



WMA's Board of Directors, the Convention Planning Committee and staff invite you to this year's Convention and Expo! Our host hotel is the Green Valley Ranch Resort, Spa & Casino located at 2300 Paseo Verde Parkway in Henderson, Nevada. This year's theme is "Winds of Change." Regardless of how the economy changes, WMA has served the manufactured housing industry since 1945, and we continue to do so 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. Our seminars will feature industry experts focused on shaping our future and communities through changing times.

We will start you off with a networking event where you can catch up with industry colleagues during a leisure evening. This is 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. Rest up, as we start early on Tuesday with seminars and the Kick Off Lunch. The Expo will open right after lunch. Later in the day, we will once again have the popular wine tasting event in the Welcome Reception at the Expo. Reconnect with exhibitors as you sample their delicious wines and enjoy a delicious dinner buffet. Wednesday brings another full day of events—everything to make your attendance worthwhile!

This year, you will note that we are requesting email addresses for each attendee. Please complete the section right next to the attendee's badge city on the registration form. The purpose for this is for us to follow up with our attendees via emailed evaluations at the conclusion of the Convention.

SCHEDULE-AT-A-GLANCE

Monday, October 10, 2016

Golf Tournament/Optional — The Legacy Golf Club

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 11, 2016

8:00 a.m. Registration Opens

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. Welcome Reception with Wine Tasting in Expo

Wednesday, October 12, 2016

8:00 a.m. Registration Opens

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

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

9:15 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 13, 2016

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

9:00 a.m. 2016 WMA Convention Closes

REGISTER TODAY!

For WMA Convention
& Expo registration,

log on to

wma.org/conv2016

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 information
inside this packet.

HIGHLIGHTS

GOLF TOURNAMENT – Monday, October 10

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. Registration begins at 11:00 a.m. and begins with 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 10

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.

KICK OFF LUNCH – Tuesday, October 11

Kick off this year's two-day non-stop, action-packed Convention and Expo with a delicious plated lunch! 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. President Dan Fischer will welcome you and officially open the 2016 WMA Convention and Expo. After that, you'll learn who the scholarship recipients are from this year's Frank J. Evans Charitable Foundation—perhaps one of them is from your community! Then Catherine Borg will give a brief legislative update and announce the winners of WMA's golf tournament. Closing the luncheon will be Doug Johnson with updates on rent control. Right after lunch, you'll head into the opening of the Expo.

EXPO ACTIVITIES – Tuesday, October 11 and Wednesday, October 12

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! 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. 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 12

Take a well-deserved break from the fast paced action of the Expo and educational seminars. As you enjoy your lunch at the Annual Meeting and Luncheon, we will proceed right into our formal program with the Craig Biddle/Don Durant PAC Award being 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 2016-2017 as they get sworn in. Once all is said and done, we have comedian Frank King to entertain you! He's got nothing to say, and you'll enjoy every minute of it. If you want a message, check your voice mail. If you want a laugh, he's the best thing to happen since dessert!

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 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 when 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 12

You are cordially invited to WMA's signature black tie event on 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 soon as you walk in, 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, Wynn Hornburg, is sworn into office and delivers his inaugural address. Next, join us in feting the 2016 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 Shaken, Not Stirred. This highly versatile band covers all styles of music ranging from the latest pop, rock, disco, Latin, Motown, R&B, jazz, swing, and country hits!



TUESDAY, OCTOBER 11

• 9:00 a.m. – 10:00 a.m.

Mobilehome Community Closures: Buena Vista Mobilehome Park—A Case Study

Mobilehome community closures and conversions to other uses are the most trending topic in the industry. As lead counsel in the closure of the Buena Vista Mobilehome Park in Palo Alto, and as one of the state's most experienced attorneys in mobilehome park closures, Margaret Ecker Nanda will present an overview of the laws governing park closures in the context of the Buena Vista matter as well as other past and on-going conversions. A presentation by Larry Salzman of the Pacific Legal Foundation and the issues being considered in the lawsuit filed by PLF on behalf of the Buena Vista parkowner will be included as part of this seminar. *(Margaret Ecker Nanda)*

• 10:15 a.m. – 11:15 a.m.

Internet Marketing for 2016 and Beyond

Mobile phones. Smart watches. Tablets. The rise of mobile devices has forever changed our interactions with businesses and what we expect of them. With powerful devices, consumers are doing more on the internet than ever before. Consumers just don't "go online." They live there. Is your business prepared to attract, deliver on and profit from this dramatic shift in consumer preferences? Join the experts at MHVillage, the industry's #1 website for promoting manufactured homes and communities online, for a look at the latest trends that are redefining consumer behavior in 2016 and beyond. *(Dawn Highhouse)*

• 9:00 a.m. – 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. 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. *(Dick Bessire's Panel)*

MCM: ADA/FHA Issues and Practical Considerations

This will be an interactive seminar designed to provide participants with a good overview of the Americans with Disabilities Act and the Fair Housing Act as they can impact MHC policies, operations and residents. The panel will address such issues as Service Animals, Comfort Animals, Public Accommodations within the MHC and Reasonable Accommodations. *(John Pentecost and Thomas Pacelli)*

MCM: Pending Changes in All HCD Registration & Titling Regulations

Since the HCD Registration & Titling Regulations were adopted in 1981, there have been few changes in the regulations, but many changes in the laws, commercial practices, and expectations related to buying, selling, renting, and owning manufactured homes. HCD is almost done with amendments

to every single regulation governing registration and titling including those related to transfers, foreclosures, sales, and secured parties. This is your opportunity to hear what changes will be in the new regulations, and to provide feed-back to HCD. *(Terry Dowdall and Ron Javor)*

• 3:00 p.m. – 4:30 p.m.

MCM: Long Term Leases

This will be an interactive seminar designed to provide participants a good overview of the pros and cons of using long term leases as a regular component of a community's residency documents. The panel will address common and reoccurring lease issues such as the types of rent adjustments to use, rent adjustments upon changes in tenancy and how to present long term lease agreements to community residents. *(C. William Dahlin, Candy Holcombe and Julie Paule)*

Pavement Maintenance Seminar

This seminar covers a variety of issues and solutions ranging from pavement design, construction, maintenance, repair and rehabilitation. The seminar will walk property and facility managers through the differences between asphalt and concrete, the types of pavement failures, pavement maintenance planning the Property Managers Toolbox, and the value—what it is and how to get it. Certificates of completion are provided for all attendees. This class is accredited via BOMI International. *(Daren Young)*

Trends and Insights: Boomers and Beyond

Today's Baby Boomers are savvier and more discerning consumers than previous generations. Explore why we need to ditch authoritative, step-by-step selling techniques and concentrate on "boomer" perspectives. Focus is on the importance to Baby Boomers of encore careers, connecting with like-minded people, and enhancing their retired and semi-retired social lives. Learn about social motivators, and reimagined home designs that appeal to this demographic. *(Joe Adams)*

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)*

WEDNESDAY, OCTOBER 12

• 9:00 a.m. – 10:00 a.m.

Solar Application for Manufactured Housing Communities

This seminar will highlight the future electricity rate structure mandated under AB 327 and its application to manufactured housing communities with solar energy systems, as well as the extension of the solar federal ITC of 30% Multifamily Affordable Solar Housing (MASH) rebate application to the manufactured housing community. *(David Firestone, Moderator)*

- **10:15 a.m. – 11:15 a.m.**

Labor Law: Leave Laws in California

How many different leaves of absence might a California employer have to grant? Depending on the number of employees a company has, they may have to grant up to 19 different leave laws! It's important to know about pregnancy disability leave and family medical leave laws, but there are so many others that employers need to understand. We'll cover them all and provide you with a California Leave Law Cheat Sheet to refer to in the future. *(Kim Parker)*

- **9:00 a.m. – 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. 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. *(Jonathan Boggs' Panel)*

MCM: HCD Updates

This seminar will cover something of interest for everyone—amending a PTO, mobilehome repairs, lot line mediation, fire hydrants, substandard park conditions, setbacks, trees, is a manager required?, proposed regulations and don't forget the Utility Upgrade Program. As always, there will be plenty of Q&A time with Brad Harward and your new Mobilehome Parks Program Manager, Cesar Ponce! *(Brad Harward and Cesar Ponce)*

MCM: The Future of Submetered Electric, Gas and Water Billing

This seminar will touch on the following topics: Update on the utility system transfer pilot program; Planned changes to rate structures to include (a) "Flattening" electric rates to two tiers, (b) Changes to the gas and electric master-meter discounts, and (c) Surcharges; CARE, Medical Baseline, FERA, and other discount programs; Resident rate disclosure and posting requirements; Dealing with resident solar systems; Advances in metering technology: TOU meters, automatic meter reading, etc.; Utility User Taxes; and Credit allocation issues. *(Andy Gedo, Ed Poole, Darrah Morgan and Linh-Hua)*

- **2:45 p.m. – 4:15 p.m.**

Crime Prevention

Bad actors in your community? Outlaws? Hooligans? Never assume that there is nothing you can do about them. Come and learn many insider tips from our panel of experts on how to remove and replace homeowners, including guests who make their neighbors want to sell their homes and move away from the insanity. *(Mike Mihelich and Chad Casenhiser)*

MCM: Application Domination

Disclosures, Discrimination, Identity Theft Prevention, Privacy Statement, Adverse Action Notice—are you walking a compliance tightrope? Join us and find out. We will cover everything you need to know (e.g. application requirements and standards, discriminatory language and testers, acceptance and rejection letters, State and Federal law, and a few added extras such as identifying and addressing potential rule violations at the application stage). When we're done you can jump off that tightrope and walk with both feet firmly planted, knowing you have mastered the Application for Tenancy. *(Joseph W. Carroll and Ruben Garcia)*

Why Effective Listening Matters

Communication experts constantly talk about the positive benefits of being a good listener. Listening is anything but a passive, neutral activity. Learn how retailers, community managers, and salespeople can be empowered to become better communicators (and therefore better sellers, negotiators and problem solvers) with their sales prospects and residents. Poor listening habits are identified. How to improve listening skills is made clear. Learning is enhanced with participation in the exercises; "Listening with All Your Senses." *(Joe Adams)*

Green Valley Ranch Hotel & Spa

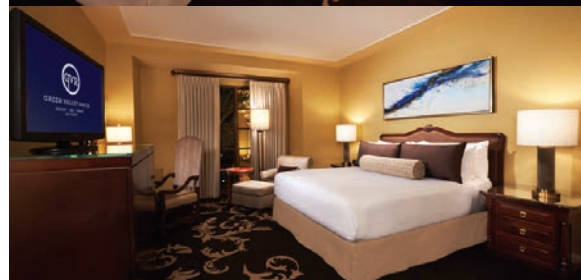
HOTEL GUESTROOM RESERVATIONS



Please make your hotel reservations directly with the Green Valley Ranch. Get the nightly rate of \$130 for run of house (Sunday through Thursday). The cut-off date for reservations is September 12th. Reservations received after September 12th will be accepted on a space-and-rate-availability basis.

You can make your reservation in one of three ways:

Make your reservation online by going to <https://aws.passkey.com/g/35837126>; or by going to WMA's website at wma.org/conv2016 and click on "Guestroom Reservation" where you will find a link—it will take you directly to the hotel's website specifically set up for the convention; or, call the hotel at 866.782.9487 to make your reservation over the phone using the Group Name GCIWMGC.





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 Lunch, 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 5, 2016; an 85% refund for cancellations received September 6 through September 16, 2016. No refunds for no-shows, cancellations or event tickets on or after September 17, 2016. Call Regina Sánchez 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 GCIWMGC) or going online to wma.org/conv2016 and follow the link for guest room reservations. Reservations received after September 12 will be accepted on a space-and-rate-availability basis.

Special 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#02RE0030.

Go ONLINE to wma.org/conv2016

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	Attendee Email Address
Badge Name #2	Badge City	Attendee Email Address
Community/Firm Name (as it 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 Assn

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 7	ON or AFTER SEPT 8	
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 10, 2016

GOLF

All fees listed are per person and due by September 9. 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 10, 2016 • 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 thirteenth day of October in this year

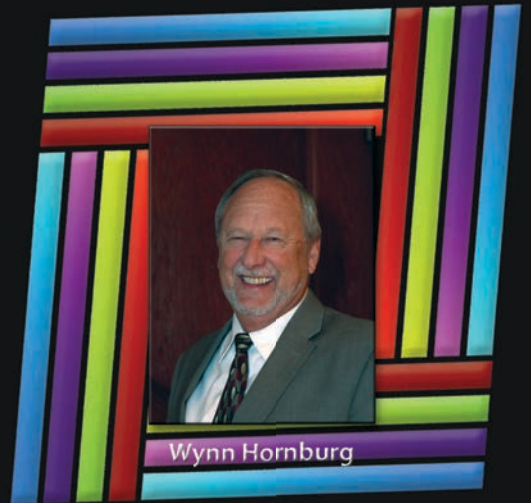
Beginning at half past six o'clock until ten o'clock

*Come in fine attire and enjoy an elegant dinner,
and witness the installation of our new president, Wynn Hornburg.*

*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.



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!

2016 WMA Convention & Expo
Green Valley Ranch Resort, Spa & Casino
Henderson, Nevada
October 10-13



Winds of Change

**Western
Manufactured Housing Communities
Association**



455 Capitol Mall, Suite 800
Sacramento, CA 95814

PRESORTED
FIRST CLASS
US POSTAGE
PAID
PERMIT NO. 316
SACRAMENTO, CA