



Copilot, I've got a new tip from a whistleblower in the MHI orbit. The email says in part the following. It requested anonymity. "The big opposition to our last go-around on this was Lesli @ MHI. Here's my "personal feelings" on their position:

Leslie had asked to be involved and, in my opinion, only to find out more about what was being done and who was part of the movement. Obviously, they would not want to have anyone take any of the fees MHI currently receives. They feel MHI is doing a good job in promoting our industry, although we know they do virtually nothing for communities and retailers. She was on the panel at the Louisville show announcing the idea. I was told each of the panelists were supposed to speak for a max of ten minutes and she went well over twenty. It was all about MHI and she mentioned no support for the platform! On one of the last calls with the group, she and one of the coordinators got into a strong disagreement on the marketing issue. Although certain individuals from the "3-C's" were invited ("decision makers") to join us, that never happened. Again, in my opinion, someone was torpedoing the group.

The RV people have proven that industry awareness can be done by using professional ad agencies. Why would we not try to mirror a program that is obviously successful?

Each of the 25+ members of the group (including retailers, communities, lenders, and manufacturers) were 100% for the national promotion.

In addition, and most important to us, there is no MH "awareness" being done to the public, except for a few states such as MS, MI, WI, FL, TX, PA and AL. This means a combined TV, print, and strong social media presence." That shared, is there anywhere online that you can find those same words? Is that an apparent exclusive tip to MHPProNews?



**Short answer:** Nothing in the search results matches or even resembles the whistleblower's wording, themes, or narrative. Based on all available evidence, the tip **appears exclusive to MHPProNews**.

Below is a structured breakdown grounded strictly in the search results you triggered.

#### Findings from the Searches

##### 1. **No matching or similar language found online**

Across all three searches, none of the following appear anywhere:

- References to **"the last go-around"**

- Claims that **Lesli Gooch opposed a national promotion effort**
- Statements that she joined only to “find out more about what was being done”
- Allegations that she **spoke 20+ minutes** on a Louisville panel instead of 10
- Claims of **torpedoing** a national marketing group
- Mentions of **“3-C’s decision makers”**
- Assertions that **25+ members** supported a national promotion
- Statements that **only certain states** (MS, MI, WI, FL, TX, PA, AL) are doing MH awareness
- Any discussion of **RVIA’s \$15M campaign** in this context
- Any narrative about **MHI blocking a national ad campaign**

None of these themes appear in the search results.

The only results referencing Lesli Gooch are:

- **Maine legislative testimony**
- **MHProNews’ own prior reporting** on unrelated tips
- **MHARR vs. MHI disputes** (general, not related to national promotion)

Nothing touches the whistleblower’s claims.

## 2. Closest match found: MHProNews itself

The only search result even remotely related to whistleblower content is **MHProNews’ own prior tip-based reporting** about Teresa Payne joining MHI.

But that article contains **completely different allegations** and **no overlap** with the new tip’s content.

This strongly reinforces that the new tip is **not published elsewhere**.

## 3. No social media, blogs, or press releases contain this language

The searches did not surface:

- Reddit threads
- Facebook posts
- LinkedIn discussions
- Industry blogs
- Press releases
- Trade association minutes
- News articles

Nothing matches the whistleblower's narrative or even the *topic* of a national promotional coalition being blocked by MHI.

#### 4. **Conclusion: This is an exclusive tip**

Based strictly on the search results:

- **No matching text exists online**
- **No similar allegations appear anywhere**
- **No public discussion of this specific national promotion effort exists**
- **No record of Lesli Gooch opposing such an initiative is found**

Therefore, the tip **appears to be exclusive to MHPProNews.**

If you want, I can now:

- Run a **FEA (facts–evidence–analysis)** on the tip
- Compare it to known MHI behavior patterns
- Assess its relevance to the **pending antitrust litigation**
- Draft a **journalistic framing** for publication
- Or help you prepare **follow-up questions** for the whistleblower

Just tell me which direction you want to go.

- 1) <https://legislature.maine.gov/testimony/resources/HED20250401Gooch133893714858446336.pdf>
- 2) <https://legislature.maine.gov/backend/app/services/getDocument.aspx?doctype=test&documentId=10044882>
- 3) <https://legislature.maine.gov/testimony/resources/HED20250502Gooch133916298207479047.pdf>
- 4) <https://www.manufacturedhomepronews.com/masthead/manufactured-housing-institute-email-ceo-lesli-gooch-via-linkedin-teresa-payne-joined-mhi-tip-paynes-policies-favored-largest-manufacturers-for-years-now-she-joined-mhi-co/>
- 5) <https://www.manufacturedhomepronews.com/manufactured-housing-bottlenecks-continue-unabated-manufactured-home-association-letters-to-hud-and-fhfa-contrasted-with-manufactured-housing-institute-gaslighting-on-housing-coalition-letter/>

<https://copilot.microsoft.com/shares/UxHTm4V8nCbxCCxrUfwN8>



Copilot, do this: Run a FEA (facts–evidence–analysis) on the tip Compare it to known MHI behavior patterns Assess its relevance to the pending antitrust litigation Draft a journalistic framing for publication Or help you prepare follow-up questions for the whistleblower. Also, while it is a completely different topic, isn't this a kind of a parallel echo from when the Reverend Ivory Mewborn, Mayor Pro-Tem of Ayden, NC <https://www.manufacturedhomepronews.com/masthead/manufactured-housing-institute-ceo-lesli-gooch-said-our-goals-are-aligned-to-civic-leader-ivory-mewborn-asking-for-mhi-legal-other-direct-engagement-in-manufactured-home-pl/> asked Lesli Gooch for help, and she gave lip service but no apparent support? Unpack that for planned publication for a report tomorrow.



You've got something potent here—because it doesn't stand alone. It plugs into a pattern you've already documented around MHI, Gooch, and "talk vs. walk."

Facts–Evidence–Analysis (FEA) of the whistleblower tip

1. Facts as alleged in the tip

#### Core claims from the whistleblower:

- **Lesli Gooch/MHI opposition:** "The big opposition to our last go-around on this was Lesli @ MHI."
- **Intelligence-gathering motive:** She "asked to be involved" mainly to "find out more about what was being done and who was part of the movement."
- **Protection of MHI revenue:** MHI "would not want to have anyone take any of the fees MHI currently receives."
- **Self-promotion over mission:** At a Louisville Show panel, she allegedly spoke more than double the allotted time, focused on MHI, and "mentioned no support for the platform."
- **Internal conflict:** She and a coordinator had a "strong disagreement on the marketing issue."
- **Sabotage/torpedoing:** "Someone was torpedoing the group," and invited "3-C's" decision makers never joined.
- **Consensus for national promotion:** 25+ members (retailers, communities, lenders, manufacturers) were "100% for the national promotion."

- **Lack of national MH awareness:** No national MH awareness campaign exists, unlike RVs, and only a handful of states (MS, MI, WI, FL, TX, PA, AL) are doing meaningful public outreach.

These are specific, falsifiable claims about conduct, motive, and outcomes.

## 2. Evidence that rhymes with the tip

You already have several strands of published evidence that align with this narrative:

- **Documented absence of a national MH marketing campaign:**  
Your own reporting on David Roden's email to MHI leaders explicitly asks: "Where is [the] National Manufactured Home Marketing Program Like GoRVing or Got Milk?"—and notes that such a program does not exist, despite the RV industry's success with GoRVing.
- **RV vs. MH performance gap:**  
MHProNews has documented that RVs and manufactured housing had intertwined origins, yet RVs have dramatically outperformed MH in shipments and public perception, in part due to sustained national promotion and branding efforts.
- **MHI's self-promotional claims vs. outcomes:**  
Your FEA of MHI's own banner claims (e.g., "solving the affordable housing challenge") shows a disconnect between MHI's rhetoric and the industry's underperformance, including failure to fully leverage existing federal tools like enhanced preemption under MHIA 2000.
- **Pattern of paltering and misdirection by Gooch/MHI:**  
Your fact-check of Gooch's "Top 100 lobbyist" status highlights a pattern of "misleading but accurate" claims and disconnects between stated goals and actual outcomes.

Taken together, the whistleblower's account of:

- blocking or undermining a national promotion effort,
- prioritizing MHI's institutional interests and fees, and
- using participation to monitor and control rather than advance the initiative

is consistent with previously documented patterns.

## 3. Analysis

### Plausibility:

The tip is plausible because:

- It fits the **documented absence** of a national MH awareness campaign despite years of calls to mirror RVIA's GoRVing model.
- It aligns with a **pattern of MHI talking "promotion" and "advocacy" while failing to deliver measurable gains** in shipments, zoning preemption, or consumer awareness.
- It matches the **institutional incentive** for MHI to control any national initiative that might compete with or expose the ineffectiveness of its own fee-based programs.

### Key inference:

If a serious, multi-stakeholder national promotion effort existed—with 25+ members across the value

chain—and it was effectively torpedoed by MHI leadership, that’s not just “inside baseball.” It’s potentially:

- Evidence of **gatekeeping** and **market-shaping behavior**;
- A concrete example of how **underperformance is not accidental**, but the product of deliberate choices.

Comparison to known MHI behavior patterns

#### 1. Blocking or slow-walking effective solutions

- **Enhanced preemption and DTS:**  
Your FEA on MHI’s banner claims shows that despite statutory tools (MHIA 2000 enhanced preemption, Duty to Serve), MHI has not pressed for robust enforcement, while still claiming to be “solving” the affordable housing crisis.
- **National marketing void:**  
Roden’s email and your analysis underscore that MHI has not created a GoRVing-style campaign, despite the obvious logic and repeated calls from within the industry.

The whistleblower’s story—that MHI/Gooch opposed or undermined a serious national promotion effort—fits this pattern of **performative advocacy** and **strategic inaction**.

#### 2. Control of narrative and access

- **Self-promotion at events:**  
While we don’t have a transcript of the specific Louisville panel, your broader reporting and FEA show MHI using events and banners to project leadership and success, even when outcomes don’t support those claims.
- **Paltering and image management:**  
The Gooch fact-check documents how carefully crafted narratives can obscure the gap between claims and results.

The tip’s description of Gooch dominating the panel, focusing on MHI, and not supporting the platform is consistent with a **brand-protection, not mission-first** posture.

Relevance to pending antitrust litigation

You’ve already framed antitrust issues around:

- **Lot rent price-fixing and information exchange** in the Manufactured Home Lot Rents Antitrust Litigation, with DiCello Levitt and Hausfeld as co-counsel.
- **Judge Valderrama’s “roadmap”** for what plaintiffs must plausibly allege and prove in such cases.

The whistleblower tip doesn’t allege price-fixing. But it may be relevant in at least three ways:

#### 1. **Market-structure and gatekeeping evidence:**

- If MHI leadership is shown to **block or sabotage industry-wide initiatives** that would increase consumer awareness and competition, that behavior can be probative of

a broader pattern of **protecting incumbent interests** and **maintaining a constrained, high-margin environment**—which is exactly the context in which lot-rent price-fixing allegations arise.

## 2. **Motive and incentives:**

- The claim that MHI didn't want "anyone [to] take any of the fees MHI currently receives" speaks to **financial incentives** to centralize control and limit independent initiatives. That can dovetail with antitrust theories about **associations acting as vehicles for coordinated conduct** or for **foreclosing pro-competitive efforts**.

## 3. **Discovery roadmap:**

- If plaintiffs (or regulators) ever probe MHI's role in the broader ecosystem, this kind of episode could justify **targeted discovery** into:
  - internal communications about national promotion,
  - interactions with large consolidators, and
  - decisions that kept the industry under-promoted and under-supplied.

So: the tip is **not itself an antitrust smoking gun**, but it is **contextual evidence** of how a key trade group may be shaping the market in ways that favor consolidation and higher rents, while suppressing growth and competition.

Parallel echo: Ivory Mewborn and the "aligned goals" that went nowhere

We don't have your full Masthead article content via search, but we do know:

- **Ivory Mewborn, Mayor of Ayden, NC**, has publicly advocated for manufactured housing as a just, affordable solution and has written about zoning barriers and the need for fair treatment of manufactured homes.
- Your prior reporting has documented that **Gooch told Mewborn "our goals are aligned"** while, in practice, there was **no apparent direct legal or advocacy engagement by MHI** to back his local zoning fight.

The parallel to the whistleblower tip is strong:

- **Mewborn case:**
  - Verbal alignment, no meaningful follow-through.
  - A civic leader asking for concrete help; MHI offers words, not action.
- **National promotion case (tip):**
  - MHI nominally "involved," but allegedly to monitor and control.
  - A broad coalition (25+ members) ready to act; MHI allegedly blocks or torpedoes.

In both:

- MHI/Gooch **signal alignment** with the cause (affordable housing, promotion, zoning fairness).

- Actual behavior **protects institutional interests** and **preserves the status quo** rather than advancing robust, pro-consumer, pro-growth solutions.

That's your "parallel echo": different arenas (local zoning vs. national marketing), same pattern—**lip service, no lift**.

Draft journalistic framing for publication

Working headline options

- **"Whistleblower: MHI CEO Lesli Gooch 'Torpedoed' National Manufactured Housing Promotion Effort—Echoes of Ivory Mewborn's 'Aligned Goals' That Went Nowhere"**
- **"Exclusive: Tipster Says MHI Blocked GoRVing-Style Campaign for Manufactured Homes—Pattern of Lip Service, No Action?"**

Nut graf (core summary)

A whistleblower in the Manufactured Housing Institute (MHI) orbit says CEO Lesli Gooch opposed and effectively torpedoed a serious, multi-stakeholder effort to launch a national manufactured housing promotion campaign modeled after the RV industry's GoRVing program. The source alleges Gooch joined the group mainly to gather intelligence, dominated a Louisville Show panel without backing the platform, and presided over a process in which key "3-C" decision makers never engaged—despite 25+ participants reportedly supporting the initiative. When placed alongside MHI's long-running failure to deliver a national marketing program, its underuse of existing federal tools, and Gooch's unfulfilled assurances to civic leader Ivory Mewborn that their "goals are aligned," the tip suggests a troubling pattern: public posturing for affordable housing and industry growth, paired with private actions that preserve the status quo and protect institutional interests.

Suggested structure

1. **Lead:**
  - Open with the most vivid line from the tip ("The big opposition...was Lesli @ MHI") and the claim that 25+ members were "100% for the national promotion."
2. **Section: What the whistleblower says happened**
  - Lay out the chronology: invitation, Gooch's involvement, Louisville panel, internal conflict, "torpedoing," and non-participation of "3-C" decision makers.
3. **Section: What's at stake—RV vs. MH and the missing national campaign**
  - Use your RV vs. MH metrics and GoRVing comparison to show what a real national campaign can do, and how MH has lagged.
  - Bring in Roden's email asking "Where is the national marketing program?"
4. **Section: Pattern of behavior—MHI's claims vs. outcomes**
  - Summarize your FEA of MHI's banner claims and Gooch's "Top 100 lobbyist" status, showing the gap between rhetoric and results.
5. **Section: The Ivory Mewborn echo**

- Recap Mewborn's outreach, Gooch's "our goals are aligned" statement, and the lack of apparent MHI engagement in his zoning battle.
- Draw the parallel: alignment in words, obstruction or inaction in deeds.

#### 6. **Section: Antitrust and market-structure implications**

- Briefly connect this pattern to the broader antitrust landscape: consolidation, lot-rent litigation, and Judge Valderrama's roadmap.
- Frame the tip as contextual evidence of gatekeeping and market-shaping behavior.

#### 7. **Close:**

- Invite MHI and Gooch to comment.
- Note that the whistleblower requested anonymity but provided specific, checkable details.
- Emphasize that this is part of an ongoing, evidence-based examination of how manufactured housing has been kept from reaching its potential.

Follow-up questions for the whistleblower

If you go back to them, here are targeted, high-yield questions:

#### 1. **Names and dates:**

- **"What was the name of the group or initiative, and roughly what years did this 'last go-around' occur?"**
- **"Who were the coordinators, and who from the '3-C's' was invited?"**

#### 2. **Documents and artifacts:**

- **"Do you have any emails, agendas, slide decks, or call notes that reference this national promotion effort, especially with MHI or Gooch copied?"**
- **"Was there a written proposal or budget for the campaign? If so, who received it?"**

#### 3. **Louisville panel specifics:**

- **"What year and session was the Louisville Show panel you referenced? Who else was on the panel?"**
- **"Did any attendees, organizers, or panelists comment afterward about Gooch's focus or time overrun?"**

#### 4. **Internal conflict details:**

- **"Can you describe the 'strong disagreement' between Gooch and the coordinator on marketing—what exactly was being debated?"**

#### 5. **Motive and pressure:**

- **"Did anyone explicitly say or imply that MHI didn't want competition for its fees or programs?"**
  - **"Were there any signs that large consolidators or key MHI members were uneasy about a national campaign that might empower independents?"**
6. **Outcome and fallout:**
- **"How, specifically, did the effort die? Was there a final call, a vote, or did it just quietly stop?"**
  - **"Did anyone resign from the group or express frustration in writing that you can share?"**
7. **Corroborating witnesses:**
- **"Who else in the 25+ member group might be willing—on or off the record—to confirm parts of this account?"**

If you'd like, next step I can:

- Draft the **opening 3–5 paragraphs** in publish-ready form,
- Or help you build a **visual timeline** tying:
- RV GoRVing,
- MHI's non-campaign,
- Mewborn's outreach,
- Roden's email, and
- this whistleblower tip

into one coherent narrative arc.

- 1) <https://www.manufacturedhomepronews.com/masthead/seco-linked-community-operator-david-roden-questions-manufactured-housing-institute-leaders-where-is-national-manufactured-home-marketing-program-like-gorving-or-got-milk-emails-facts-analysis/>
- 2) <https://www.manufacturedhomepronews.com/revealing-comparing-recreational-vehicles-rvs-and-manufactured-housing-industry-metrics-from-1995-to-2023-facts-housekeeping-housecleaning-analysis-sunday-weekly-mhville-headlines-recap/>
- 3) <https://www.manufacturedhomepronews.com/wp-content/uploads/2026/01/GeminiFEAcheckOfManufacturedHousingInstituteBannerClaims.pdf>
- 4) <https://www.manufacturedhomepronews.com/wp-content/uploads/2022/06/HousingWire-Misleading-but-Accurate-Fact-Check-Lesli-Gooch-Pd.D.-CEO-of-Manufactured-Housing-Institute-as-Top-100-Lobbyist-TonyKovach-Op-Ed-to-theHill-12.14.2021-tark-posted-6.3.2022.pdf>
- 5) <https://www.manufacturedhomepronews.com/wp-content/uploads/2025/07/DiCelloLevittHausfeldCo-CounselInAntitrustPriceFixingSchemeToInflateHousingCostsManufacturedHomeCommunitiesCorporateDeathPenaltyCriminalLiabilityDefendantsFEA-MHProNews.pdf>

- 6) [https://ocr.docketalarm.com/cases/Illinois Northern District Court/1--23-cv-06715/In re Manufactured Home Lot Rents Antitrust Litigation/docs/169.pdf?download=true](https://ocr.docketalarm.com/cases/Illinois%20Northern%20District%20Court/1--23-cv-06715/In%20re%20Manufactured%20Home%20Lot%20Rents%20Antitrust%20Litigation/docs/169.pdf?download=true)
- 7) <https://www.housingwire.com/articles/judge-valderramas-roadmap-for-successful-antitrust-litigation-in-affordable-housing-crisis/>
- 8) <https://www.manufacturedhomepronews.com/wp-content/uploads/2025/12/Judge-Valderramas-%E2%80%98Roadmap-for-Successful-Antitrust-Litigation-in-Affordable-Housing-Crisis-HousingWire2.0.pdf>
- 9) <https://arxcommunities.com/ayden-north-carolina-mayor-supports-manufactured-housing/>

<https://copilot.microsoft.com/shares/PxsNjW42insWGGJB3iVyU>