 2018. Call Regina Sanchez immediately for cancellations at 916.448.7002.

Hotel Reservations

Make your hotel reservations directly with Green Valley Ranch by calling 866.782.9487 (use code GCIWMA) or going online to wma.org/conv2018 and follow the link for guest room reservations. Reservations received after September 10 will be accepted on a space-and-rate-availability basis. See "Hotel Guestroom Reservations" regarding scam alert as part of this packet.

Special Needs

- I require special dietary meals.
- I require special meeting/event space accommodations in order to fully participate. Regina will contact you by phone or email.

Travel

WMA was unable to secure an agreement for discounted air fares. We suggest that you try to book your flights in advance so that you can enjoy discounted rates with airlines such as Southwest Airlines (southwest.com or 800.435.9792) or websites that offer discounted airfares such as expedia.com or travelocity.com. WMA has negotiated special meeting rates with Hertz for car rentals during Convention at all California and Nevada locations. Contact Hertz (hertz.com or 800.654.2240) and refer to CV#02RE0032.

Go ONLINE to wma.org/conv2018
MAIL OR FAX
this completed form with payment to:

WMA
455 Capitol Mall, Suite 800
Sacramento, CA 95814
phone 916.448.7002 | fax 916.448.7085

DO NOT email this form with payment information to WMA as the email server is not secure.

Badge Name #1	Badge City	Attendee Email Address
Badge Name #2	Badge City	Attendee Email Address
Community/Firm Name (as it is to appear on badge)		Member ID#

Attendee Address for Confirmation

City, State, ZIP

Daytime Telephone Number

Fax Number

CHECK ONE:

- Member - Owner
- Member - Manager
- Member - S&I

- Exhibitor
- Non-Member
- Allied Association

RIBBON CODE (Check all that apply):

- Board Member
- Chapter President
- Committee Chair
- Committee Member
- Speaker

EXPO REGISTRATION FEES

(Fees listed below are per person rates)

	BEFORE SEPT 14	ON or AFTER SEPT 15		
Member	\$425 pp	\$495 pp x _____	(total registrants)	= \$ _____
Non-Member	\$850 pp	\$990 pp x _____	(total registrants)	= \$ _____

Total Convention & Expo Registrations Due

(A) \$ _____

Benefits for the Frank J. Evans Foundation • Monday, October 8, 2018

GOLF

All fees listed are per person and due by September 3. Space is limited.

Golf Tournament \$160 per person x _____ (total participants) = \$ _____
 I will take the shuttle to/from the golf course. I will drive myself to the course.

Pairings request: _____ Handicap _____

Total Golf Due

(B) \$ _____

FJE CASH DRAWING DONATION

Yes, I wish to donate: \$100 \$250 \$500 toward the "seed money" for the cash drawing! (This is not a ticket for the drawing.) = \$ _____

Total FJE Cash Donation

(C) \$ _____

GRAND TOTAL DUE

(A + B + C) \$ _____

Networking No-Host Cocktail Reception • Monday, October 8, 2018 • 5:00 p.m.

Yes, I/we plan to attend the networking event. Total number of people attending: _____

Check enclosed (make payable to WMA) or charge to VISA MasterCard AMEX Discover

Cardholder's Name _____

Account # _____ Expires _____

Billing Address _____

City/State _____ ZIP _____

Signature _____ Email* _____

(*Providing your email address guarantees you an immediate receipt of your charges.)

*You are cordially invited to
The President's Dinner Dance*

Wednesday evening, the tenth day of October in this year

Beginning at half past six o'clock until ten o'clock

Come in fine attire and enjoy an elegant dinner, and

witness the installation of our new president Marilyn Green

Then celebrate the recipient of the

Busch, Carr & McAdoo Memorial Award

Afterwards, stay and dance the night away

This will be a night to remember!



Marilyn Green
President Elect

The FJE Charitable Foundation

The 50/50 cash drawings take place on this evening. WMA is requesting \$100 donations for the drawing. The amount of cash donations determines the final amount to be given away. The Foundation's volunteers will be selling tickets during the Convention, as well as before and during the evening gala. So you will have many opportunities to buy your tickets for a chance to win a nice cash prize. We hope to see you there!

Green Valley Ranch Resort & Spa | Henderson, NV



October 8 - 11
2018 WMA Convention & Expo

Western
Manufactured Housing Communities
Association



455 Capitol Mall, Suite 800
Sacramento, CA 95814

PRESORTED
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