



# Virtual Seminars & Speakers

## Speaker Curriculum Vitae and Photos

### Tuesday, October 13

Viewing for all pre-recorded seminars will open at 9:00 a.m. on Tuesday, October 13. Seminars will remain open for viewing for ten days. To get your MCM credits, please follow the instructions after the seminar descriptions.

#### **Battling Rent Control Locally & Bad Legislation Statewide**

2020 has been unlike any other year. The COVID-19 pandemic unleashed rent increase freezes and eviction moratoria in cities and counties throughout the state. There were even unconstitutional attempts to outlaw rent payments altogether. In Sacramento, legislators authored bills that would impose statewide rent control in all mobilehome communities and eliminate long-term lease agreements. Join us as we discuss upcoming, unprecedented challenges our industry faces at the local and state levels. Chris Wysocki, WMA's new Legislative Advocate, will introduce an exciting and innovative grassroots mobilization tool: VoterVoice. Never have rental property owners been more threatened in California. Learn how you can fight back by viewing and participating in this strategy-filled seminar.

**Jarryd Gonzales** serves as WMA's Regional Representative for Southern and Central California. He is a collaborative and entrepreneurial communicator with proven experience serving as a Fortune 100 corporate spokesperson, crisis manager and political and stakeholder advocacy expert and public relations leader. Prior to his work at WMA, Jarryd held leadership roles that include: head of public relations and communications, director of communications, west region manager of media relations and external affairs and state political director for the California Republican Party. He earned an MBA from the University of Michigan and a BA from the University of Southern California. Jarryd lives in Long Beach with his wife and three boys.

**Doug Johnson** is WMA's Senior Regional Representative for the Northern California and Bay Area regions. He joined the team in January, 1994, after serving on the staffs of several federal, state and local government elected representatives. Mr. Johnson was born and raised in Los Angeles, and is a graduate of the University of Southern California. He currently resides in the City of West Sacramento.

**Julie Paule** is WMA's Regional Representative for Southern California interfacing with local cities and counties to promote private property rights on behalf of WMA's members. Before coming to WMA Julie spent two decades working for elected officials at all levels of government. Julie also serves on the Board of Directors for Temecula Preparatory School, a classical K-12 public charter school. She and her husband have two sons.

**Chris Wysocki** is WMA's Legislative Advocate. Chris brings over 30 years of experience having served as Chief of Staff in the California State Senate; key advisor and counselor to several legislative caucus leaders in both the State Senate and the State Assembly; and, as a partner in a private consulting firm that managed numerous political campaigns, ballot initiatives, and government affairs for privately held corporations with business interests involving the State of California. He has also served as a leader of a national small business organization lobbying Congress and the federal government.

#### **California Eviction Restriction — Navigating the State's COVID-19 Eviction Moratorium for Tenants**

This presentation outlines the state and local governments' actions suspending evictions in response to the coronavirus pandemic. Learn about the executive orders in place and what that means for mobilehome park communities. Understand the eviction and rent deferral rules that are in flux and how landlords and tenants are adapting as well as how to economically protect your park.

**Melissa Dougherty** has been in the mobilehome and property management industry since 1996. She is an entrepreneurial executive with more than 20 years' experience leading and growing multi-billion dollar portfolios within the residential property management industry. She has helped multiple organizations manage and develop numerous portfolios within diverse markets and has directed multi-cultural and bilingual teams throughout the United States consistently exceeding established company goals. She is currently a regional manager for Hometown America (southwest region).

*(Panelists continued on next page.)*

**Thomas Pacelli** joined J & H Asset Property Mgt. Inc. as a Property Manager in July of 2008. Thomas currently holds the position as Vice President of Operations and oversees the Northern California territory. Thomas graduated from the University of California, Santa Barbara earning a Bachelor's degree in Communications with an emphasis in Business. Thomas is a licensed California Real Estate Broker. He serves on the Manufactured Housing Educational Trust Board of Directors as an alternate and on the WMA Educational Group. Thomas volunteers his service to the industry and speaks at MCM seminars throughout the year.

**John Pentecost** (Moderator) is a partner at Hart King with over 30 years of significant experience representing mobilehome communities. He has litigated multiple trials and has had extensive involvement in defending mobilehome communities — ranging from ground lease dispute issues, state and federal fair housing issues including discrimination, failure to maintain actions, and Americans with Disabilities Act matters.

## **California Gets More Complicated: How Recent Changes in Employment Law Impacts On-Site Manager Compensation and the Potential Liability**

Complete overview of California's employment law applicable to on-site managers, including recommendations to avoid and minimize liability for misclassification. The seminar will also include a discussion of California's Assembly Bill 5, effective January 1, 2020 and its impact on resident-managers.

**Sean Bothamley** is a member of Hopkins & Carley's Employment & Labor Practice Group. Sean regularly represents employers from small business to Fortune 500 companies in all aspects of employment litigation involving claims of wrongful termination, discrimination, harassment and retaliation, as well as wage and hour and employment misclassification claims.

**Andrew Ditlevsen** is a member of Hopkins & Carley's Litigation Department and Real Estate Practice. Andrew's practice focuses on real estate litigation and land use matters, including representing property owners in unlawful detainer proceedings from notice through trial. As part of his land use practice, Andrew counsels mobilehome park owners and developers seeking to convert the use of existing parks.

**Margaret Ecker Nanda** (Moderator) is a member of Hopkins & Carley's Real Estate Practice Group and has been practicing laws for more than 39 years, primarily in the manufactured housing industry. Margaret has been providing representation to mobilehome community owners and managers in all aspects of park ownership and management. She is the leading and most experienced specialist in the closure and conversion of mobilehome and recreational vehicle communities.

## **How Industry Leaders Are Using Solar to Their Advantage**

Industry leaders continue to utilize the increased property economics solar provides when operating, buying and/or selling properties. This has expanded more recently as lenders adopt "Green" lending programs to help finance more efficient properties offering lower pricing and additional proceeds further promoting efficient utility utilization amongst mobilehome park communities. Tax incentives continue to help drive bottom line decisions and Shorebreak's infrastructure improvement program assists parkowners in maximizing available incentives as they maintain their community underground utilities.

**David Firestone** has over 25 years' experience in all of aspects of principal investing. As the co-founder of Shorebreak Energy, David believes strongly in maximizing profitability for business owners through the implementation of onsite generation of power utilizing solar. Shorebreak has grown to be the largest developer of commercial solar projects in the manufactured housing communities in the nation. As an advocate for the manufactured housing community, David co-authored legislation (that became law) that allowed owners of master-metered communities to retain economics profits of a solar energy system. Additionally, David lobbied and succeeded at the California Public Utility Commission to give owners the ability to participate in statewide funding programs for solar incentives.

## **Impact of the COVID-19 Pandemic on Community Financing and Valuation**

In this presentation we will discuss the overall state of capital markets following the fallout from the COVID-19 pandemic and how it has affected valuations and the financing options available for community owners. The landscape has changed rapidly and there are new factors owners should consider when strategizing for their properties' debt or sale.

**Nick Bertino** has lead Wells Fargo's MHC lending platform to new heights since joining Tony Petosa in the early 2000's. Nick has forged relationships with some of the MHC industry's largest owner/operators while assisting in the management and placement of their portfolio's debt. He is one of the industry's most knowledgeable experts when it comes to financing MHCs and the unique challenges that MHCs face in the capital markets.

**Erik Edwards** joined the finance team in 2015, bringing with him a wealth of experience and strong background in commercial real estate. Erik has grown the Wells Fargo MHC finance team's presence in new markets since joining. In addition to MHCs, Erik also specializes in conventional apartment financing throughout the US. Erik's financing expertise extends beyond just the agencies, providing regular capital market updates to clients in conjunction with Wells Fargo economists and market researchers.

**Matt Herskowitz** joined the Wells Fargo MHC finance team in 2019 after working with this team for five years. Matt was considered one of the top MHC finance analysts in the country prior to joining the team, having worked on some of the largest MHC financing transactions to date.

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**Tony Petosa** is the lead originator and Managing Director of the Manufactured Housing Community finance team at Wells Fargo Multifamily Capital. Tony Petosa, along with Nick Bertino, have been financing MHCs for over 20 years. Together they have lead Wells Fargo to become ranked the #1 MHC Lender by volume for the last 10+ years. In addition, the MHI has named Wells Fargo the Community Lender of the Year for 12 years in a row. Tony has served on advisory councils for both Fannie Mae and Freddie Mac, contributing to the development of both agencies' MHC lending programs and Duty to Serve initiatives.

## 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.

**Gregory B. Beam** is an attorney who has been specializing in mobilehome park law since 1984 representing businesses throughout California with all their legal needs. Greg has in excess of 30 years' experience representing owners and operations in various matters, including preparation of residency documents, zoning issues, landlord/tenant disputes, evictions, warehouse liens, abandonments and foreclosures. Greg has conducted over 1,000 eviction trials including those based on substantial annoyance and rules violations as well as petitions for injunctions. Greg also has extensive jury trial experience in those cases.

**Jonathan Boggs** graduated from USC with a Bachelor of Science in Public Affairs, Urban & Regional Planning. He later enrolled in graduate classes, school of Music at UCLA. Today, Jonathan is a National Property Supervisor and Partner with Tower Communities, LLC based in Pasadena, CA. His company owns and operates mobilehome communities across America. He was a two term President of the Inland Lakes Chapter of WMA. He serves on the Council of Advisors for the Frank J. Evans Charitable Foundation. He is a magician member of the Magic Castle in Hollywood, a member of two exclusive French Wine Societies: Chevaliers du Tastevin and Commanderie de Bordeaux. He enjoys reading, international travel, snow skiing, bicycling, fishing in Alaska, music, concerts, and sports competition. He is also an avid vinyl record collector. Jonathan lives in Linda Vista with his wife, Marie and their two children. They have two cats, one dog, and a magic bunny rabbit named Toasted Marshmallow.

**Chad Casenhiser** is Vice President of Operations at Bessire & Casenhiser (B&C). He started his career with B&C in 2005. Chad currently supervises a portfolio of properties in Southern California and Idaho. Along with his responsibility of managing properties, Chad also oversees the other B&C property managers and the overall operations of the company. He is currently a Board member of WMA, Orange County MHET and CMHI. He is also on WMA's Political Action Committee. Chad is a frequent speaker for WMA and MHET. Chad is a graduate of the University of Colorado at Boulder and a Licensed Real Estate Broker.

**Bill Hanks** (Moderator) is the Vice President of J & H Asset Property Mgmt., Inc. founded in 1986 with Jim Joffe. Bill has been in the industry since 1979. He has been a WMA President, served on the Board, and has been a recipient of the Wallace E. Carr Award. He currently serves on the Convention Planning and Political Action Committees. Bill graduated from California State University Fullerton with a bachelor's degree in business administration and is a licensed real estate broker and has earned the CPM designation through the Institute of Real Estate Management.

**Michael Mihelich** is a proud graduate of San Diego State University and Western State University College of Law. He is a Riverside-based attorney in practice since 1981, and a member of WMA since 1988. He has written a number of articles for the WMA *Reporter* and presented educational seminars specific to our industry for years. He has three adult children and lives in Riverside with his wife, Lynn. His favorite movie quote is, "Why can't the world just stay saved?" Mr. Incredible — Disney/Pixar's "The Incredibles" (2004).

## MCM: COVID-19 — What Did We Learn and How Do We Prepare for the Next Pandemic?

An overview of the insights and direction for a post COVID-19 industry; reviewing what we learned and preparing for the next crisis. Topics covered will run the spectrum from humanity to technology; empathetic relationships, sound business practices and policies, and how to best utilize technology in a contactless environment. We will also address legal matters such as evictions and rent increases, as they begin to reshape how your investment operates in a world full of emergency orders. We hope to give you a greater understanding of all things COVID; Shelter In Place, human vs. machine workplace environment, and safety protocols that might drown us all in Clorox.

**Joseph W. Carroll** is a trial lawyer specializing and representing manufactured housing communities in all issues throughout the State of California. Joe is currently serving on WMEG and is the president of the WMA's River City Chapter. Joe attended law school at the University of the Pacific's McGeorge School of Law and attended college at University of California at Davis. Joe and his wife live in Sacramento with their two daughters.

**Ruben Garcia** is currently a jack of all operational trades for Newport Pacific. With over 20 years of experience in the spectrum of issues facing manufactured housing communities, Ruben has developed comprehensive forms, guidelines and operating procedures specific to mobilehome park communities, as well as streamlining the management of the portfolio as a whole. He is a subject matter expert in California Civil Code provisions, CCR Title 25, CPUC requirements, and Fair Housing guidelines. Ruben holds a BA in D.S. Human Services from California State University, Northridge.

## MCM: Failure to Maintain Litigation and Insurance

Seminar will address trends in failure to maintain litigation and the interplay with insurance companies. Will also explain types of insurance coverage available and importance to mobilehome parkowners.

**Jim Joffe** (Moderator) served seven years on the WMA Board of Directors and served as its President in 2009. He is a member of the Industry Relations and Utilities committees. Jim received the Wallace E. Carr award for "Achievement, Leadership and Extraordinary Contribution to the Manufactured Housing Community Industry." In Spring of 2018, he received the "Lifetime Achievement Award" from CMHI. J & H Asset Property Mgt., Inc. celebrated its 32nd anniversary in 2018.

**Phil Woog** is the manager of the firm's largest litigation team, which defends clients in litigation for a wide variety of losses, including mobilehome habitability cases, construction defect, environmental issues, professional malpractice and insurance matters. Phil's defense team has ten attorneys in their Orange County office and eight attorneys in the Las Vegas office. He attended California State Fullerton and the University of Nebraska and received a BS degree in Political Science. Although he received his JD in 1987, he joined his law firm in 1985 as a law clerk and progressed through the firm to partner in 1995.

## MCM: HCD Updates — Latest News for Mobilehome Parkowners Including the Managers Mobilehome Residency Law Protection Program

Come learn about the latest HCD news. Gain insight to Mobilehome Park Maintenance Inspections (including most common violations), Complaint inspection processes, an overview of the Mobilehome Residency Law Protection Program, and Registration and Titling updates. Interact with HCD management to obtain the answers to your questions.

**Mitchel Baker** is the Codes and Standards Administrator III, overseeing the Registration and Titling, Mobilehome Park/Employee Housing, Occupational Licensing, Manufactured Housing and Factory-built Housing Programs with California Department of Housing and Community Development (HCD). His experience includes a variety of positions within the private and public sector. Mitchel was a general building contractor operating his own business in the private sector and joined HCD as a Building Inspector in the Monterey peninsula area. He then became the Department's subject matter expert on Manufactured Housing, Multi-family Manufactured Housing, Commercial Modulares, Special Purpose Commercial Modulares, and Factory-built Housing. Thereafter, he was the program manager of the Manufactured Housing and Factory Built Housing Program

**Anona Bonner** is a Senior Program Manager with the California Department of Housing and Community Development (HCD) Division of Codes and Standards. Anona joined HCD in 2015 as the Manufactured/Mobilehomes Park Utility Upgrade Program Manager. Anona works with the Division of Codes and Standards Program Managers to develop and arrange outreach and training initiatives as well as oversees Mobilehome Assistance Center, Mobilehome Residency Law Protection Program, and the Mobilehome Park Utility Upgrade. She has held a variety of analytical and project management positions in the private sector. Anona graduated from California State University Sacramento with a Bachelor's Degree in Psychology.

**Matthew Weise** is the Field Operations Manager for the Division of Codes and Standards within the Department of Housing and Community Development. Matthew is located in the Riverside office and has been with the Department for over three years. He oversees the Northern and Southern Area Field offices. He brings with him 14 years of experience in the manufactured home construction industry. As a general building contractor, he has installed hundreds of homes within mobilehome parks and on private land throughout the state. Matthew is ICC certified, holds a degree in Construction Management, Business Management, and a Master's in Business Administration.

## MCM: Is Your Disaster Program Compliant and Operationally Ready? Communication Crisis

This session will explore the link between being legally compliant and having a disaster program that will work when deployed. It will address the new requirements for 2020 and go into detail into how to evaluate your disaster plans, training, and exercises to ensure that your program works in a wildfire, active shooter, or even during a pandemic. This seminar will also cover employees dealing with the media, the public, first responders, corporate offices, etc. for crisis communication.

**Patrick Hardy** is CEO of *Hytropy.com*, the unquestioned leading disaster management company in the manufactured home industry. A Certified Emergency Manager®, Certified Risk Manager® he has extensive experience working with properties from coast-to-coast in the public, private and non-profit sectors from micro-businesses to large multi-site conglomerates. As a result of his experience, in 2012, he became the first small business owner ever to be selected as the National Private Sector Representative to the Federal Emergency Management Agency (FEMA), spending three months in Washington DC.

## MCM: Old Home to New Home — What Every Park Operator Should Know

The seminar will walk you through all steps associated with a resident bringing a new home into your community. It will address whether you should have architectural requirements; if so, what should be covered; what should you require from a dealer and why; what should you cover in your approval letter; HCD permit(s) — how many, which permit form and why; after the C of O, what is not covered in the permits; and, steps, sheds and landscaping. Bob will give you real life examples — what can and does happen.

**Allan Alt** is a past president of WMA, current president-elect, recipient of the Busch Carr McAdoo Award, vice chair of WMA Utility Task Force, board member and current president of Nevada Community Owners Association. He is also president of Synergized Properties, Inc., an asset management and real estate investment company. The firm manages manufactured home communities as well as apartment buildings and industrial properties in California and Nevada.

**Bob Baranek** has worked with Continental Mobile Housing since April 2002. In November 2008, Oakridge, our flagship park, lost 488 homes in the Sayer Fire. Since that time Bob has approved all of the homes that have been brought into the park. In the process, he has worked with 22 different dealers. He has also sold homes. Much of what was learned in the process of rebuilding Oakridge will be covered in this presentation. The material in this presentation is not only valuable for rebuilding after a disaster, but also for a single home replacement in any park.

## MCM: Park Inspections

Watch this seminar and learn the history of park inspections — how parks are selected for inspection, the procedures, what is inspected, what violations can be cited and which party is responsible for fixing them.

**Brad Harward** was the Chief of Field Operations for the Division of Codes and Standards within the Department of Housing and Community Development (HCD) in Sacramento — overseeing the Department's field offices. He was with HCD from 1999 until his retirement. Brad started with HCD as a field inspector and was the Mobilehome Parks Program Manager for 13 years. Harward has over 50 years' experience in the mobilehome/manufactured home industry, construction and maintenance fields. He installed literally thousands of manufactured homes, owned a mobilehome, lived in a park, and helped manage a RV park for several years. As the Program Manager, Brad reorganized and rewrote the Mobilehome Parks and Installation regulations contained in Title 25, Chapter 2, of the California Code of Regulations and wrote many subsequent amendments.

## Update on New Laws

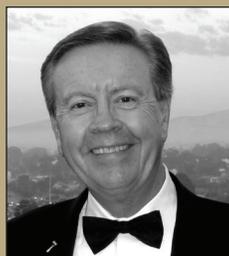
Laws impacting the industry change from year to year. This seminar will bring you current on recent legislative measures and how they impact you at all levels of operation in your communities. WMA's legislative advocate, along with advisors to the WMA Legislative Committee, will present the latest laws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

**Terry Dowdall** specializes in mobilehome park law and has represented parkowners over 40 years. He is an advisor to WMA's Legislative Committee and Committee to Save Property Rights. He has worked on cases regarding rent control, defeating laws in San Mateo, Westminster, Stanton and Chula Vista. He defeated Colton's law impairing leases. He prevailed on appeal from a trial court dismissal of an attack on El Monte controls. His brief in the 1984 Oceanside case is the first attack on monetized premiums as a taking. In recent hearings, he persuaded a judge to disallow residents from speaking, and reject a city-paid expert based on faulty methodology. He also defended the constitutional attack on 55+ housing in the 9th circuit. Terry is honored to have filed "amicus curiae" briefs for WMA in many cases. He graduated from USC law.

**Paul Jensen** is a well-known manufactured communities industry attorney who has represented parkowners and operators since 1980. He maintains his practice in San Jose. Paul is frequent speaker at WMA seminars and author of numerous articles regarding manufactured housing law, and a longtime WMA member. He graduated with a BA magna cum laude from San Jose State University in 1977, and graduated from The University of Santa Clara School of Law in 1980. He has testified as an expert on mobilehome law in proceedings before the Superior Court and has also testified regarding pending legislation before the Senate Judiciary Committee in Sacramento.

**Chris Wysocki** — see bio under "Battling Rent Control Locally and Bad Legislation Statewide"

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Allan Alt



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Gregory Beam



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Jonathan Boggs



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Sean Bothamley



Joseph Carroll



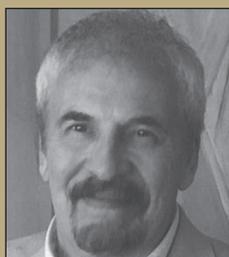
Chad Casenhiser



Andrew Ditlevsen



Melissa Dougherty



Terry Dowdall



Margaret  
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Erik Edwards



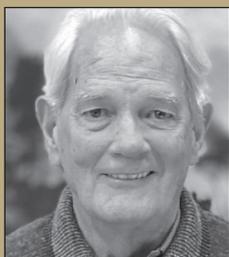
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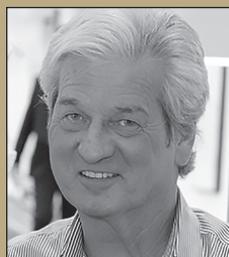
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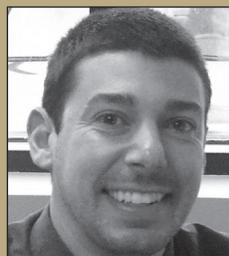
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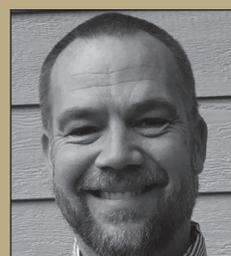
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