

# THE LOUISVILLE SHOW CHRONICLE

JOIN US UNDER THE MONEY TREE

TWENTY-NINTH



## The Louisville Manufactured Housing Show

Steady sales bode well for The Louisville Manufactured Housing Show, scheduled for January 23-25 at The Kentucky Fair & Exposition Center. It is the Louisville show that sets the precedent each year for all other shows. It has always begun each New Year, when visions are fresh, attitudes are optimistic, and batteries are recharged. The choices will be better than ever before . . . from singlesections to modulars . . . there will be something to fit every demographic of potential homebuyers. This dazzling collection of new homes, and the hundreds of service and supplier displays, will make The Louisville Manufactured Housing Show the largest indoor manufactured housing show in the country. Retailers will never have a better opportunity to see everything that has come to market in the past year, and to compare quality, price, service, delivery schedules, and follow-through. If they choose, they can even count nuts and bolts . . . which is the beauty of a trade show. It is a three dimensional experience that cannot be replaced by sales calls, brochures, ads, articles, or phone calls. Among thousands of people, each contact is one-on-one, and nothing is more valuable in the marketplace. Show organizers anticipate that the 2013 show will maintain its leadership position in the industry. **Manufacturers' exhibit space is sold out.**

### Message From The Chairman

Dear Retailer, Builder/Developer, or Community Owner/Operator:

As you might imagine, all of us at MMHF are excited about the upcoming Louisville Show. We are eternally grateful to the loyal retailers, builder/developers, and community owner/operators who have supported this show over the years. It is an opportunity to see, touch, and walk through actual homes, all in one place and at one time. Attendees can compare prices and quality. They can negotiate terrific deals. They can develop new business relationships and strengthen old ones. They can network with colleagues and share ideas about merchandising, marketing, and management. They can check out financing options, both real estate and collateral. And there will be hundreds of products and services on display . . . new and updated . . . for savvy shoppers to look over and order. The Louisville Show is an event packed with possibilities. We look forward to seeing you there!

*Ron Thomas*  
 Ron Thomas  
 MMHF Chairman

Community Owners/Operators! Grow your profits by billing vacancies faster and more profitably. There are dozens of reasons to be at The Louisville Show in 2013. Business Building Seminars that help you finance, market and sell your homes are some of those reasons. Learn the latest community financing and refi-options straight from the lenders who make the loans, in an update from last year's standing room only commercial lending finance forum. Why not see the latest in community series homes from companies such as Fleetwood Homes; Skyline Corporation; Giles Industries, Clayton/Middlebury; TRUmh; Redman Homes of Topeka, Manufactured Housing Enterprises, and Harmony Homes.

## Hotel Reservations

If you haven't gotten around to making your hotel reservations yet, we urge you to do so right away. The sooner you make reservations, the greater the likelihood you'll get your choice of rooms. The Crowne Plaza Louisville Airport, across the street from the Kentucky Exposition Center, is our headquarters hotel. It is the only hotel where there is a discounted room block for showgoers. When making reservations, please refer to the Midwest Manufactured Housing Show for our special rate.

PLEASE NOTE THE RESERVATION CUT-OFF OF JANUARY 11, 2013

Crowne Plaza  
 830 Phillips Lane  
 (888) 233-9527  
 \$106.00 single/double  
 Reservations Cut-Off Date:  
 January 11, 2013

WEBSITE:  
[https://resweb.passkey.com/Resweb.do?mode=welcome\\_ei\\_new&eventID=9827915](https://resweb.passkey.com/Resweb.do?mode=welcome_ei_new&eventID=9827915)

Your participation at the 2013 Louisville Show can certainly go a long way in helping our industry move forward in a positive way. We care about you and the manufactured housing industry. Help us to help you make it better.

### Louisville Website Goes Live!

We are proud to announce the launch of the Louisville Manufactured Housing Show's 2013 website! With two years of growth under our belts and with the Louisville Show growing by 40% over last year, thanks to our exhibitors and attendees, the timing was right for us to take the next step.

With this new website, we are providing professionals like you more of the sights and sounds of what makes the Louisville Manufactured Housing Show the granddaddy of them all!

The new site will provide far more information that we can provide any other way. Please click the link below and enjoy our new website. See you in Louisville, January 23 - 25, 2013.

Website Address:  
[www.LouisvilleManufacturedHousingShow.com](http://www.LouisvilleManufacturedHousingShow.com)

QMS Services, Inc. will be able to offer web link registration for this year's show, helping make both pre-registration and on-site registration easier than ever before. You can pre-register by visiting their web link at:  
<http://www.prereg.net/2013/lmfs>.



## Build Your Business and Protect and Grow your Profits with The Money Tree Seminars/Workshops and Panel Discussions:

**1 See the Latest New Products from the Top!** Sometimes even little things can set you apart from your competition! Two of the top industry after market suppliers Blevins and Style Crest will be presenting some of the newest products and concepts you can then sell to retail and community customers.

**2 Get the Best Third Party Manufactured Home Loans & Financing Available!** CFPB and Dodd-Frank mean changes. So learn what's available TODAY to sell more manufactured homes at your retail center, community or development! The top manufactured home retail lenders will present their best programs in this fast paced workshop. Specialty lenders also plan to attend. Get the financing you need to sell more homes! Questions and answers with these leading lenders will follow.

**3 Can you Profit from the sale of your competitor's homes? Yes You Can!** At this all new presentation, Profit from Competition through Cooperation and get more Qualified Customers! Presented by Dan Rinzema and L.A. 'Tony' Kovach

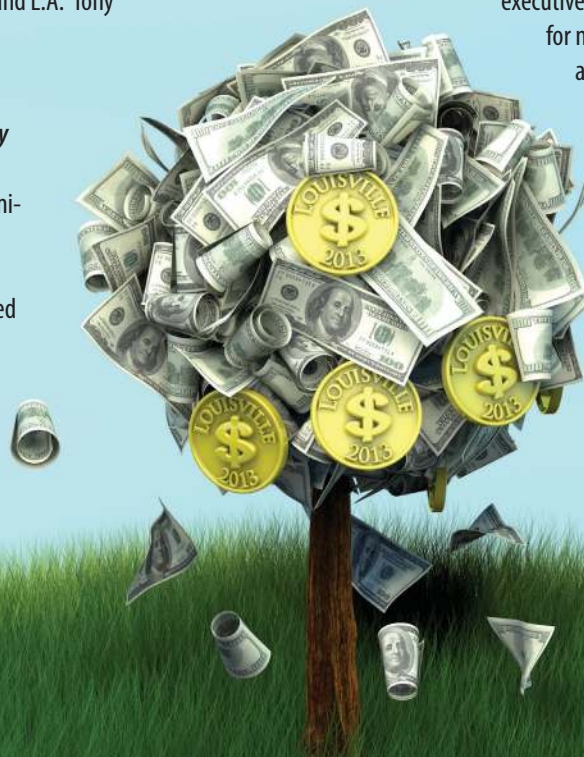
**4 Get the Best Manufactured Home Community Financing and Refi Options Available Today!** Big name commercial manufactured housing community lenders and community specialty mortgage brokers are planning to share their best programs available to finance or refinance your manufactured home community! Questions and answers will follow their brief presentations.

**5 Manufacturer's Panel Presentation.** Manufactured and modular home builders are able to build hundreds of different styles and models of homes. Even with the biggest indoor home show in North America, there are naturally only so many homes we can show at the event. In a fast paced presentation by HUD and Modular builders exhibiting at Louisville, see what more they can do, and then get a chance to ask your questions LIVE from factory representatives!

**6 Ask the Experts!** Legal, loss mitigation, Sales, Marketing, Business Management, Installation experts panel discussion. You have problems and questions right? Bring them to the first Ask The Experts forum!

**7 Meet the Movers and Shakers!** MHI's New Chairman and President along with the National Communities Council Jenny Hodge are scheduled to attend, meet with and address attendees. Major company owners executives and state association executives are planning to be in Louisville. This is unparalleled access for most industry members, talk to industry leaders, network with and make deals.

**8 MHC Brokers and Buyers Forum.** This will be a panel of brokers and community buyers that is bound to attract community owners from far and wide. For Communities large, medium or small, brokers will share a fast paced forum that will present available opportunities. You will also have a chance to meet with companies keen on buying communities, maybe yours too! Questions and answers will follow the presentations.



### MANUFACTURERS (SOLD OUT)

Adventure Homes  
CMH/Family of Brands  
Clayton/Middlebury  
Hart Housing  
Giles Industries  
Schult/Middlebury  
TRUmh  
Commodore Homes  
Dutch Homes  
Fairmont Homes  
Fleetwood Homes  
Fortune Homes  
Harmony Homes  
Manufactured Housing Enterprises  
Redman Homes  
Skyline Corporation

### SERVICE & SUPPLIERS

21st Mortgage Corporation  
ABT Water Management  
Alliance Credit LLC  
American Insurance Alliance LLC  
Blevins, Inc.  
CU Factory Built Lending  
Cutting Systems  
Donald C. Westphal Associates  
Dura-Bilt Products, Inc.  
Electric Eel Manufacturing  
Equity Trust Realty  
Everlock Systems  
First Guaranty Mortgage Corp.  
Granger Plastics Company  
Harbor Floor Products, Inc.  
Heritage Distributing  
Illinois Manufactured Housing Association  
Indiana Manufactured Housing Association

Jamies' Interiors  
Kentucky Manufactured Housing Institute  
LP Building Products  
Legiance Investments, LLC  
ManufacturedHomes.com  
MHMarketingSalesManagement.com  
MHVillage  
MHWC  
Michigan Manufactured Housing Association  
Milwaukee Electric Tool Corp.  
Minute Man Products  
Mobile Home University.com  
Mountain Side Financial  
NADAGUIDES  
NORDYNE  
Nova Plumbing Technologies  
NTA, Inc.  
Ohio Manufactured Housing Association  
Oliver Technologies  
Ozark Steps

PolyVulc USA  
Premier Home Mortgage Special Prod. Group  
Rainmaker Software  
Rent Manager  
R-CO Products  
R E Michel Company  
Rustique Enterprises  
RV/MH Hall of Fame Museum & Library  
Shaw Industries/Wingate Carpets  
Style Crest  
Tennessee Manufactured Housing Association  
Tie Down Engineering  
Tink Translift  
Triad Financial Services  
US Bank Manufactured Housing Finance  
US Census Bureau  
Whitley Mobile Home, Inc.  
Wisconsin Housing Alliance