



2014 WMA Convention & Expo

Planet Hollywood Las Vegas Resort & Casino

October 13 - 16, 2014

WMA's Board of Directors, the Convention Planning Committee and staff cordially invite you to this year's Convention and Expo! Our host hotel is Planet Hollywood Las Vegas Resort & Casino, 3667 Las Vegas Boulevard South, Las Vegas, NV 89109.

With a healthier economy, it's never been more important to spend your dollars wisely. 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! For you, on a professional level, we'll blend educational programs with entertainment and networking forums so that you'll have everything you need to succeed in this business. We will feature seminars with industry experts focused on shaping our future and our communities; sessions covering practical business issues; opportunities to network with other industry leaders; and a dynamic Expo to make your attendance worthwhile!

And, because you loved it last year, we once again invite you to a networking cocktail reception on Monday evening—a no-fee admission event with light appetizers and a cash bar. This will be a great opportunity to catch up with peers and make new connections. Do rest up, as we start early on Tuesday with the Kick-Off Breakfast and follow with two full days of Expo and seminars.

SCHEDULE-AT-A-GLANCE

Monday, October 13, 2014

Golf Tournament/Optional — Desert Pine Golf Club

11:00 a.m. Golf Registration/ 12:00 p.m. Shotgun Start

1:00 p.m. to 6:30 p.m.

Convention Pre-registered Badge/Tickets Pick Up

6:00 p.m. to 8:00 p.m.

Networking Cocktail Reception

Tuesday, October 14, 2014

8:00 a.m. Registration Opens

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

Kick-Off Breakfast

10:30 a.m. to 12:45 p.m.

Educational Seminars

12:45 p.m. to 2:00 p.m.

Lunch on Own

2:00 p.m. to 4:15 p.m.

Educational Seminars

5:00 p.m. to 7:30 p.m.

**Expo Opens with
the Welcome Reception**

Wednesday, October 15, 2014

8:00 a.m. Registration Opens

8:00 a.m. to 5:00 p.m.

Expo Hours

8:00 a.m. to 9:00 a.m.

Continental Breakfast in Expo

9:15 a.m. to 11:30 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 2:00 p.m.

Dessert Reception in Expo

2:15 p.m. to 3:45 p.m.

Educational Seminars

4:00 p.m. to 5:00 p.m.

Grand Prize Drawings in Expo

5:00 p.m.

Expo Closes

6:30 p.m. to 10:00 p.m.

President's Dinner Dance

Thursday, October 16, 2014

8:00 a.m. Final Breakfast

2014 WMA Convention & Expo Closes

REGISTER TODAY!

For WMA Convention
& Expo registrations,

log on to
wma.org/conv2014

OR complete the
registration form
in this packet,

then mail or fax to:

WMA
455 Capitol Mall, Suite 800
Sacramento, CA 95814
f 916.448.7085

For hotel reservations,
please refer to the
hotel registration form
inside this packet.

HR 101: Best Practices

This seminar will cover all the essentials to help you stay on top of labor law in California. Topics to be discussed include how to find and hire the best candidate; performance management—how to keep your employees on track and moving the business forward; wage and hours—untangling the confusing web of California's compensation law; and termination—how to safely and legally end the employment relationship. *(Kim Parker)*

HR 201: Sharpen Your Human Resources Skills

This seminar will cover the essentials of three key human resource management challenges and discuss California Leave Laws—discover the 24 different leaves an employer in California must follow and how to manage your employee's time off; Employee Handbooks—essential provisions, recommended and required policies and the do's and don'ts; Harassment and Discrimination Prevention—learn how to prevent harassment and discrimination in the workplace and how to conduct a proper investigation once an incident is reported. *(Kim Parker)*

Legal 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. Two seminars 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. *(Greg Evans and Mike Sullivan, moderators)*

MCM: Avoiding Failure to Maintain Issues

Have you ever wondered if there was anything you could do as an owner and/or manager to try to stop a failure to maintain lawsuit before it starts? Although there is no absolute protection, a Title 25/HCD expert and an attorney will team up to discuss current issues and developments related to failure to maintain lawsuits in this seminar. The goal will be for you to walk out of the seminar with a few new ideas on how to make your community a better place for you and the residents! *(Joseph Carroll and Jack Kerin)*

MCM: HCD Updates

This seminar will cover a little bit of everything. Topics will include the upcoming amendments to Title 25 (yes, again), community rules vs. HCD regulations, when and what permits are required, and since we haven't discussed it for a while, moving lot lines. As always there will be plenty of Q and A time. *(Kevin Cimini and Brad Harward)*

MCM: How to be an Outstanding Management Professional

This seminar will cover everything from knowing what your management role is in the business, to customer service, and recognizing common management pitfalls and the consequences that can arise out of those pitfalls. It will take you through what an outstanding manager looks like when it comes to written and verbal communications, body language and voice. *(Ruben Garcia and Rose Minasi)*

MCM: Realities of a Hoarder and Resources for Them

Estimates are that hoarding behaviors affects over 5% of the population. Research states there are no gender differences and due to the progressive nature of hoarding behaviors there are increasing problems as individuals age. Knowing the conditions that experts deem unsafe in a residence can save lives and protect neighborhoods. This seminar will provide an understanding of the disorder and assist you in locating the help and resources available to overcome situations as they arise in your community. *(Candace Holcombe)*

MHC Mathematics: How 1+1=29—A Team Approach to Creating Value

Community owners, managers and other stakeholders will benefit from this economics refresher. We will review the valuation as well as discuss how every member of the team can contribute to the increasing value of our communities. We will apply the lessons of institutional-grade real estate perspective to understand how our communities can operate efficiently and collaboratively without losing that important neighborhood feel. *(Andy Carey and Mark Weiner)*

Regulating the Purchase/Sale of Homes and Registration/Titling Issues

Over the last four decades of HCD involvement in regulating the purchase/sale, registration and titling of manufactured homes, the involvement of owners has been minimal. As a result of the "Great Recession" and other factors (resident deaths, resident inability to sell units, etc.), owners must know when and how it is legal to purchase and sell, and when and how they are required to transfer title to themselves and/or purchasers. The seminar will be immediately applicable and helpful to unravel the mysterious labyrinth of acquisition, sales, registration, titling and financing limitations. *(Terry Dowdall and Ron Javor)*

Risk Management/Insurance Defense

Many manufactured housing community operators don't have backgrounds in commercial insurance and the densely complex body of law that applies only to our industry. Join us and learn practical tips and basic legal principles concerning risk management, insurance defense of liability claims on general liability policies, errors and omissions coverage and more. Whether you operate a "five-star" community or a rural trailer court, the risk of adverse claims and lawsuits abound. We can help. *(Michael Mihelich, Julie Rubin and Phil Woog)*

Sex Discrimination in the Workplace—What Community Owners and Managers Need to Know

This panel discussion will provide both owners and managers with the necessary tools to recognize sexual harassment in the workplace and implement the steps to remedy and prevent such harassment. We will discuss recent developments in federal and state law, examples of illegal behavior, and measures that should be taken to prevent the occurrence of sexual harassment in the workplace. Participants will receive a certificate of training which satisfies the requirements of California law for sexual harassment training every two years for managers and supervisors who are employed by employers with 50 or more employees. *(William Hart, Chad Casenhiser and Mindy Parish)*

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 advocates, along with advisors to the WMA Legislative Committee, will present the latest laws affecting the industry. *(Catherine Borg, Terry Dowdall and Paul Jensen)*

Voluntary Conversion Pilot Program for Master-Metered Communities

Representatives of PG&E, Southern California Gas, Southern California Edison, San Diego Gas and Electric, WMA's Utilities Attorney, Ed Poole and WMA Rate Analyst, Dr. Richard McCann will be present to answer all your questions about the new CPUC Voluntary Pilot Program to convert your master-metered systems to direct service by the investor owned utilities. The Pilot Conversion Program begins with applications being submitted beginning January 1, 2015. Come listen and learn how to become a part of this new opportunity to convert your electric and gas systems to direct service.

What Do You Mean I'm Not Covered?

Owning and operating a manufactured housing community is becoming more complicated in California's current business climate. This is also true when selecting insurance coverage for your community. Don't let your lack of understanding regarding "insurance" place you in a position where you suffer an uninsurable loss. Become a better insurance risk manager for your community's operations. Learn about the important things to look for when shopping for insurance coverage with agents, brokers and companies. *(Gayle Bailey and Bill Joseph)*

What You Don't Know Can Hurt You

Get answers and help to your non-typical questions and unusual circumstances that inevitably arise in our industry. Not making informed decisions can result in serious consequences. This seminar will be a discussion of situations that, if acted on correctly, and in a timely manner, will avoid loss of income, time, and new business. New and old information will be presented that attendees may not know, or may have forgotten. This session will help owners/on-site managers run a more stream-lined and efficient property. *(Jim Joffe, facilitator; Greg Beam, Tiffany Joffe and Thomas Pacelli)*

HIGHLIGHTS

KICK-OFF BREAKFAST – Tuesday, October 14

This is the first official function at Convention. Kick off this year's two-day (and two hours) non-stop, action-packed Convention and Expo with an early morning breakfast! We will give you ample opportunity to network with friends, but keep in mind there's always a new face in the crowd, introduce yourself and welcome new members. Make them feel good about joining WMA and being a part of this wonderful resourceful organization! President Alex Boggs will welcome you and officially open the 2014 WMA Convention and Expo. After that, you'll learn who the scholarship recipients are from this year's Frank J. Evans Charitable Foundation. Greg Evans will make the presentations of this year's deserving youth residing in WMA-member communities. Perhaps one of them is from your community! Then Catherine Borg, will give a brief legislative update and announce the winners of WMA's hotly contested golf tournament held on Monday at the Desert Pine Golf Club.

You'll need this delicious fuel and energy as you go right into seminars after this! As always, WMA continues to support those working on their MCM accreditation by offering you MCM classes at our conventions.

EXPO & WELCOME RECEPTION – Tuesday, October 14

We've planned another exciting show for you! You have told us that you LOVE our wine tasting event as we open the Expo—it's become a tradition! Exhibitors have been invited to bring their favorite wines again! This is always a great time to reconnect with other Expo attendees or get to know new people! The Expo continues Wednesday, stopping only for the Annual Meeting and Luncheon. Dessert will be served on the Expo floor. 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 at the close of Expo on Wednesday.

ANNUAL MEETING AND LUNCHEON – Wednesday, October 15

Take a well-deserved break from the fast paced action of the Expo and educational seminars. Join us for the Annual Meeting and Luncheon. As you enjoy your lunch, we will proceed right into our formal program. The Craig Biddle/Don Durant PAC Award will be presented to a deserving member whose political contributions have stood out above and beyond all those who continuously support WMA. The President's Award will also be presented 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 new Board of Directors for 2014-2015 as they get sworn in.

After all is said and done, sit back, relax and experience some stress reduction with humorist Judy Carter. Judy uses her message of using story and comedy techniques as a business leadership tool, as well as a way to decrease stress. She is an international, in-demand speaker whose keynotes entertain and inspire. Judy has been featured on over 100 TV shows. When she's not speaking, snowboarding, or scuba diving, Judy coaches people how to improve their presentational skills by finding their authentic message and making it funny. As an author, Judy doesn't like to brag, but she did write the Bible. No joke, she's the author of *The Comedy Bible* as well as, *Standup Comedy: The Book*. Judy's new book, *The Message of You*, teaches readers how to use life stories to inspire.

Remember last year? You thought we forgot the dessert! Come into the Expo and enjoy your dessert as you visit our exhibitors **one** more time!

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

The Frank J. Evans Charitable 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 continues 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 when you get there. This is such a worthy cause. Your \$100 donation towards the cash drawing is fully tax deductible. You may use the convention registration form or contact Charlene Garza at 831.475.0335 to donate.

THE PRESIDENT'S DINNER DANCE — Wednesday, October 15

You are cordially invited to WMA's signature black tie event. You will be on the red carpet! It will be held Wednesday evening in a beautifully appointed ballroom. We will be there to warmly welcome you, our honored guests, to the annually anticipated President's Dinner Dance. As you walk into the exquisitely decorated ballroom, you know that an elegant evening awaits you. The magic begins the moment you arrive. Join family, friends and colleagues for an elegant dinner. Then sit back and celebrate as the new President of the WMA Board of Directors, Ernie Schroer, is sworn into office and delivers his inaugural address. Next, join us in feting the 2014 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 Jeff Leep Orchestra. The Jeff Leep Orchestra is Reno and Tahoe's premiere contemporary party ensemble. The orchestra is extremely versatile, and performs easy listening jazz and pop instruments background music, as well as rocks energetically with music from the '40s to today's sounds. A band this versatile, we're certain everyone will be out of their chairs to get the party started!





Planet Hollywood Las Vegas

866.317.1829

Group Name: WMA 2014

HOTEL RESERVATION FORM

**Call or mail this form directly
to Planet Hollywood Las Vegas
or log on to wma.org/conv2014
and follow the
Room Reservations link.**

Any reservation received after the cut-off date may be accepted on a "space available" basis at the prevailing hotel rates. All reservations must be guaranteed with a deposit for the first night's guestroom and tax charge for a total of \$156. If reservation is guaranteed to a credit card, the first night's guestroom and tax charge will be billed immediately to the card. Hotel allows cancellations without penalty up to seventy-two (72) hours prior to the attendee's scheduled arrival date. The hotel will not accept any faxed reservations. If you choose to mail the reservation request, please follow up with the hotel to make certain it was received and get a confirmation number.

Group Reservations Coordinator
Planet Hollywood Las Vegas
3645 Las Vegas Blvd South
Las Vegas, NV 89109

2014 CONVENTION HEADQUARTERS WMA Convention and Expo

PLANET HOLLYWOOD LAS VEGAS RESORT & CASINO

Planet Hollywood Las Vegas Resort and Casino features Las Vegas hotel accommodations fit for the celebrity A-List, and perfect for Hollywood buffs. All rooms and suites feature one-of-a-kind movie memorabilia set against a backdrop of stylish, modern luxury. When you stay in a Planet Hollywood hotel room, the celebrity lifestyle is yours for the living, and fame lies around every corner.

Cut-off date for reservations is September 5

Reservations received after September 5
will be accepted on a space-and-rate-availability basis.

**Please make your hotel reservations directly with Planet
Hollywood Las Vegas Resort & Casino**

Dates: October 13-16, 2014

Group Name: WMA 2014

Name _____

Sharing room with _____

Company/Firm _____

Address _____

City, State, ZIP _____

Telephone Number _____

Email Address _____

Arrival Date : 10/_____/14

Time _____ a.m./p.m.

Departure Date : 10/_____/14

Check-in time is 4:00 p.m. Check-out time is 11:00 a.m. Late check-outs are based on availability.

Please select room rate:

☐ Run of House \$139 per night plus tax

Please indicate room type: ☐ Single ☐ Double

Preferred bedding: ☐ 1 King Bed ☐ 2 Double Beds

Additional third person over 18 years of age will be charged a rate of \$30 per person, per night, with a maximum of four (4) persons per guestroom.

☐ Please charge to the following credit card:

☐ VISA ☐ MasterCard ☐ AMEX ☐ DinersClub ☐ Discover Card

Name on Card _____

Account # _____ Expires ____/____

Signature _____ Sec Code _____

Billing Address _____ Billing ZIP _____

MAIL THIS FORM DIRECTLY TO PLANET HOLLYWOOD LAS VEGAS—NOT TO WMA.

2014 WMA Convention & Expo



Registration Form

Register today by completing this registration form and returning it to WMA with full payment. For more than two registrants, please duplicate this form. Fees include admittance for one person to a Kick-Off Breakfast, Welcome Reception/Expo Opening, a continental breakfast in the Expo, Annual Meeting & Luncheon, President's Dinner Dance, cocktail receptions in the Expo, and a final breakfast on check-out day, seminars, educational materials, and exhibit activities.

Cancellations

For a full refund, cancellations must be received on or before September 8, 2014; an 85% refund for cancellations received September 9 through September 19, 2014. No refunds for no-shows, cancellations or event tickets on or after September 20, 2014. Call Regina Sanchez immediately for cancellations at 916.448.7002.

Hotel Reservations

Make your hotel reservations directly with Planet Hollywood Las Vegas Resort & Casino by calling 866.317.1829 or going online to wma.org/conv2014 and follow the link for guest room reservations. Reservations received after September 5 will be accepted on a space-and-rate-availability basis.

Special or Dietary Needs

☐ Check if you require special dietary meals. A WMA representative will contact you.

Travel

With rising fuel costs and stiffer contracts, 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. For reservations, call Hertz at 800.654.2240 and refer to CV#02RE0026.

Go ONLINE to wma.org/conv2014

MAIL OR FAX

this completed form to:

WMA

455 Capitol Mall, Suite 800

Sacramento, CA 95814

916.448.7002 telephone

916.448.7085 fax

Badge Name #1

Badge City

Badge Name #2

Badge City

Community/Firm Name

Member ID#

Address

City, State, ZIP

Daytime Telephone Number

Fax Number

FULL Email Address (example: name@wma.org)

CHECK ONE:

☐ Member - Owner

☐ Exhibitor

☐ Member - Manager

☐ Non-Member

☐ Member - S&I

☐ Allied Assn

RIBBON CODE (Check all that apply):

☐ Board Member

☐ Committee Member

☐ Chapter President

☐ Speaker

☐ Committee Chair

EXPO REGISTRATION FEES

(Fees listed below are per person rates)

	BEFORE SEPT 10	ON or AFTER SEPT 11	
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 13, 2014

GOLF

All fees listed are per person and due by September 5. Space is limited.

☐ Golf Tournament \$150 per person x _____ (total participants) = \$ _____

☐ I will need transportation to/from the golf course. ☐ I can drive _____ golfers to/from 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 13, 2014 • 6:00 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 # _____

Security Code _____ Expires _____/_____/_____

Billing Address _____ ZIP _____

Signature _____ Email* _____

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



Western
Manufactured Housing Communities
Association

455 Capitol Mall, Suite 800
Sacramento, CA 95814



2014 WMA Convention & Expo
Planet Hollywood Las Vegas Resort & Casino
Las Vegas, Nevada
October 13-16

*You are cordially invited to WMA's red carpet affair,
The President's Dinner Dance*

Wednesday evening, the fifteenth 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, Ernie Schroer.

Then celebrate the recipient of the

Busch, Carr & McAdoo Memorial Award.

Afterwards, stay and dance the night away.

This promises to be an evening you won't soon forget.



Ernie Schroer

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. Joecelle Tuttleton will be selling tickets during the Convention. The Foundation's volunteers will be selling tickets before and during the evening gala. So you have many opportunities to buy your ticket or tickets for the chance to win a nice cash prize. We hope to see you there!