

IMHA Annual Conference

May 18 & 19, 2016 @ The Drake Hotel Oak Brook, IL

SOLUTIONS FOR YOUR MH BUSINESS

It can be difficult to find the answers you need to navigate today's complex issues on compliance, financing, taxes, leases, Fair Housing, resident relations, expansion or advancing your career.

IMHA's Annual Conference offers you the chance to ask questions and learn from industry experts on a wide variety of topics.



The Midwest
Manufactured
Housing
Industry's
Biggest & Best
Conference in
2016

Coming Together – Building Success!



PERSONAL ADVANCEMENT

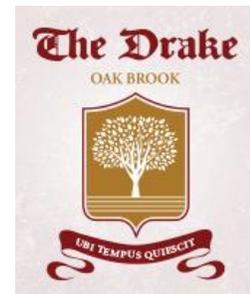
Manufactured Housing occupies a unique niche in both worlds of real estate and retail sales.

The 2016 IMHA Annual Conference brings you some of the brightest minds and ideas available in the marketplace today.

Learn tips and trade secrets that you can put to work right away to improve your bottom line.

Join IMHA members and industry experts from across the country for educational seminars, networking opportunities and a chance to ask questions about the issues and challenges facing your business and our industry right now.

- HOPE Fair Housing Center Training
- Women in Leadership – Panel Discussion w/ Q & A
- MHM™ Community Manager Certification Class
- Diversify - Buy Communities Now!
- Tax Issues w/ John Hyre
- HUD Administration Demystified
- Casino Night Fundraiser
- Much More!



Built in 1962 as a suburban counterpart to the famous Drake on Michigan Avenue, the hotel was closed and has undergone an extensive renovation to return the property to its prior glory. Now independently owned and operated, The Drake Hotel Oak Brook once again represents elegance and traditional service.



Working harder for you and your MH business interests

PRINCIPLES
COMMUNITY
MANAGERS
AND
RETAILERS
NEED FOR
SUCCESS

The Right Product

The Right Price

The Right Place

The Right Promo

The Right People

Invest in your
people and in
yourself

Register
Today!

Visit www.imha.org

What Community Managers and Retailers Need to Know

We asked accomplished managers about
the things they would've done differently at
the onset of their careers



Fair Housing Training offered by HOPE Fair Housing Center

A daylong session hosted by nationally recognized fair housing experts to empower those in the housing field to know and understand their Fair Housing rights and obligations. This session will provide an overview of Fair Housing Laws, a description of protected classes, information about common types of fair housing issues encountered, and updates from recent cases. It will also provide information related to reasonable accommodation requests for persons with disabilities.

HOPE also produces educational materials used by fair housing centers; government agencies, including the United States Department of Justice; management companies; realtors; and municipal, county, state and federal governments.

**Special discounted
registration available for
attending this session only!**

BECOME A PROFESSIONAL COMMUNITY MANAGER



MANUFACTURED HOUSING
MANAGER

"Mastering Landlease Community
Management"

Since the year 2001, more than 1,000+ Manufactured Housing Managers have been trained and certified to manage land-lease communities throughout North America!

This is your invitation and opportunity to earn the prestigious Manufactured Housing Manager (MHM) designation that certifies your training as a professional landlease community manager!

Join us for this one-day educational event on Tuesday May 17th, 2016 in Oak Brook, IL. Just a day ahead of the IMHA Annual Conference at The Drake Hotel!



- Introduction to Property Management, Manufactured Housing, Landlease Communities

- Professional Property Management Basics

- Basics of Marketing: Leasing & Sales in the Landlease Community

- Resident Relations, Referrals and Retention

- Financial Management of the Landlease Community

- Maintenance, Security, Installations and Submetering

- Turnaround, Upgrade & Rehabilitation of Landlease Communities

Receive text book containing priceless information, additional reading materials, personal training, MHM certification pin, and MHM certificate of completion.

**Invest in your
Community Managers**

Only \$250.00



John Hyre: Attorney, accountant and park owner with a nationwide client base will discuss: Tax tips for community owners, Choice of entity for dealer sales, Park depreciation issues, Phantom income issues with owner financing, how to hold homes and parks TAX FREE FOR LIFE, Audits and Tax Court on self-directed accounts



Join **Anne Houghtaling**, Executive Director of HOPE Fair Housing Center and **Kate Walz**, Director of Housing Justice for the Sargent Shriver National Center on Poverty Law will; be your trainers for an in depth look at your obligations regarding Fair Housing practices. This session will provide an overview of Fair Housing Laws, a description of protected classes, information about common types of fair housing issues encountered, and updates from recent cases. It will also provide information related to reasonable accommodation requests for persons with disabilities.

Bill Carr: Director of Management Services for RainMaker Consulting. Bill's client list is the A list of retailers in the MH industry. He works with owners of retail sales operations and their employees to increase their profitability and improve the stability of their operations.



Joanne Stevens is a community owner and national real estate broker, specializing in MH and helping owners prepare to sell. Reviewing financials, clearing up collections, selling or renting home inventory are ways she helps sellers maximize their sale price and ROI. She will share tips on the risks of investing, and the mistakes to avoid.

Women In Leadership

Panel Discussion, Q & A with some of our industries most successful female Executives

Dee Pizer — As CEO of Zeman Homes Dee was responsible for determining the strategic direction of the company and ensuring that strategy was properly executed while continually identifying the company's greatest strengths for growth and flexibility.

Alexa Edwards — an active force on the community side of our industry, a member of the St. Clair County Zoning Board of Appeals and the author of model legislation regarding manufactured homes.

More — Still to be announced

Retailer Panel

Several of the nation's leading retailers will be flying in for panel discussions and Q & A sessions where you can ask your questions and they will share tips and trade secrets which leads to their, and your, continued success.

Donna Rishel, CRCMP will provide insight on where you might trip up and how to avoid unnecessary pitfalls. Ms. Rishel is certified by the American Banking Association and by the International Association of Risk and Compliance Professionals as both a Compliance Officer and as a Compliance Officer Trainer. She has spoken and trained nationally in the area of federal and state compliance for retailers, community owners and lenders.



Rick Robinson is MHI's General Counsel and Senior Vice President for State and Regulatory Affairs. With over three decades practicing law, government, politics and public affairs and a stint on Capitol Hill as Legislative Director/General Counsel Rick has addressed a wide variety of housing issues and cultivated relationships on both sides of the political aisle. He will be sharing his "Top 10 for 2016"



HUD personnel and HUD contractor SEBAPro will provide an overview of HUD's Administrative takeover of MH installations in Illinois and HUD's Dispute Resolution program. They will answer your questions

Tuesday May 17

Special Day-Long Educational Seminar 9 AM – 5 PM



MANUFACTURED HOUSING MANAGER CERTIFICATION CLASS

- Introduction to Property Management, Manufactured Housing, Landlease Communities •Professional Property Management Basics
- Basics of Marketing: Leasing & Sales in the Landlease Community •Resident Relations, Referrals and Retention
- Financial Management of the Landlease Community •Maintenance, Security, Installations and Submetering
- Turnaround, Upgrade & Rehabilitation of Landlease Communities

Your Instructors - George Allen, CPM Emeritus, MHM-Master & Katie Hauck MHM



Golf at Oak Brook Golf Club

A classic playing experience with a wonderful blend of challenges and natural features. Weather permitting.

Special Evening Entertainment Event

Nashville Recording Artist Clay Underwood

Kentucky native and country music newcomer, Clay Underwood is well on his way to becoming one of the hottest rising stars on the Nashville Scene. Clay's music is rich with classic tales of "dues paying" and a creative vision of true Country Music.

Learn more about Clay Underwood at www.clayunderwoodmusic.com



Wednesday May 18

8:00 – 9:00	Registration		
9:00 – 10:15	Federal Tax Issues and More! w/ John Hyre		
10:30 - Noon	HOPE Fair Housing Training An in-depth training session on Fair Housing law and your obligations under it	10:30 - Noon	Why Retailers Should Be Buying Communities Now & How to Do It! Presented by Bill Carr & Joanne Stevens
Noon – 1:00 PM	Industry Luncheon – Key note presentation Top 10 for 2016 w/ Rick Robinson		
1:00 – 3:45	HOPE Fair Housing Training Session continues	1:00 – 2:00	Why Retailers Should Be Buying Communities Now & How to Do It! Session continues
		2:10 – 4:00	Retail Panel Discussion Several of the Nations’ largest retailers share tips and trade secrets w/ Q & A
4:10 – 5:00	Why You Need to Develop a Good Compliance Management System – Rishel Consulting Group		
5:00 – 7:00	Dinner Break		
7:00 – 10:00	IMHA-PAC Casino Night – Sponsored by Zeman Homes Join all your friends for a night of Fun & Games to benefit IMHA’s legislative efforts!		

Thursday May 19

8:00 – 9:00	Breakfast – Sponsored by MHVillage/DataComp USA and Champion Home Builders
9:00 – 10:00	Women in Leadership – Panel Discussion w/ Q&A
10:00 – 11:00	HUD Administration Demystified – Installation & Dispute Resolution Programs
11:00 – Noon	Community/Retailer Panel – How Do We Create Successful Relationships?
Noon	IMHA Annual Membership Meeting

HOTEL AND TRAVEL INFORMATION

What to Do

Oak Brook is known for fabulous shopping at **Oak Brook Center**, the second largest shopping center in the Chicago area. Anchors include **Lord & Taylor, Macy's, Neiman Marcus and Nordstrom** along with many specialty stores rarely found in the typical mall. Both Apple and Microsoft have stores there for your software and computer needs. Numerous restaurants in the area include the world famous steak house Gibson's along with interesting choices like the Cheesecake Factory and the Clubhouse, which is considered to serve the best Lobster Bisque in the United States along with Kobe cheeseburgers.

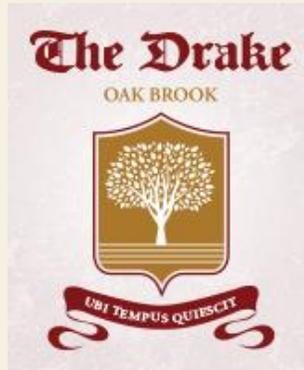
Where You'll Stay

The Drake Oak Brook Hotel

2301 York Rd

Oak Brook, IL 60523

630-571-0000



A longtime landmark property of Oak Brook, The Drake Hotel is 20 minutes from the two main Chicago airports. Located off York Road, you will be minutes away from the finest golf and polo clubs.

Booking your rooms and staying at the official IMHA hotel helps IMHA keep overall registration fees lower than they might be otherwise. The special \$139.00 discounted room rate is only available at The Drake until Monday April 18th 2016, so make your room reservations today! Please note that upon booking your reservation, your credit card will be charged a deposit equal to the first night's room and tax. To avoid forfeiture of deposit, please ensure all changes and cancellations are made at least 72 hours prior to scheduled arrival date.

How to Get There:

The Drake Hotel – Oak Brook is conveniently located near I-294 (take the Cermak Rd. Exit – West to York Rd. then South to the Hotel) or if traveling I-88 (take the Spring Rd. Exit, turn East on Cermak to York Rd., then South to the Hotel).

What to Wear – In mid-May Oak Brook enjoys an average daily temperature of 60 degrees. Suggested dress for all IMHA events is business casual.



Find Solutions for your MH Business

You are not alone!

Manufactured Housing communities and retail home sales present some unique challenges. Indeed almost every business situation seems unique, but the techniques for solving business problems don't have to be reinvented each time you face a dilemma. Do you find your business in a state of constant crisis management? Running a business means solving problems. Our sessions are designed to help you tackle those problems by developing a well thought out plan to avoid making rash decisions.

Identify the Problem

You may realize that something is not working in your business, but you may not be able to put your finger on it. You can't seem to identify exactly what difficulty repeats itself every month. Conference sessions are designed to help you gain a clearer picture of who or what is disrupting the profitable flow of your business operations.

Brainstorm Solutions

Your business instincts are good but brainstorming with others who have similar problems or have been down that road before may help you think of all the possibilities for solving a problem.

Employee Training and Retention

Employee training and retention is a challenge for most companies. Every time a business replaces an employee, it costs somewhere between six (6) to nine (9) month's salary to pay for the learning curve of the new employee. For a community manager making \$40,000 a year, that's \$20,000 to \$30,000 in recruiting and training expenses alone! Our educational sessions offer content covering property management, operations, leasing & marketing, maintenance, safety, human resources, and general business topics.

KEEP AN EYE ON IT

- Current Industry Trends
- Tax Issues & Opportunities
- Top 10 for 2016
- Employee Relations
- Fair Housing Issues



State & Federal Legislation and Regulatory Updates

Networking Opportunities



The MH Industry is unique and you probably have questions others can help answer

Networking with your peers and members of the MH tribe is the best and least cost method to find answers to perplexing issues. Learn from others experience – **Register today!**

Don't miss this opportunity to meet with other retailers and community managers who have it all together. They are remarkable people. None are exactly the same but are all a pleasure to be around and to watch and listen to. They love and enjoy what they are doing and know what needs to be done.

It would be good advice for all of us to seek out these individuals and spend a few hours, or a couple of days getting to know them, learning what we can, adopting what works for us and taking it back to improve our own organizations.

Sponsored by:



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P.O. Box 2008
Springfield, IL 62705
217-528-3423
www.imha.org



2016 Conference Highlights

Federal Tax Issues

John Hyre - attorney, accountant and park owner with a nationwide client base will discuss:

- Tax tips for community owners, including Q&A;
- Dealership sales entities;
- Park depreciation issues;
- Phantom income issues with owner financing;
- How to hold homes and parks **TAX FREE FOR LIFE**
- Audits and Tax Court
- Self-directed accounts

Fair Housing Training

Community Managers and Maintenance Personnel are on the front lines of Fair Housing issues. The HOPE Fair Housing Center will provide a day long in-depth training session covering the most important information you need to avoid generating complaints from tenants and customers.

Certificates of Attendance will be provided.

Women in Leadership

Female Executives discuss their experiences and why a woman's place is in the C-Suite.
Panel w/ Q & A discussion

Diversify! Retailers Buy Communities Now - How to Do It!

Bill Carr and Joanne Stevens share tips and trade secrets

Nashville Recording Artist Clay Underwood



And Much More!