



## 2017 WMA Convention & Expo III October 16 – 19

The Peppermill Reno III 2707 South Virginia Street III Reno, NV 89502-4284

You are invited to the 2017 WMA Convention and Expo at the Peppermill Reno. Playing off Reno's theme, this year's Convention theme is "Manufactured Housing: The Biggest Little Industry in the World." 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.

We will start you off with a no-fee admission 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! Please provide email addresses for each attendee on the registration form so that we can follow up with them via emailed evaluations at the conclusion of the Convention.

**REGISTER TODAY!** Go to [wma.org/conv2017](http://wma.org/conv2017) 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). Please DO NOT email the registration form with payment information to us as the email server is not secure. For hotel reservations, please refer to the hotel registration information inside this packet.

### SCHEDULE-AT-A-GLANCE

#### Monday, October 16, 2017

**Golf Tournament/Optional Wolf Run Golf Club**  
 9:30 a.m. Pick up from the Peppermill Reno  
 10:00 a.m. Golf Registration and Breakfast  
 11:00 a.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 17, 2017

**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 18, 2017

**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 19, 2017

**8:00 a.m. to 9:00 a.m. Final Breakfast**  
**9:00 a.m. 2017 WMA Convention Closes**

# HIGHLIGHTS

## GOLF TOURNAMENT — Monday, October 16

Wolf Run Golf Club is this year's home to WMA's Convention & Expo golf tournament—a benefit for the Frank J. Evans Charitable Foundation. Facilities include a practice putting green, beautiful new chipping green and a newly remodeled driving range with a 100-yard short game area to practice chips and sand shots. This year the \$150 fee includes round-trip shuttle transportation to and from the course. The shuttle will do a single pick up at 9:30 a.m. from the Peppermill Reno and return around 4:30 p.m. Fees also include a breakfast sandwich/burrito upon arrival at the course; unlimited alcohol and non-alcoholic beverages throughout the day; and a taco bar upon completion of play. Registration and breakfast begins at 10:00 a.m. and a shotgun start at 11:00 a.m. The course is located at 1400 Wolf Run Road, Reno, NV 89511. Phone: 775.851.3301.

## NETWORKING EVENT — Monday, October 16

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 17

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 Wynn Hornburg will welcome you and officially open the 2017 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 17 and Wednesday, October 18

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 18

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 2017-2018 being sworn in. After all that, it's pure rock and LOL! *mark eddie* is a guitarist and comedian with a musician's view on everything from pop music to parenting. His happy-go-lucky spirit will thoroughly entertain you with songs, jokes, rock and roll history and spot-on singing impressions of artists such as Al Green, Neil Diamond, Shaggy, Dave Matthews, Bruce Springsteen, Van Morrison and many more.

## 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 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 18

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, Lawrence (Larz) McAdoo, is sworn into office and delivers his inaugural address. Next, join us in feting the 2017 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. We promise this will be a night to remember!





## TUESDAY, OCTOBER 17

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. 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. *(Vivienne Alston Panel: Greg Beam, Andy Carey, Amy Miller and Lisa Toke)*

### MCM: HCD Updates

This seminar will cover a little bit of everything. As always, there will be plenty of Q&A time with Caesar Ponce. *(Caesar Ponce)*

### On-Site Management XYZs

Mobilehome park management knows the ABCs of the job, collect the rent, enforce the rules, address complaints — but there is so much more. Join us as we explore the tasks that go beyond day-to-day operations and will elevate your performance, putting you among the elite MVP's in the industry. *(Joseph Carroll and Ruben Garcia)*

### Utilities

Representatives of Southern California Gas, Southern California Edison, and San Diego Gas will be present to discuss the CPUC Voluntary Pilot Program to convert your master-metered systems to direct service by the investor owned utilities and the current status of the renewal of the program by the CPUC.

3:00 p.m. – 4:30 p.m.

### MCM: Top Ten Operational Reports

Have you ever wondered which reports you should be running each day, week, month, or year? We have put together our top-ten list (drumroll please!) of the operational reports that we think provide a ton of intel for your business. And this session will do more than just rattle off some report names. We'll explore each report in detail, discuss best practices for how to read and run them, and even teach you about other settings or features that can positively impact these reports. *(Laura Schatz and Mike Cirillo)*

### Park Improvements Strategies — Ten Tips

This interactive seminar will provide owners and managers with the knowledge and tools to successfully identify concrete ways to improve their parks. We will discuss how to develop a "turnaround plan" that focuses on areas of general park clean up, infrastructure

items, existing park-owned homes, buying and selling or renting homes, and preparing a realistic budget. *(Bill Dahlin, Thomas Pacelli, Mindy Parish and John Pentecost)*

### Solar: Energy Costs Under a Trump Administration

Solar helps mobilehome parks increase profits by turning the park's electrical infrastructure into a powerful revenue-providing asset. Escalating energy costs are unavoidable large operational costs for parkowners. As the leaders in MHP solar energy, developers of solar systems utilizing carport shade structures allow owners to generate on-site power cheaper than buying directly from the utility. When properly configured these savings can have a dramatic impact on your net operating income and provide the ancillary benefit of shaded parking and/or shaded storage. *(David Firestone and Matt Cohen)*

### 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 18

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. 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. *(Keith Casenhiser Panel: John Davis, Clint Lau, Ed McDonald and Dan Rudderow)*

### MCM: Making Registration, Titling and Title 25 Great Again!

Title 25 overhaul is here! What to expect in the overhaul as well as registration and titling updates since new legislation. The panel will also discuss changes you would like to see to Title 25. This seminar will also go over working with your inspector. *(Terry Dowdall, Ron Javor and Sal Poidomani)*

### MCM: Wag More, Bark Less — Reducing Negativity in the Workplace

Deal with difficult people? Spend most of your day handling personality conflicts among staff, clients or residents? Explore 14

different ways people express negativity and learn a tip for dealing with each one. You'll learn effective skills on handling a broad spectrum of negative personality styles — and see how you can adjust your own attitude to help stay positive and improve organizational excellence! Receive tips on exactly what to say to whom, so you can go back to work and do something different immediately. After participating in this program attendees, on average, said their ability to handle negative situations in the workplace improved 28%. *(Karen Purves, MA)*

### **MCM: What to Do in a Natural Disaster**

Knowing when and where to turn off utilities/facilities (gas, electric, water, sewer pumps, swimming pool equipment, etc.), and what to turn off, is imperative during a natural disaster. While the goal is to protect everyone's health and safety, unnecessarily flipping the wrong switch could result in long delays in restoring service (leaving residents without water, heat, and other vital resources) and/or costly damage to the park's infrastructure. *(Candace Holcombe)*

**2:45 p.m. – 4:15 p.m.**

### **MCM: Dealing with Aging Seniors**

This seminar will deal with issues common to aging seniors living in our manufactured home communities. Topics to be covered will include: dementia; problems with caretakers; hoarding; pets/service animals; and heirs. *(Larry Weaver and Chad Casenhiser)*

### **MCM: HCD Updates**

This seminar will cover a little bit of everything. As always, there will be plenty of Q&A time with Caesar Ponce. *(Caesar Ponce)*

### **MCM: Wag More, Bark Less — Reducing Negativity in the Workplace**

Deal with difficult people? Spend most of your day handling personality conflicts among staff, clients or residents? Explore 14 different ways people express negativity and learn a tip for dealing with each one. You'll learn effective skills on handling a broad spectrum of negative personality styles — and see how you can adjust your own attitude to help stay positive and improve organizational excellence! Receive tips on exactly what to say to whom, so you can go back to work and do something different immediately. After participating in this program attendees, on average, said their ability to handle negative situations in the workplace improved 28%. *(Karen Purves, MA)*

### **New Developments in Failure to Maintain Cases**

These seminar panelists have been defending failure to maintain cases for over 20 years. Until the last two or three years, the risks were easy to predict. In 2015 and 2016, juries have awarded verdicts in excess of \$50 million, substantially more than insurance coverage. How does that happen? What can parkowners do to avoid that risk? *(Arthur Grebow, Julie Rubin and Robert Coldren)*

## **Peppermill Reno**

## **HOTEL GUESTROOM RESERVATIONS**



Make your hotel reservations directly with the Peppermill Reno to get the nightly rate of \$92 for the Peppermill Tower or \$142 for the Tuscany Tower (Sunday thru Thursday). The cut-off date for reservations is September 5th. Reservations received after September 5th will be accepted on a space-and-rate-availability basis.

You can make your reservation in one of three ways:

Go online to <https://aws.passkey.com/event/16326647/owner/7268/home>; or go to WMA's website at [wma.org/conv2017](http://wma.org/conv2017) 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 800.282.2444 to make your reservation over the phone using code AWMCH17.



Please note: Should you receive a phone call from someone identifying themselves as a "Convention Housing" organization or an "Expo Representative" offering lower rates for Convention at the Peppermill, do not give them any credit card information as the Peppermill does not randomly call guests with offers like this, nor has the hotel or WMA contracted with any convention housing organization. Do not provide any information or accept a confirmation number UNLESS you contacted the Peppermill directly.



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The Peppermill Reno ■ 2707 South Virginia Street ■ Reno, NV 89502-4284

## 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 11, 2017; an 85% refund for cancellations received September 12 through September 22, 2017. No refunds for no-shows, cancellations or event tickets on or after September 23, 2017. Call Regina Sanchez immediately for cancellations at 916.448.7002.

### Hotel Reservations

Make your hotel reservations directly with the Peppermill Reno by calling 800.282.2444 (use code AWMCH17) or going online to [wma.org/conv2017](http://wma.org/conv2017) and follow the link for guest room reservations. Reservations received after September 5 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. A WMA representative will call you.

### 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](http://southwest.com) or 800.435.9792) or websites that offer discounted airfares such as [expedia.com](http://expedia.com) or [travelocity.com](http://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](http://hertz.com) or 800.654.2240) and refer to CV#02RE0031.

Go ONLINE to [wma.org/conv2017](http://wma.org/conv2017)  
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	<b>\$495 pp</b> x _____	(total registrants)	= \$ _____
Non-Member	\$850 pp	<b>\$990 pp</b> x _____	(total registrants)	= \$ _____

**Total Convention & Expo Registrations Due**

**(A) \$ \_\_\_\_\_**

### Benefits for the Frank J. Evans Foundation • Monday, October 16, 2017

GOLF

All fees listed are per person and due by September 1. Space is limited.

Golf Tournament \$150 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 16, 2017 • 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 eighteenth 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, Lawrence (Larz) McAdoo*

*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!*



**Lawrence (Larz) McAdoo**

**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!

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**2017 WMA Convention & Expo**



**Western**  
**Manufactured Housing Communities**  
**Association**  
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Sacramento, CA 95814



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FIRST CLASS  
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