

# MMHA Year in Review

2007-2008 Fiscal Year

## MMHA Member Benefits

*Are you taking advantage of all the services your association has to offer?*

All members are encouraged to participate in association programs and take advantage of MMHA's many services. Whether you need insurance, legal counsel, an architect, engineer or some other related service firm, the association has the answer! Members seeking a particular service or specific advice need only contact the association office to have their questions answered. The staff serves as a referral service to help members locate the services they require.

Versed in all segments of the industry, the staff can assist you in responding to technical questions or help you deal with the local and state government units. The professional staff is always as near as your phone.

### Sales leads

Sales leads are accessible soon after they are received by MMHA. Members may print and download sales leads generated from an OTM print or television advertising campaign. New leads are added daily to the [www.michhome.org](http://www.michhome.org) member section.

You may view sales leads (enter specific dates, or just the most recent); search by date received, zip code and county; view and sort leads online by county and zip code, or even receive selected leads via e-mail and import the file into popular software programs such as Microsoft Excel or Access. To

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## MMHA Events

The past fiscal year was filled with a variety of association events ... from golf outing fundraisers and social gatherings to educational seminars and an association conference. Here are a few of the highlights from Michigan Manufactured Housing Association events calendar.

### Annual Conference

The 2007 MMHA Annual Conference and Trade Show was held September 17-19, 2007, at the Bavarian Inn in Frankenmuth, Mich. On Monday, MMHA's board of directors held a meeting to ratify the newly elected board of directors, recognize board members who have completed their terms and discuss industry news. Monday night's welcome reception offered a great chance to network with fellow industry professionals and enjoy a little taste of Bavaria at the Ratskeller Café.

Tuesday was a day of educational seminars, discussions, a trade show and state meetings. A trade show was held at the Bavarian Inn on Tuesday, September 18. Manufactured housing companies from all facets exhibited their products and services for their industry peers.

At the Tuesday evening reception and dinner, several awards were presented, including the 2007 Douglas J. Altschwager ACM Award to Joseph Schwartz, manager of Independence Commons. The evening also included a special tribute to MMH & RVCA Executive Director Tim DeWitt to recognize his 30 years of service and dedication to the association. Several members spoke about Tim and his accomplishments, and presented him with gifts to express their appreciation.

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## MMHA Marketing Program Operation Tell Michigan

### Advertising

Operation Tell Michigan (OTM) is a marketing program that is funded by member manufacturer dues. OTM is responsible for advertisements that bring awareness to thousands of Michigan residents each year and prompt them to call a toll-free number and request free consumer information packages. Each OTM-funded package contains such items as the *Michigan Home* publication, the "Invest in a Manufactured Home" financing brochure, the "Broker" brochure promoting existing homes, manufacturer flyers, and a DVD of "Behind the Scenes," the



*(continued on page 3)*

## MMHA Member Benefits (continued from page 1)

automatically receive new leads once a week, simply register your e-mail address.

### *Recycling program*

The Michigan Manufactured Housing Association's (MMHA) recycling program has been in existence since 1999. The program was designed to provide an efficient and inexpensive way to discard old "mobile" homes that are a detriment to the image of the modern manufactured home industry. Since the beginning of the program, MMHA has retired hundreds of homes.

The association has a partnership with two recycling facilities. Ferrous Processing in Detroit will serve members on Michigan's east side. Padnos Iron & Metal Company of Grand Rapids will serve members on Michigan's west side. Having two prime

locations in Michigan should help the industry upgrade its image and rid members of unsightly homes.

### *Fuel savings*

Help your company save money by enrolling in the MMH & RVCA SuperFleet gasoline program. Members can receive a monthly discount of up to \$.04 per gallon. Plus, enrolled members receive a 15 percent discount at Valvoline, and discounts on car washes.

The program may be used for one company vehicle or a fleet of company owned vehicles. No minimum purchase is required. Speedway gas cards are accepted nationwide at over 5,800 Speedway, SuperAmerica, Marathon, Rich Oil, participating Pilot locations and Valvoline Instant Oil Change locations.

You'll pay no monthly or annual fees. No charge for cards, customized billing or special reports. Register now to start saving! Contact Betty Smith at the association office 800.422.6478 ext. 22 to register, or visit [www.superfleet.net](http://www.superfleet.net) to learn more.

### *Meeting space*

Looking for a great location in the Lansing area to hold a company meeting, sales training session or educational seminar? Look no further!

The Michigan Manufactured Housing, RV and Campground Association Conference Center is your answer. Available exclusively to MMH & RVCA members, the conference center is a full-service facility.



## MMHA HARVEST Education Foundation

The HARVEST Education Foundation is a non-profit education foundation created by the Michigan Manufactured Housing, Recreation Vehicle and Campground Association. HARVEST scholarships are awarded to students who wish to pursue a career in the manufactured housing or RV and campground industry. In some cases, HARVEST will award scholarships to students even though their career goals may not lead them back to either industry. In cases like these, awards will be made to outstanding scholars or students with compelling needs.

11 students received scholarships for the 2008-2009 academic year (selected by a HARVEST scholarship committee on May 28, 2008). Since the inception of the program, HARVEST has awarded 463 students a total of \$244,800.

MMH & RVCA would like to thank the HARVEST Board of Trustees for their time and efforts with the foundation. The board includes Tom O'Branovic of Sun

Communities, Rick Lowery of Lowery RV Center, Timothy DeWitt of MMH & RVCA, Ed Doss of Waters RV and Kenny Lipschutz of Brookside Communities. We thank them all for their time and efforts.

The HARVEST Education Foundation raises funds through special events, contributions and a project called "The Great Wall," displayed in association office and conference center. The wall is a mosaic of handsome, commemorative tiles dedicated to honoring those who have contributed to our cause of furthering education in our combined industries. It's a wonderful way to pay tribute to industry members, including members of your own family or business, while supporting the work of HARVEST.



# MMHA Marketing Program (continued from page 1)

28-minute infomercial promoting the industry.

OTM ran an extensive Internet advertising campaign this past year using a network of geographically and demographically targeted Web sites. The campaign helped to generate traffic to the [www.michhome.org](http://www.michhome.org) site.

## Web site

The official Web site for MMHA, [www.michhome.org](http://www.michhome.org), is maintained by OTM and contains information for consumers, the media, MMHA members and public policy makers. This all-inclusive site contains a wealth of information and is updated regularly. In the 2007-2008 fiscal year, the site received nearly 158,000 visitors. Consumers who request a consumer information package are added to a sales leads database. This information is provided to MMHA member retailers via e-mail.

The list is also available on the Web site in the member section.



## Marketing materials

In addition, OTM also funds the creation and printing of OTM sales materials such as brochures, posters, postcards and videos. These items are designed to help with advertising and promotion efforts, as well as to educate the consumer about manufactured homes. All OTM materials are provided to participating members, free of charge.

## Public relations

The association has ongoing public relations programs that continue to develop positive images of the

manufactured housing industry.

MMHA keeps consumers, government officials, trade publications and media sources throughout the state informed about the role manufactured housing plays in meeting today's housing needs, as well as educating them about how the industry creates a more vibrant Michigan by constantly improving the housing resources.

## Member communication

One of the most important features of MMHA is its ability to communicate information to its members quickly. The industry produces an e-newsletter called the *Communicator*, which keeps each member informed about legislation, changes in laws and government regulations, and current trends in the industry.

The *Communicator* also lists activities and events that are important to manufacturers, retailers, community owners and service companies.

In addition to the e-newsletter, MMHA keeps its members posted regarding important information that affects their business and industry through timely, special bulletins.

## Spring Marketing Boost

In spring 2008, OTM developed a special supplemental marketing program that relied on the support of its participants. Each MMHA member participant contributed \$250 per membership location toward a special "Spring Marketing Boost" to boost advertising during our vital spring selling season.

Web ads ran on various sites throughout each area, and encouraged

consumers to click on the ad, which then directed them to the special micro-site Web page specific to their market area. Each market page contained the member participants in that area, as well as an order form for *Michigan Home* magazine. Each week, campaign participants received e-mail with leads generated by the program. MMHA mailed consumers a generic package explaining the benefits of manufactured housing, and encouraged participants to follow up with their own marketing materials.

## "System-Built" replaces "Manufactured"

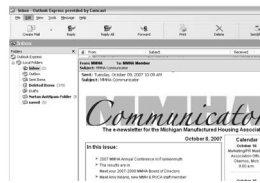
Starting in the 2008-2009 fiscal year, the term "system-built" housing will take the place of "manufactured" and "modular" housing in marketing and public relations efforts. The new campaign will include the following definition of system-built housing: "A house that is built in a high technology, enclosed environment in large component parts, and then transported to a home site for assembly."



**The System-Built Home**  
(some assembly required\*)



**The System-Built Home**  
(some assembly required\*)



## Survivors

By **BILL SHEFFER**,  
*MMH & RVCA Director*

Many of our members remind me of the participants in a popular TV program that appears a couple of times each year.



The contestants are taken to an unfamiliar destination and are left literally with only the clothes on their backs. Then, they compete to remain in the game until eventually a jury of those who have been eliminated decide (from the final two contestants standing) who receives the million dollar prize. I believe that there are members of the Michigan Manufactured Housing, Recreation Vehicle and Campground Association who may feel as if their current business situation closely follows the premise of this reality television show.

The length of time that these survivors typically would stay until the end is 39 days. For many of our members, the current business climate has been a struggle for more than 39 months! There have been numerous obstacles and traps that have forced our members to run their businesses as survivalists. The housing industry has been affected by the mortgage industry fiasco, higher unemployment rates and higher costs of utilities. While the RV industry in the last 12 months started to see sky rocketing fuel prices and a lockdown on recreation vehicle financing. Campground owners have not totally escaped these tough times, although they have fared well with families who have sought recreation at facilities that are closer to home and still affordable. Those who have survived and those who are barely hanging on have continued to look to the association for education, marketing and legislative support. Many times, the association has been a safe harbor where members have been able to seek a

solution to a problem or the answer to a question.

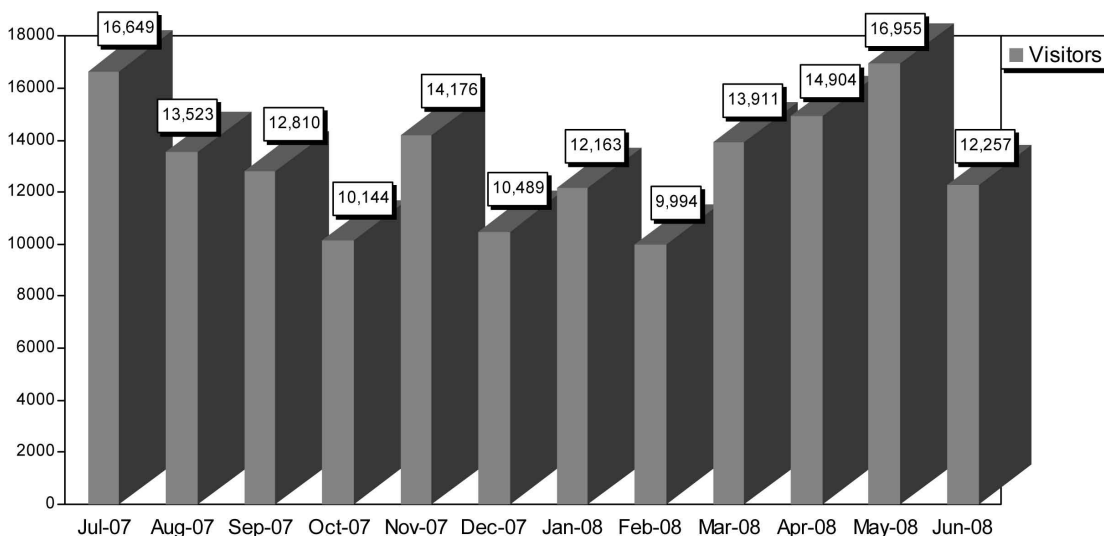
Unlike the television show, this “game” continues for our members with no real end in sight. The “survivors” will make it because they have made it before in similar circumstances. Like the television show, members will make alliances with fellow members and by doing so will become stronger. They will learn to work together in order to continue. The association will work harder to find solutions to the sometime insurmountable problems that our members face. It will be done with the cooperation of competitors, allies and experts who have one mission ... to survive.



Visit [michhome.org](http://michhome.org)  
for the latest industry news.

## MMHA Web Site Visitors

2007-2008 Fiscal Year  
[www.michhome.org](http://www.michhome.org)



In the past fiscal year, 157,975 people visited MMHA’s Web site, an average of 433 visitors per day!

# MMHA Awards and Achievements



Joe Schwartz, with his wife Sherry, accepted the 2007 Doug Altschwager ACM Award.

## Joe Schwartz

The 2007 Doug Altschwager ACM Award was awarded to Joe Schwartz, community manager of Brookside Communities' Independence Commons. The award recognizes excellence in community management. Each year, the award is given to a community manager who has earned the Accredited Community Manager (ACM) designation from the Manufactured Housing Institute, and has shown exemplary expertise in community property management and service to residents.

As a community manager, Schwartz has started several home safety programs involving smoke detectors, fire safety and the neighborhood watch program. He shows dedication to community services, values and strives to maintain an attractive, friendly community for all residents.

The annual award was created in honor of past industry pioneer Douglas J. Altschwager and gives recognition to the community manager who best mirrors Altschwager's goal of increasing professionalism within the manufactured housing industry.

## Transportation Team

MMH & RVCA is also proud to be involved with the Michigan Transportation Team, a division of the Michigan Infrastructure and Transportation Association. The team works to develop recommendations and helps to implement new procedures. Recently, the team was involved in solving the issue of excessive bridge hits by over-height vehicles.

## Donald Westphal

Donald Westphal, owner of Donald C. Westphal Associates, LLC in Rochester Hills, was awarded "Manufactured Home Community Service/Supplier of the Year" at the National Industry Awards. Winners of this national award are selected by industry leaders, and are individuals who have shown great leadership and commitment to the industry over the last year.

Donald C. Westphal Associates, LLC received numerous awards for its design services of manufactured home communities, in addition to being inducted into the Recreational Vehicle/Manufactured Home Heritage Foundation, Inc. Hall of Fame.



Barry McCabe, chairman of the Manufactured Housing Institute (MHI) presents Donald Westphal with the award for "Manufactured Home Community Service/Supplier of the Year."

Westphal serves on the Manufactured Housing Institute Educational Institute Board and is on the committee of the Michigan Manufactured Housing Commission Ordinance Review. In the past, he has served on the Board of Directors of the Manufactured Housing Institute, was president of the Michigan Manufactured Housing Association and co-chair of the Manufactured Housing Institute's Urban Demonstration Project. Westphal is currently a member of the board of directors of MMHA.



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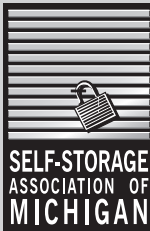
## Self-Storage Association of Michigan achieves a successful first year

The Self-Storage Association of Michigan (SSAM) is just one year old, but has already made great progress and boasts 237 members. In its first year, the industry was threatened with a potential new 6% sales tax that would be imposed on select services in Michigan, including “mini-warehouse and self storage units.” The newly established SSAM took immediate action to work with legislators on this issue by enlisting professional representation to lobby on its behalf, and working with the Self-Storage Association staff. SSAM’s efforts were a success; the tax was repealed!

SSAM held its first educational seminar May 20 and May 21, 2008, covering two important issues for industry members: controlling delinquencies, and understanding the Michigan Lien Law. The seminar was so successful that it was extended an additional day to accommodate the 85 industry members who registered.

Members of the SSAM board of directors are Dan Morris of Chelsea/Dexter Self Storage, SSAM president; Maurice Pogoda of Pogoda Companies, SSAM board vice president; Jon Hutto of Hutto Investments, SSAM board secretary; Mark Floria of Sperry Van Ness, SSAM board treasurer; David Leonard of Grand Central Self Storage, SSAM board member; Kevin Cannon of Simply Self Storage, SSAM board member, and Brian Iott of Iott Insurance Agency, SSAM board member.

For more information on SSAM, please call 888.308.7726 or visit [www.selfstoragemichigan.org](http://www.selfstoragemichigan.org).



## MMHA Events

*(continued from page 1)*

### HARVEST

#### *Howard Monson HARVEST Foundation Golf Outing*

Thank you to everyone who participated in making the 2007 Howard Monson HARVEST Foundation Golf Classic a successful one. 50 golfers came out to have fun and raise money for the HARVEST scholarship fund. Event sponsors donated over \$1,950 and the mulligan/raffle tickets raised \$900. The event was held on Wednesday, September 19 at The Fortress in Frankenmuth. Congratulations to the tournament winners! The first place team consisted of Michael Anderson, Jennifer Borowiec, Ken Lipschutz and Richard Winkelman; the second place team included Mike Danko, Tom Kronner, Bob Lefler and Ron Todd; the third place team was made up of Steve Francis, Dave Gedert, Karl Keranen and Ken Wendt.

### *Fall Mixer*

Chapter meetings provide members with the opportunity to participate at the grassroots level of the decision-making process regarding the issues that affect them. Each regional chapter division has a representative on the association’s board of directors, and schedules informal “mixers” throughout the state. The southeast regional chapter held a fall mixer on November 7 at The Corner Bar in the Townsend Hotel in Birmingham.

### *2007-2008 Education Classes*

The Installer/Service Renewal Course, sponsored by MMHA with input from industry and government officials, was held August 29, 2007, in Novi and August 30, 2007, in Grand Rapids. The six-hour training course, mandated by the state for license renewal, was designed with a great deal of input by participants. The intent is to go beyond meeting the requirement of teaching the basics and inform participants of better methods and practices to ‘raise the bar’ of professionalism.

The Installer/Service Course 101, held July 10, 2007, and October 25, 2007, at the association office, was designed to train installers/service in the manufactured housing industry in Michigan. Individuals attending this course received instructions on the major aspects of proper manufactured home installation, and learned aspects pertaining to the responsibilities of installers and servicers that are described in the Mobile Home Commission Act and the Manufactured Housing Commission Rules for the State of Michigan.

The set of three Accredited Community Manager program courses, ACM 101, 201 and 301 were offered in January, March and May of 2008. ACM is the designation

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awarded by the Manufactured Housing Educational Institute to manufactured home community owners and managers who meet experience requirements, have fulfilled MHEI's educational criteria and pledge to uphold a strict code of ethics. The ACM designation is a unique opportunity for manufactured home community managers to identify themselves as committed professionals, and addresses topics including financial management, resident relations, marketing and operations.



# MMHA

## 2008-2009 Board of Directors

- Bill Lettinga, President, *Kentland Corporation* (community category)
- Bobbie Meehan, Vice President, *Little Valley Homes, Inc.* (retailer category)
- John Fiero, Secretary, *Boss Engineering* (special service category)
- Steve Francis, Treasurer, *Rudgate Communities* (community category)
- Kevin Barker, *Triad Financial Services* (lender category)
- Lynn Granata, *Lewis/Klein Properties* (northwest division)
- Jim Hoekstra, *Sun Communities* (southeast division)
- Richard Jackson, *Mobile Home Park Investments, Inc.* (northeast division)
- Mark Johnson, *Datacomp Appraisal Services* (supplier category)
- Dennis LaMarch, *Phil & Lee's Homes* (upper peninsula division)
- Robert Linn, *Liberty Homes, Inc.* (manufacturer category)
- Skip Long III, *Happy Housing, Inc.* (retailer category)
- Joe Viglione, *Four Seasons Housing* (manufacturer category)
- Don Westphal, *Donald C. Westphal Associates, LLC* (southwest division)

## Is your business heading in the right direction?

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- Writing and publishing
- Marketing materials
- Public relations and publicity
- Targeted direct mail and e-mailing
- Web design and development



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# MMHA In Appreciation ...

MMH & RVCA would like to express its sincere appreciation for the following member companies that sponsored events in 2007-2008. Your generous support made them possible!

- |                                 |                            |
|---------------------------------|----------------------------|
| AJR Development                 | Lowery RV Center           |
| All Seasons Communications      | Midwest Mobile Home Supply |
| American Modern Insurance       | Moceri Companies           |
| Barrett & Associates            | National City Bank         |
| Bertakis Development            | Origen Financial           |
| Brookside Companies             | Precision Financial Corp.  |
| Dennis Trailer Sales            | Public Affairs Associates  |
| Dykema Gossett                  | Quality Homes              |
| Franklin Group                  | Rudgate Communities        |
| Giffels-Webster Engineers, Inc. | Statistical Surveys, Inc.  |
| Gillette Interstate RV          | Sun Communities/Sun Homes  |
| Greenman's Printing & Imaging   | Triad Financial Services   |
| Kentland Corporation            | Universal Utilities, Inc.  |
| Lautrec, LTD.                   | Wells Fargo Home Mortgage  |
| LBF Group                       |                            |

We would also like to thank the following board members for their participation and tireless dedication to our association.

- Andy Blank, *The Franklin Group Inc.*  
Dustin Goshorn, *Origen Financial LLC*  
Richard Jackson, *Mobile Home Park Investments Inc.*  
Mark Johnson, *Datacomp Appraisal Services*  
Dennis LaMarch, *Phil & Lee's Homes*  
Bill Lettinga, *Kentland Corporation*  
Mark Lewis, *Lewis/Kline Properties*  
Robert Linn, *Liberty Homes Inc.*  
Ken Lipschutz, *Brookside Communities*  
Bobbie Meehan, *Little Valley Homes Inc.*  
Sheila Monohon, *Giffels-Webster Engineers, Inc.*  
Jerry Ruggirello, *AJR Development*  
Joe Viglione, *Four Seasons Housing*  
Don Westphal, *Donald C. Westphal Associates LLC*

MMH & RVCA would also like to thank its members who participated by joining a committee, playing in a golf outing, attending a seminar, taking part in the annual conference, or volunteering time in countless other ways. Your extra efforts are appreciated!

MMH & RVCA  
2222 Association Drive  
Okemos, MI 48864