



# Home on the Road

*Voice of West Virginia's factory-built housing* June 2008



## WVHI and DOL talk

Representatives of the West Virginia Housing Institute Inc. and state regulators have met twice this year to talk about communications problems that separate the state board from the industry it oversees.

Mitch Woodrum, director of the manufactured housing section of the Division of Labor, reminded both meetings that the industry and its regulators previously held informal, as-needed meetings when major issues of importance arose.

The most recent discussions occurred May 28.

Subcommittees of both sides would meet and discuss issues informally in an attempt to reach a consensus that then could be presented formally to the West Virginia Manufactured Housing Construction and Safety Standards Board (State Board).

Such informal "ad hoc" meetings produced positive results and strengthened communications in the past, according to Deputy Labor Commissioner Fran Cook.

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## McCabe, Rehrig at Aug. 4-6 conference

DANIELS — Barry McCabe, who has served for two years as chairman of the manufactured housing industry's national arm, is the keynote speaker at the Aug. 4-6 meeting of the West Virginia Housing Institute Inc. at The Resort at Glade Springs, Daniels, WV.

McCabe founded Hometown America of Chicago in 1997. It is a privately held company that owns and operates manufactured housing communities across the country. Today, the company operates nearly 140 communities with over 54,000 home sites, and maintains an asset value exceeding \$2 billion.

"While we will have a great fun segment, we also design the conference to be an educational meeting," said WVHI Co-President Kevin Wilfong of Middletown Home Sales of Fairmont.

Thomas Rehrig, special projects manager of Clayton Manufacturing, Inc., discusses new federal installation standards. The Home Show's George Gunnell and Judy Ritchie address how to deal with state regulators when they appear at your office.

Mark S. Morton, general counsel for the state Tax Department, talks about taxes at the conference. Charleston attorneys John R. Teare Jr., Johnnie Brown and Bryan Price put on their yearly

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## Manchin says yes to industry on SAA

Factory-built housing members may serve on the manufactured housing regulatory board, Gov. Joe Manchin has determined.

Carte Goodwin, gubernatorial counsel, told the West Virginia Housing Institute Inc. on May 1 that Manchin will appoint industry members to the six-person West Virginia Manufactured Housing Construction and Safety Standards Board.

Adding industry members to the regulatory board was the WVHI's priority item this year. The Division of Labor opposed the move.

Five of the current members have no relationship to the industry.

"It makes good sense that we have people knowledgeable about the industry regulating the industry," WVHI Co-President Steve Brown of Hurricane said.

"Governor Manchin has wisely chosen a course that will assure consumer protection and also assist the industry," WVHI Co-President Kevin Wilfong of Fairmont said.

Several others state regulatory board, including those of Arizona, South Carolina and Kentucky, are dominated by industry representatives

# THE PODIUM

## Come to the convention on Aug. 4-6.

By Kevin Wilfong

Let's get together and talk.

We hope you will come to the West Virginia Housing Institute Inc. convention this year.

Not only is it good to see old friends and sometimes rivals, but it helps all of us to remember the many hard-working people who make up the industry in this state.

While we are facing tough times economically, I would like to remind each of you we still provide a valuable product that is vital to the housing market in West Virginia and the future growth and development of this state.

I believe we are at a crossroads in the development of our industry.

We need to get together and talk about how we want to guide and influence how we are treated by our regulators and how we are perceived by the public and how we can better deal with our customers. After all, the provision of good, safe homes and their proper installation are the keys to customer satisfaction, protection and to our future growth.

We on the board of directors of the West Virginia Housing Institute Inc. claim no special powers in how we should resolve industry problems. But we have been willing to give much of our time and treasure to try to guide our development. We would welcome your input and no better time than at the convention.

We have some hope the members of the West Virginia Manufactured Housing Construction and Safety Standards Board (State Board), our regulators, might meet at The Resort at Glade Springs at the same time we do. We would be pleased if that happened.

Co-President Steve Brown and I have been working diligently to open communications and improve our relationship with the State Board. We hope you endorse that idea and will work with us.

We need to recruit our brothers and sisters who are not in WVHI now. We need to recruit additional community members, the vast majority of whom are not members; and we need to persuade all of our contractors, lenders, attorneys, and others who work with to join in our membership.

Most of all, we want and need your valuable input into what we are doing and what you want us all to do in the future.

We will be at Glade Springs outside Beckley from Aug. 4-6. Take a look at the agenda in here and see if that isn't the place you want to be, too.



Want to keep up on the latest with the factory-built housing industry in West Virginia? Want to be listed on our website or linked to it?

The West Virginia Housing Institute Inc. is at [www.wvhi.org](http://www.wvhi.org). Take a look at what we have on the site. Tell us what you want added or improved.

The inside scoop is in the members-only section. And you only have to call Andy Gallagher at (304) 346-8985 to join.

Talk from p. 1

Woodrum said the idea of the informal meetings would be presented to the state regulatory board for action at its July 17 meeting.

Cook said guidance opinions are being sought by regulators from the state Ethics Commission on the legality of holding informal meetings with the regulated community and other issues raised by WVHI in talks with Labor Commissioner David Mullins, Cook, Woodrum and the State Board.

WVHI Co-Presidents Kevin Wilfong of Fairmont and Steve Brown of Hurricane, who have been extremely active in the talks along with WVHI general counsel John R. Teare Jr., are interested in the ability of the industry to assist the State Board in developing policy and legislation before the policies are adopted.

They hope to avoid the type of communications problems that resulted in the industry's repeal this year of a law the DOL won approval for only last year.



Wilfong

**WV HOUSING INSTITUTE INC. CONVENTION AGENDA**  
2008 ANNUAL MEETING AND CONVENTION AUG. 4-6

*The Resort at Glade Springs near Beckley, WV*

Monday, Aug 4, 2008

- 10 a.m.- 1:30 p.m.** **WVHI Inc. Board Meets (closed)** -- Governor Room
- 1 p.m.** **Registration Desk Opens** -- Bright foyer
- 1:30-3 p.m.** **Thomas Rehrig**, special projects manager of Clayton Manufacturing Inc., discusses new federal installation standards to be effective in October.
- 3-4 p.m.** **George Gunnell and Judy Ritchie** of The Home Show give an overview 10B forms and what to do when the DOL arrives on your lot.
- 3 p.m.** **Check-in at Glade Springs** -- Conference Center main entrance.
- 5:30 – 9 p.m.** **Welcome reception** -- The Pavilion (buses at front)  
Ribs and steaks and a fun evening with **The Bar Stool Bandits**.

Tuesday, Aug. 5, 2008

- 7-9 a.m.** **Breakfast** -- Woodlands 2 and 3
- Morning session** -- Bright ballrooms
- 8:45 – 9:00 a.m.** **Annual meeting** with election of officers
- 9-10 a.m.** **Barry McCabe**, chairman of MHI and founder of Hometown America of Chicago.
- 10-10:45 a.m.** **Additional educational/training seminar.** Speaker to be announced.
- 10:45-11:30 a.m.** **Mark S. Morton**, general counsel with the state Tax Department, discusses your taxes and how you ought to collect them. This is your chance to ask the expert.
- Noon** **Golf Tournament begins** -- Cobb Course  
First tee time at the luxurious Glade Springs golf course. Raise funds for the political action committee..

**Lunch:** On your own.

- Free Time** **Not a player** – On grounds: spa, horseback riding, fitness center, massage, bowling, pool. Nearby, the New River Gorge, whitewater rafting, the highest arch bridge in U.S., the Beckley Exhibition Coal Mine, Bluestone Dam.

- 6-7 p.m.** **Cocktails** -- Bright foyer
- 7-9:30 p.m.** **Reception and banquet** -- Bright ballrooms  
**Judy Ritchie** will be repeating our political action committee-fundraising auction.

Wednesday, Aug. 6, 2008

- 7-9 a.m.** **Breakfast** -- Woodlands 2 and 3
- 9-10:30 a.m.** **Legal Forum** -- Bright ballroom  
Hosted by **John Teare**, Bowles Rice McDavid Graff & Love and **Johnnie Brown** and **Bryan Price** of Pullin Fowler & Flanagan. This is your opportunity for the best legal advice the industry can offer at a price you can't afford to miss.

**Entire conference. Exhibitors:** Bright ballroom

**Questions: Call Andy Gallagher (304) 415-4187**

**Make reservations at Glade Springs (800) 634-5233**

**[www.gladesprings.com](http://www.gladesprings.com)**

## Win in Berkeley County

MARTINSBURG -- The manufactured housing industry played a significant role in helping defeat a proposed zoning ordinance for Berkeley County in the primary election.

The West Virginia Housing Institute Inc. donated money and support for the antizoning effort. Several retailers in the Berkeley County area also donated and worked to defeat the proposal.

The countywide zoning proposal was defeated by a better than 2-to-1 margin. Those against totaled 11,241, while those in support were 5,689.

Voter turnout was 34 percent, which was higher than the 21 percent for the 2004

### **Home on the Road Newsletter**

**Editor:** Andy Gallagher

WVHI

PO Box 2182

Charleston, WV 25328-2182

(304) 346-8985

(304) 346-8986 (fax)

wvhi@wvhi.verizon.net

**Home on the Road** is a publication of the West Virginia Housing Institute Inc., published four times a year (March, June, September and December).

Free subscription with paid membership dues. All advertising must be paid in advance. *Home on the Road* reserves the right to reject any advertising. Make checks payable to WVHI. Send ads with payment and news to Andy Gallagher.

#### **Advertising rates**

Full page: \$200

Half page: \$100

Quarter page: \$60

Classified: \$30 for each 3 lines

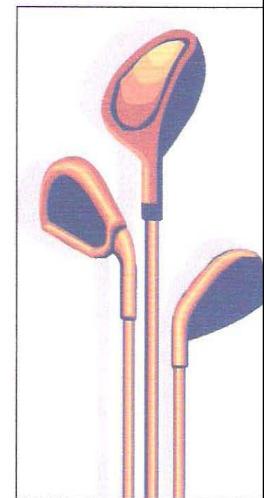
These rates are double for nonmembers.

## Golf aids political action fund

# Golf for a good cause!



**STYLECREST**  
A Building Products Company



Style Crest is sponsoring the West Virginia Housing Institute's 2008 golf outing Aug. 5.

We are asking players for a donation of \$125 to fund our political action committee.

Please make your personal checks to Housing PAC. We cannot accept corporate donations.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_; fax (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

# Brown propels industry forward toward ad campaign

ST. LOUIS, MO -- The manufactured housing industry moved closer to a national advertising campaign after being assured by a research company it can sell its product by ignoring negative stereotypes.

Steve Brown, co-president of the West Virginia Housing Institute Inc., urged the National Retailers Council of the Manufactured Housing Institute of Arlington, VA, to endorse the next step toward a nationwide advertising campaign to promote the industry.

His recommendation was passed on a unanimous voice vote at MHI's meeting in St. Louis in June. It now goes to the national board of MHI, which meets in September in Atlanta.

Brown said ignorance of the quality of manufactured homes has been a detriment and has resulted in the nosedive in sales over the last six years. "We are going down," he warned, in saying a national ad campaign is critical and should be implemented immediately. "I see so many positives," the co-owner of The Home Show of Hurricane said. "Let's get to the positives."

The manufactured housing industry can overcome its negatives by accentuating its positives to a national audience that is largely ignorant of the factory-built housing industry, the study, by Charlton Research Co., showed.

Charlton Research of Grants Pass, OR, and Germantown, MD, found in a survey it did for MHI that 23 percent of the public "don't know who you are." Another 54 percent surveyed had a positive attitude about manufactured housing. The remaining 23 percent had a negative attitude.

When the company presented information about the homes and showed the survey group pictures, the favorable rating climbed to 79 percent with 12 percent saying they had a less-favorable attitude.

The industry should not address negative stereotypes concerning the industry, Charlton President Chuck Rund, who was director of survey research for the Reagan-Bush campaign in 1984, urged the meeting in St. Louis. "You have to move on."

When given additional educational material about the quality of manufactured homes, researchers received comments like, "If I heard all this stuff, I'd be more likely to purchase," Rund said.

He urged MHI to move forward with a request for proposals for an image consultant to a fully integrated communications program to tout the industry on radio, the web and on television. The cost for the next phase could run up to \$40,000.

The National Retailers Council initially discussed recommending that manufacturers add an additional \$150 to each floor invoice to fund the campaign, but the amount was stricken before the final vote was taken.

The group decided instead to move forward with the request for proposals for the image consultant and await further recommendations on funding.



Rund

Conference from p. 1

legal forum.

Additionally, the annual fund-raising golf tournament and auction will take place to raise money for the industry's political action committee. An excellent menu and other entertainment are planned for the event at Glade Springs, where there are a host of other fun things to do.

"We have a prime location and an excellent program mapped out for this year's conference," said WVHI Co-President Steve Brown of The Home Show of Hurricane. "We hope to attract our largest gathering to date."

**Steve Brown:**  
We need action now on a national ad campaign.

## DMV raises bonds

For those of you with a \$10,000 surety bonds with the West Virginia Division of Motor Vehicles, the state is increasing that bond to \$25,000.

The DMV had the fee increased in the 2008 session of the Legislature because it felt the previous \$10,000 bond was inadequate.

The agency has not issued a memo on the change and did not consult with WVHI on the modification. Inquiries may be made to Glenn Pauley at the DMV at (304) 558-5309.

**Convention sponsor form; pull out, fill in and send this form along to join us and help support events this year at Glade Springs**

**WEST VIRGINIA HOUSING INSTITUTE INC.**  
**Announces**  
**2008 CONVENTION SPONSORSHIP LEVELS**

Sponsors Earn Great Recognition, Rewards &  
Opportunity to Celebrate the Industry in West Virginia  
Each comes with yearlong recognition on our webpage at [www.wghi.org](http://www.wghi.org)

**PLATINUM**

**\$5000.00      Four free registrations  
Four night's lodging** (Two nights lodging for two rooms)

**GOLD**

**\$2500.00      Two free registrations; Two night's lodging**

**Silver**

**\$2000.00      Two free registrations; One night's lodging**

**BRONZE**

**\$1500.00      Two free registrations**

**COPPER**

**\$1000.00      One free registration**

**IRON**

**\$750.00      Listing in *Home on the Road***

**WOOD**

**\$500.00      Listing in *Home on the Road***

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**THE OFFICERS, BOARD OF DIRECTORS AND MEMBERS OF THE WEST VIRGINIA HOUSING INSTITUTE INC. APPLAUD YOUR SUCCESS AND CONTINUED SUPPORT.**

**Name:** \_\_\_\_\_

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**Company Address:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Telephone** / **Fax** / **Email**

Please send your check today and become a valued member of the 2008 Convention Team that's working hard to make sure this year's annual event at The Resort at Glade Springs Aug. 4-6 is not only possible but exciting, educational and fun for all those attending. WVHI is a nonprofit organization.

**West Virginia Housing Institute Inc.**  
**(304) 346-8985**  
**P. O. Box 2182**  
**Charleston, WV 25328-2182**



# West Virginia Housing Institute Inc. Convention 2008



## REGISTRATION FORM

August 4, 5, 6

The Resort at Glade Springs, Glade Springs, WV

Contact: Glade Springs to make your room reservations at 800 634-5233  
or visit [gladesprings.com](http://gladesprings.com)

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Names of Those Attending as it Should Appear on Name Badges: (*please print*)

Adult \_\_\_\_\_ Child \_\_\_\_\_

Adult \_\_\_\_\_ Child \_\_\_\_\_

Adult \_\_\_\_\_ Child \_\_\_\_\_

Adult \_\_\_\_\_ Child \_\_\_\_\_

## REGISTRATION FEES:

WVHI Member & Spouse/Guest .....	\$125.00 <u>per person</u> if paid by July 1, 2008 \$150.00 <u>per person after July 1</u>
Children Under 12 .....	\$ 50.00 <u>per child</u> if paid by July 1 \$75.00 per child after July 1
Children Under 1 year old	FREE
Non-Member Registration .....	\$300.00 per person attending

**\*\*\*Registration Fees Must Accompany Registration Form and are PER PERSON attending\*\*\***

Please return completed registration form and your check to:

WVHI Inc.  
PO Box 2182  
Charleston, WV 25328-2182  
Questions, please call Andy 304/346-8985

*Mark your calendars now – don't miss out  
It's educational and fun*



## WEST VIRGINIA HOUSING INSTITUTE INC.

PO Box 2182  
Charleston, WV 25328-2182  
Phone (304) 346-8985  
Fax (304) 346-8986  
Email: andy\_wvhi@verizon.net  
www.wvhi.org

P R O V I D I N G   T H E  
A M E R I C A N  
D R E A M

### COME JOIN NOW!!! CUT AND MAIL — MEMBERSHIP DATA

Firm Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_) \_\_\_\_\_

Home Phone (\_\_\_\_) \_\_\_\_\_ Email \_\_\_\_\_

### DUES STRUCTURE:

**MANUFACTURER:** Dues shall be Fifty Dollars (\$50.00) per floor for each home shipped within the State of West Virginia to dealers, contractors, retailers or sales locations in West Virginia. These dues shall be remitted to the West Virginia Housing Institute, Inc. on a monthly basis.

We will send \$50.00 per floor shipped to West Virginia on a monthly basis.

**RENTAL COMMUNITY AND CONTRACTORS:-** Per Annum

\$100.00

**ALL OTHER CATEGORIES:** - Per Annum

\$250.00

Title \_\_\_\_\_

Signature \_\_\_\_\_

### Please Remit To:

WVHI

PO Box 2182

Charleston, WV 25328-2182