



2013 WMA Convention & Expo

Peppermill Resort Spa Casino | October 14-17

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 the Peppermill Resort Spa Casino in Reno, Nevada. This year, we invite you to attend a Networking Cocktail Reception on Monday evening, a no-fee admission event with light hors d'oeuvres and cash bar. This will be a great opportunity to catch up with friends and make new connections. But do rest up, as we start early on Tuesday with a Kick-Off Breakfast!

You will find everything you need to run a successful business, as well as professional development under one roof! As you well know, business as usual in today's continuing challenging economy just won't cut it. Owners rely on their management teams or companies to find opportunities to ensure the successful operation of their communities. 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. This year's Convention 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 love it, we will once again open the Expo with our all-time favorite wine tasting event by having our exhibitors feature delicious California wines while you network with them! We'll offer you a full day of Expo events the second day.

REGISTER TODAY!

For WMA Convention & Expo registrations,
log on to wma.org/conv2013

OR complete the registration form in this packet,
then mail or fax to:

WMA

455 Capitol Mall, Suite 800 | Sacramento, CA 95814
916.448.7085 (fax)

SCHEDULE-AT-A-GLANCE

Monday, October 14, 2013

	Golf Tournament/Optional — ArrowCreek/The Legend Course
10:00 a.m.	Golf Registration
11:00 a.m.	Shotgun Start
1:00 p.m. to 6:00 p.m.	Convention Pre-registered Badge/Tickets Pick Up
6:00 p.m. to 8:00 p.m.	Networking Cocktail Reception

Tuesday, October 15, 2013

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 16, 2013

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 17, 2013

8:00 a.m.	Final Breakfast
	2013 WMA Convention & Expo Closes

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

EDUCATIONAL SEMINARS

Business Succession Planning

Founders of self-made business success struggle with how to keep the entrepreneurial spirit alive as we age. Will our children be interested in carrying on? Will they have the brains and energy? This seminar will address these issues and more, with practical suggestions on how to successfully transfer management and control of income property assets to the next generation and beyond. The allotted time will consist of general information and practical tips for avoiding asset depleting squabbles among family members who may lack experience or interest in property management. *(Mike Mihelich)*

Community Closures: Where? When? Why? And How?

Long-time industry attorneys will explain the nuts and bolts of community closures and explore how the industry issue of community closures will be impacted by court and legislative trends and decisions in the coming months and years. The reasons for and against community closure will be explored and the ongoing concern of “relocation benefits” will be discussed at length. Bring your questions for an hour of one of the “cutting edge” issues of our industry.” *(Bill Dahlin, Margaret Nanda and John Pentecost)*

Health Care Reform Update: Understanding Exchanges, Penalties and Shared Responsibilities

Mark Sieben, owner of AG Sieben and Associates, will present a seminar on the Affordable Care Act and its impacts on manufactured housing community owners. Mark will discuss how to deal with the new exchanges, whether or not you should provide insurance or pay the penalty, future deadlines, employer mandates and other considerations for employers trying to navigate the new health care law.

Human Resources: Top 10 Ways to Stay Out of Court

This presentation is done in a fast paced David Letterman Top Ten List style. The speaker describes various real life situations the California Employers Association has seen that have resulted in lawsuits for employers. The presentation is geared around preventative measures business owners and managers can easily put into place to help them “Stay Out of Court”. Complete with handouts and take-aways, this engaging and interactive session allows for a lot of audience participation and Q&A! Topics to be covered include: Establishing hiring ground rules; Understanding California Leave Laws; Ensuring exempt employees are really exempt; Breaks and Lunches; Protected Classes; Harassment Avoidance; Being a Coach. *(Kim Parker)*

Internet Concierge

The role of marketing is to create the right environment that causes people to want to visit your community. The Internet Concierge program will transform the way you build relationships with new prospects and close more sales. *(Joseph Adams)*

Is Solar Right for You?

This seminar will answer all your questions about your electrical utility system in your community. A panel of four community owners who have installed solar in their communities will answer your questions about government rules and regulation, costs and benefits of going green. *(Malcolm Tuttleton, facilitator; John Grant, Wynn Hornburg, Larz McAdoo, and Bill Talley)*

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. *(Dana St.Clair and Mike Cirillo, facilitators)*

Listening to Sell

Understand how personal value beliefs may be hindering your sales presentation. Poor listening habits that lose sales are identified. How to improve listening skills is made clear. An increase in close ratios and resident referrals will result. *(Joseph Adams)*

MCM: HCD Updates

This seminar will cover a little bit of everything. Topics will include the upcoming amendments to Title 25 (yes, again), park 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. *(Brad Harward and Steve Leach)*

MCM: Resident Relations—From Cradle (inception of tenancy) to the Grave (termination of tenancy)

In this high energy seminar we will discuss the inception of tenancy all the way through termination of tenancy. How to advise residents of their and the community’s rights when they intend to sell their home. You will learn tips on what information to request from prospective purchasers in an application, and how to make sure the community is made whole prior to any new resident occupying the home. We will also instruct management/ownership on how to deal with residents who complain about cigarette smokers, marijuana growers, and potential rules to help manage these situations. Pets (service and companion animals) and caregivers in the community will also be covered. The final category will be a Q&A session where attendees can ask questions of an attorney and management expert without having to pay for it! *(Joseph Carroll and Ruben Garcia)*

MCM: Service Animals/ADA (Caregivers and Caretakers)

Join us for an exciting MCM course on unraveling the mysteries and complexities of managing everyday issues within manufactured housing communities. Numerous topics will be covered including ADA, Service Animals, Caretakers and Caregivers, Home Removal, Vacant Lots, Marketing and Filling Spaces. *(Candace Holcombe, Ron Javor and Tom Kroesche)*

MCM: Terminating Tenancies

The eviction process: why is this taking so long and costing so much? Our panel of lawyers and other industry professionals will provide new perspectives based on their current experiences in and out of court. Big changes are happening in California courts, so we all need to be well prepared for the new (not good) normal. Learn how to avoid common mistakes and how to provide persuasive evidence in court. *(Mike Mihelich, moderator)*

MCM: Successfully Building the Resident File

Come to this seminar and learn what every community should have in a resident’s file. It will cover everything from the initial application, to tenancy, to the end of tenancy. *(Larry Weaver)*

MCM: What You Don’t Know May Harm You!

Sometimes there are no do-overs! Not being able to make informed decisions can result in serious consequences. Community owners have a vested interest in getting as much information as possible from WMA seminars. This will be a comprehensive discussion of situations, if not acted on correctly, or in a timely manner, may result in loss of income, time, or new business. This will be an expert panel from management, insurance, and legal areas. Panel members will relay scenarios of events that have taken place where owners/on-site managers, without the correct guidance have made mistakes and how those mistakes could have been prevented. New and old information will be presented that attendees may not know, or may have forgotten. This session will help the owners/on-site managers run a more streamlined and efficient property. Informational handouts will be given out which will be a helpful reminder to property owners/on-site managers regarding the ideas and situations that were discussed. *(Jim Joffe, facilitator; Gregory Beam, Tiffany Joffe and Thomas Pacelli)*

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)*

Seminars and/or speakers subject to change without notice.



HOTEL RESERVATION FORM

Peppermill Resort Spa Casino

Call 800.282.2444

Use group name: **AWMHC13**

Go online to

<https://resweb.passkey.com/go/AWMHC13>

or email this form to

mcostanza@peppermillreno.com

or go to wma.org/conv2013

and go to Room Reservations

- There is a \$12 (plus tax) per room night Resort Service Fee.
- Reservations will be subject to a one night charge if cancelled less than 24 hours before the scheduled arrival date.
- A valid credit card is required to confirm your reservation; however no charges or payments are processed when the reservation is confirmed. This credit card will be charged for room and tax in the event the reservation is not cancelled within the agreed cancellation period. A major credit card matching the name of the guest checking in or cash will be required at check-in for full payment of your stay.
- At check-in a major credit card is also required for any possible incidental charges. The credit card will be authorized for up to \$50 for each night of your hotel stay. For non-suite reservations a \$100 refundable deposit can be used in lieu of a credit card. Credit cards are required on all suite reservations.
- Debit cards may have a pending authorization hold for up to 10 business days.
- We allow departure date changes up to the time of arrival without assessment of fees. Once the departure date is confirmed, any early departure (checking out prior to your departure date) will result in a \$50.00+tax early departure fee.
- You must be at least 21 years of age to make reservations or check-in to a room. A valid ID is required upon check-in.
- All reservation requests must have the first and last name of the adult(s) occupying the room.
- Rates are subject to change without notice until confirmed.
- Rates shown are for double occupancy. There is an additional charge of \$10 per guest (ages 18 and older), with a maximum of four guests in the room.
- Bed type, smoking/non-smoking and other requests are noted as preferences but are not guaranteed and will be honored on a space-available basis.
- Check-in time is 3:00 p.m.; Checkout time is 11:00 a.m.

☐ I accept the Terms & Conditions as outlined above.

2013 CONVENTION HEADQUARTERS WMA Convention and Expo

PEPPERMILL RESORT SPA CASINO

Providing the best hotel service and amenities is an art that the Peppermill Resort Spa Casino has perfected over 40 years. Peppermill holds the AAA Four Diamond rating for hospitality industry excellence, and is voted one of Reno's best resort hotels year after year by leading hospitality and gaming publications. Peppermill Resort Spa Casino presents a fusion of old-world hotel style, service, and aesthetics with contemporary luxury hotel amenities. Each hotel room and suite feature comfortable accommodations and luxurious bedding with custom-made plush double-pillow-top mattresses and 42" wall-mounted LCD high-def televisions.

Cut-off date for reservations is September 9

Reservations received after September 9
will be accepted on a space-and-rate-availability basis.

**Please make your hotel reservations directly with the
Peppermill Resort Spa Casino**

Dates: October 14-17, 2013

Group Name: AWMHC13

Name _____

Sharing room with _____

Company/Firm _____

Address _____

City, State, ZIP _____

Telephone Number _____

Email Address _____

Arrival Date : 10/_____/13

Time _____ a.m./p.m.

Departure Date : 10/_____/13

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

Please select room rate:

☐ Peppermill Tower \$89 per night plus tax and resort fees

☐ Tuscany Suite \$139 per night per night plus tax and resort fees

Please indicate room type: ☐ Single ☐ Double

Preferred bedding: ☐ 1 King Bed ☐ 2 Double Beds

☐ 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 _____

EMAIL THIS FORM DIRECTLY TO THE PEPPERMILL RESORT SPA CASINO (NOT TO WMA).



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 9, 2013; an 85% refund for cancellations received September 10 through September 20, 2013. No refunds for no-shows, cancellations or event tickets on or after September 21, 2013. Call Regina Sanchez immediately for cancellations at 916.448.7002.

Hotel Reservations

Make your hotel reservations directly with the Peppermill Resort Spa Casino. Reservations received after September 9 will be accepted on a space-and-rate-availability basis. (See separate hotel reservation form.)

Special Dietary Needs

☐ Check if you require special dietary meals.

Other Special Needs

☐ Check if you are disabled or have other needs.

A WMA representative will contact you if you check either of the above.

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 Reno and Sacramento locations. For reservations, call Hertz at 800.654.2240 and refer to CV#02RE0025.

Go ONLINE to wma.org/conv2013
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:	
<input type="checkbox"/> Member - Owner	<input type="checkbox"/> Exhibitor
<input type="checkbox"/> Member - Mgr	<input type="checkbox"/> Non-Member
<input type="checkbox"/> Member - S&I	<input type="checkbox"/> Allied Assn
<input type="checkbox"/> I will be taking the MCM course for credit	

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 13	ON or AFTER SEPT 14	
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 14, 2013

GOLF

All fees listed are per person and due by September 6. 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 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 14, 2013 • 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.)



Golf Tournament — Monday, October 14 (Optional Event)

This year's golf tournament takes place at ArrowCreek Country Club. The Club offers a full range of first class golf amenities. Matching world-class caliber golf courses and extensive practice facilities allow tournament players to improve their skills and prepare their game. The tournament will take place on The Legend course, 18 championship holes of golf spanning 7,025 yards with more than 700 feet of dramatic elevation change. The winding course, which is open to the public, is characterized by its devious forced carries and lightning fast greens, both of which add up to a course that is as challenging as it is impressive. Beautiful native grasses and shrubs accent The Legend course, which is highlighted by ravines, dry creek beds and rocks, and some of the most stunning mountain and city views in the area. The magnificent setting of The Legend course lends players the impression of being away from—and above—it all, making for a truly memorable experience. ArrowCreek Country Club enjoys a ranking in Golf Digest's list of "Places to Play" and with its gorgeous courses and luxurious amenities; it's easy to see why. The impressive clubhouse stretches 24,000 square feet and includes fine and casual dining, private lounges and a fully-stocked pro shop for the latest in golf apparel and accessories. The course is located at 2905 ArrowCreek Parkway, Reno, NV 89511-5324; 775.850.4653. From the Peppermill Resort Spa Casino, head south on South Virginia Street toward Peppermill Lane. Turn left onto East Moana Lane. Turn right to merge onto I-580 South and travel approximately 5.3 miles. Take exit 59 for Damonte Ranch Parkway. Make a right onto Damonte Ranch Parkway after .3 miles. Continue onto Arrowcreek Parkway and the golf course will be on your right after 3.7 miles.

Networking Cocktail Reception — Monday, October 14 (Optional Event)

You are cordially invited to come to this no-cost admission networking cocktail reception. We'll have a cash bar and a little something to eat as you mingle with friends. Remember, 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! Begins at 6:00 p.m. Look forward to seeing you there!

Kick-Off Breakfast — Tuesday, October 15

Set your alarm clocks the night before because you're invited to an early morning breakfast beginning at 9:00 a.m.! This is the first official function at this year's Convention. We are going to kick this morning off with a delicious and sumptuous breakfast while giving you ample opportunity to network with friends. President Fran Hirsch will welcome you and officially open the 2013 WMA Convention and Expo. After breakfast, you'll learn who the scholarship recipients are from this year's Frank J. Evans Charitable Foundation. Greg Evans will present scholarships to this year's deserving youth residing in WMA-member communities. Perhaps one of them is from your community! After that, WMA's legislative advocate, Catherine Borg, will give a brief legislative update and announce the winners of WMA's hotly contested golf tournament held on Monday, October 14 at the ArrowCreek Country Club.

Expo and Welcome Reception – Tuesday, October 15

It's become a tradition! You've LOVED our wine tasting event as the Expo opens—so once again exhibitors have been invited to bring their favorite wines for tasting! 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. 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 16

Take a well-deserved break from the fast paced action of the Expo and educational seminars. Join us for the Annual Meeting and Luncheon. It is a great opportunity to be introduced to new members, as well as continuing members of WMA's leadership—all in one place. A lovely plated lunch is provided—delicious food and drink to satisfy your hungry appetite. Then we will proceed with 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. You'll also learn the state of WMA, as well as see the new Board of Directors for 2013-2014 elected and sworn in. Then sit back and laugh with Will Durst. Acknowledged by peers and press alike as one of the premier political satirists in the country, Will Durst has patched together a comedy quilt of a career, weaving together columns, books, radio and television commentaries, acting, voice overs and most especially, stand-up comedy, into a hilarious patchwork of outraged and outrageous common sense. His abiding motto is "You can't make stuff up like this." The New York Times calls him "possibly the best political comic in the country." Fox News agrees "he's a great political satirist," while the Oregonian hails him as a "hilarious stand-up journalist." This former radio talk host, oyster shucker, and margarine smuggler currently writes a nationally syndicated humor column, and his scribbles have appeared in Esquire, George, the San Francisco Chronicle, National Lampoon, The New York Times and scads of other periodicals.

Don't be in such hurry! We didn't forget dessert. Come into the Expo and enjoy your dessert as you visit our exhibitors one more time!



Western
Manufactured Housing Communities
Association

455 Capitol Mall, Suite 800
Sacramento, CA 95814



2013 WMA Convention & Expo

Peppermill Resort Spa Casino

Reno, Nevada

October 14-17

WMA: WHERE THE PAST AND FUTURE MEET

THE PRESIDENT'S DINNER DANCE



*Where the Past
and Future Meet*



Wednesday, October 16 — 6:30 p.m. until 10:00 p.m.

You are cordially invited to WMA's signature black tie event.

Come in your finest attire and enjoy an elegant dinner, then dance the night away.

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

*Witness the installation of our new president, Alex Boggs,
and then celebrate with the recipient of the Busch, Carr & McAdoo Memorial Award.*

Don't forget, tonight there's also the cash drawing!

Since 1999, the Frank J. Evans Charitable Foundation has awarded college scholarships to deserving college-bound youth residing in WMA-member communities. Much of the 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 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 toward the cash drawing is fully tax deductible. To donate, simply sign up on the registration form. If you require more information, call Regina Sánchez at 800.669.8847.