



2020 WMA Virtual Convention & Sponsors' Forum

Tuesday, October 13

WMA's Diamond Jubilee

1945 – 2020

A cut above the rest!

We are going virtual!

You are invited to the first WMA Virtual Convention & Sponsors' Forum! As the world continues to adapt, we are not able to come together for the 2020 WMA Convention and Expo. But we believe the need for us to connect, inform and educate is stronger than ever! We also believe in the power of gathering our community to share, inspire, and strengthen our industry is just as important — even if virtually! So we find ourselves with our first ever one-day online Convention & Sponsors' Forum!

As you have come to know, WMA has served the manufactured housing industry since 1945, and we continue to assist you in navigating through unprecedented levels of disruption and uncertainty because of your continued support.

The 2020 WMA Virtual Convention will begin on Tuesday, October 13, 2020. We will feature 13 pre-recorded virtual seminars, six of them will carry MCM credits — a \$414 value! This is a great way to accumulate MCM credits at one convenient low price! Virtual seminars will be available for ten days so that you can get all the MCM credits possible — in a single day or at your leisure! You will have interaction with speakers by posting questions on the video feeds! Speakers will be online on Tuesday (October 13) and field your questions. After that, they will monitor questions as needed.

We will have one live event with the Annual Meeting so please plan to attend this. Your approval votes are needed on several items. Those wishing to attend this event only and not have to register for the entire Virtual Convention will be provided with Zoom information at a later time. The modified program will include:

- Board Reports
- Election and Installation of the Board of Directors
- Installation of the Incoming President, Allan Alt with a brief address
- The Presentation of the Busch Carr McAdoo Award

Exhibitors will have “sponsorships”. Their “presence” is an important aspect to the WMA Virtual Convention. Come view their infomercials or check out their websites all gathered in a Sponsors' Forum.

We will certainly miss seeing you in person! So please join us online!



Virtual Seminars

(Subject to change.)

Tuesday, October 13

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. (Doug Johnson, Jarryd Gonzales, Julie Paule and Chris Wysocki)

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. (John Pentecost, moderator)

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. (Margaret Nanda, moderator)

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)

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, Erik Edward, Anthony Petosa and Matt Herskowitz)

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. If you have a particular question that you would like the panel to answer for you, please email your question to Regina Sánchez at regina@wma.org. (Bill Hanks, moderator)

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. (Ruben Garcia and Joe Carroll)

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. (Phil Woog and Jim Joffe)

MCM: HCD Updates — Mobilehome Residency Law Protection Program

This seminar will give current HCD updates, as well as address the implementation of the MRLPP and implementing regulations. (Presenters TBD)

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)

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. (Bob Baranek)

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)

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, Paul Jensen and Chris Wysocki)

Again, remember the seminars will remain open for ten days so you can view them at your leisure or all in one day!

And . . .

WHEN WE CAN GATHER AGAIN SAVE THE DATES!

- 2021 Peppermill Resort & Spa
Reno, NV, October 11 – 14
- 2022 The M Resort
Henderson, NV
October 10 – 13
- 2023 Peppermill Resort & Spa
Reno, NV, October 23 – 26
- 2024 The M Resort
Henderson, NV
October 14 – 17
- 2025 Peppermill Resort & Spa
Reno, NV, October 6 – 9



Please read if you are registering other people, other than yourself: Registrations require the individual attendee's email address so that they can be sent the instructions for signing on to the virtual website. There should never be one email address for multiple people. There is a separate section provided for accounting information to be sent receipts in the payment section at the bottom.

Duplicate this form if you have more than two registrants. Fees are on a per-person basis. Each registrant will be given access to a special WMA Virtual Convention website. This allows registrant to vote on items at the Annual Meeting which will be presented in a Zoom format, as well as witness the installation of officers and new president. Members wanting to attend only the Annual Meeting will not be required to register for the entire Convention. Zoom information will be provided later on the 2020 WMA Virtual Convention website (wma.org/conv2020). Registrants will have access to the seminars for ten (10) days in order to view all seminars on their own and at their leisure.

Cancellations

For a full refund, cancellations must be received on or before September 30, 2020; an 85% refund will be given for cancellations received between October 1 and October 9, 2020. No refunds from October 10, 2020 through October 23, 2020 for cancellations or any other reason. Please send an email to Regina Sánchez immediately for cancellations at regina@wma.org.

TO REGISTER

Go ONLINE to wma.org/conv2020
and find the
CONVENTION REGISTRATION tab
or

MAIL OR FAX

this completed form with payment
to:

WMA
455 Capitol Mall, Suite 800
Sacramento, CA 95814
fax 916.448.7085 | phone
916.448.7002

DO NOT EMAIL this form with payment
information to WMA as the email server
is not secure.

Name #1 _____ Attendee's email address for website access _____

Name #2 _____ Attendee's email address for website access _____

Community/Firm Name _____ Member ID# _____

Attendee Address for Confirmation _____

City, State, ZIP _____

Daytime Telephone Number _____ Fax Number _____

REGISTRATION TYPE – CHECK ONE:

- ☐ Member – Owner ☐ Non-Member
☐ Member – Manager ☐ Allied Association
☐ Member – S&I ☐ Exhibitor/Sponsor

EXPO REGISTRATION FEES

(Fees listed below are per person rates)

	BEFORE SEPT 30	ON or AFTER OCTOBER 1		
Member	\$179 pp	\$199 pp x _____	(total registrants)	= \$ _____
Non-Member	\$ 358 pp	\$398 pp x _____	(total registrants)	= \$ _____

Total WMA Virtual Convention Registrations Due \$ _____

☐ Yes, I/we plan to attend the Annual Meeting via Zoom.

☐ I plan to accumulate MCM credits.

☐ Check enclosed (make payable to WMA) or charge to ☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

Cardholder's Name _____ Sec Code _____

Account # _____ Expires _____

Billing Address _____

City/State _____ ZIP _____

Signature _____ Email* _____

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



2020 Sponsors' Forum

Levels & Benefits

Since we are not able to bring our Exhibitors together for an in-person Expo, your “presence” is an important aspect to our 2020 WMA Virtual Convention on Tuesday, October 13. The event will stay open for 10 days for attendees. So we have planned three opportunities for you to choose from so you can keep your company’s presence during the virtual WMA Convention. We are offering WMA Service & Industry members an opportunity to choose from different levels of sponsorship.

The following benefits come with each level:

Platinum Sponsorship — \$1,999*

- Published listing in Convention magazine and highlights issue of the *Reporter* (prior to deadline).
- Four (4) registrations to the 2020 WMA Virtual Convention.
- Your company logo will be featured on the WMA Virtual Convention website.
- Your company will “sponsor” a virtual seminar. Submit a pre-recorded 30-second infomercial to run prior to the pre-recorded seminar. Presenters from that seminar will thank your company at the conclusion of their seminar (prior to deadline).
- Your company will be featured in the “Sponsors Forum” on the WMA Convention website with a pre-recorded 3 – 5 minute infomercial if you wish to submit one. Opportunity for viewers to ask questions in this forum as well your replies.
- Your company website will be linked in the schedule section with the virtual seminar that you are sponsoring.
- Special announcement during the President’s pre-recorded welcome.
- Special announcement during the Zoom Annual Meeting and Installation of the Board of Directors.

Gold Sponsorship — \$999

- Published listing in Convention magazine and highlights issue of the *Reporter* (prior to deadline).
- Two (2) registrations to the 2020 WMA Virtual Convention..
- Your company will be featured in the “Sponsors Forum” on the WMA Virtual Convention website with a pre-recorded 2 – 3 minute infomercial if you wish to submit one. Opportunity for viewers to ask questions in this forum as well your replies. If you do not submit an infomercial, your company website will take the place of it. (Q&A will not be available without an infomercial.)
- Special announcement during the Zoom Annual Meeting and Installation of the Board of Directors.

Silver Sponsorship — \$499

- Published listing in Convention magazine and highlights issue of the *Reporter* (prior to deadline).
- One (1) registration to the 2020 WMA Virtual Convention..
- Your company website will be linked to the “Sponsors Forum” on the 2020 WMA Virtual Convention website.

*Platinum Sponsors, please see page two (2) for listing of seminars and make three selections for sponsorship.

Sponsorship of an event does not automatically entitle a sponsor to unlimited complimentary attendance. See benefit listing for complimentary registrations.

This confirms our participation in the 2020 WMA Virtual Convention and Sponsors Forum. As a participating sponsor, we hereby agree to assume financial responsibility as indicated for the mentioned sponsorship. It is further acknowledged that the person signing below is authorized to do so on behalf of the participating company.

Firm Name

Contact Name

Email

Telephone Number

Name on Credit Card

☐ Credit Card Number or ☐ Check Enclosed

Expiration Date and Security Code

Billing Address

City, State & ZIP

Signature

Sponsorship Level

Total Amount Charged

Complete this form and return by US post or email to Regina Sánchez at

Western Manufactured Housing Communities Association
455 Capitol Mall, Suite 800 • Sacramento, CA 95814

regina@wma.org

Thank you for your sponsorship!

WMA VIRTUAL CONVENTION SPONSOR REGISTRATIONS AND SEMINAR SELECTIONS FOR PLATINUMS

Page two (2)

PLATINUM SPONSORS — Please select the virtual seminar you would like to sponsor by numbering your first choice, 1; second choice, 2; and third choice, 3. Seminars may be assigned to a presenter's company so it is important that you make three selections. Seminar sponsorships will be reserved in the order received. Thank you!

_____ Battling Rent Control Locally & Bad Legislation Statewide (WMA Regionals and Chris Wysocki)

Sponsored _____ California Eviction Restriction — Navigating the State's COVID-19 Eviction Moratorium for Tenants (John Pentecost, moderator)

_____ California Gets More Complicated: How Recent Changes in Employment Law Impact

_____ On-Site Manager Compensation and Potential Liability (Margaret Nanda, moderator)

_____ How Industry Leaders Are Using Solar to Their Advantage (David Firestone)

_____ Impact of the Covid-19 Pandemic on Community Financing and Valuation (Anthony Petosa, moderator)

_____ Legal and Management Advice (Bill Hanks, moderator)

Sponsored _____ MCM: COVID-19 — What Did We Learn and How Do We Prepare for the Next Pandemic? (Ruben Garcia and Joe Carroll)

Sponsored _____ MCM: Failure to Maintain Litigation and Insurance (Phil Woog and Jim Joffe)

_____ MCM: HCD Updates — Mobilehome Residency Law Protection Program (Presenters TBD)

_____ MCM: Is Your Disaster Program Compliant and Operationally Ready?/Communication Crisis (Patrick Hardy)

_____ MCM: Old Home to New Home — What Every Park Operator Should Know (Bob Baranek)

_____ MCM: Park Inspections (Brad Harward)

_____ Update on New Laws (Chris Wysocki, Terry Dowdall and Paul Jensen)

ALL SPONSORS — COMPLIMENTARY REGISTRATIONS BASED ON FOLLOWING — Platinum four (4), Gold two (2) and Silver (1)

Platinum, Gold or Silver	Name #1	Attendee's email address for website access
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Platinum or Gold Only	Name #2	Attendee's email address for website access
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Platinum Only	Name #3	Attendee's email address for website access
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Platinum Only	Name #4	Attendee's email address for website access
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Community/Firm Name	Member ID#
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Attendee Address for Confirmation

City, State, ZIP

Daytime Telephone Number	Fax Number
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If you are registering other people, other than yourself: Registrations require the individual attendee's email address so that they can be sent the instructions for signing on to the virtual website. There should never be one email address for multiple people. This form should be used for complimentary registrations as allowed in the sponsorship. Please use the regular registration form for additional registrations. If a different person is to receive the receipt for charges, please place that email address on page one for that purpose.