

[MHPProNews notes a few items were edited out ----] as it may shed light on the source. Otherwise, the document that follows is as provided by the tipster.

January 12, 2023

1-14-23 CALL NOTES

The purpose of the final call before Louisville was to discuss what strategies & communication can continue to gain momentum. These type discussions have occurred many times over the past 30-40 years with no results.

Items brought up as a focus included:

- Home Sales & Lead Generation
- Engage Community Leaders
- Awareness of What We Offer
- Quality of the Product
- Consumer Testimonials
- Government Planning & Zoning
- The RV Industry has "some" similarities, but not all to MH

Comments during the call

Question becomes from attendees: What's in it for me?

What's everyone's perspective of what's important?

Develop questionnaire to be handed out after the 1/19 program

Need to engage more big players (communities, lenders, retailers & mfg's)

1/17 Luncheon will have Darren, Chris, Ken & Spencer at front table

What's the strategy AFTER Louisville to move forward?

Comments after the call

We aren't selling enough homes is not the program:

Local zoning is

Inaccurate perception of home quality is

Misunderstanding of community quality is

Discriminatory housing policy is

----highly recommend that the campaign not address modulares. ----say this because as a state that has a very robust modular presence (factories and retail outlets) the modular industry does not want to be included with mfg homes – some get downright belligerent about it. This is despite their primary retail outlet is mfg housing retailers and 99% of "street retailers" in the NE sell mods on the same sales center as mfg homes. If a program is successful, it will drive traffic to the sales center, then we can leave it up to the retailer to sell the right home to the customer – sadly mods get the benefit without any skin in the game.

--- had the feeling that the participants have many different ideas on the purpose of the National MH Awareness Campaign. That is not necessarily a negative, but it does create difficulty in uniting all parties on a clear and concise message. --- feel the most important item that must first be agreed upon is: "what is the goal of the Campaign.

CURRENT LIST OF COMMITTEE MEMBER:

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Barry Noffsinger

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Credit Human

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Tom Lackey	tom@ablehousing.com	Able Housing

UPCOMING CALLS & IN-PERSON MEETINGS

January 10th @ 4pm Eastern – ZOOM:

Jennifer Hall, Jim Ayotte, Ken Corbin & Lesli Gooch (the Louisville presenters) will be doing a review of their upcoming 1/19/23 session that will include both PowerPoint and video. It's also in preparation for the 1/12/23 call with all members.

January 12th @ 4pm Eastern – ZOOM:

<https://us02web.zoom.us/j/89470285693?pwd=cmlxaUI2YXVLRk5WSDlpWm1kWE1FUT09>

NOTE Passcode: 794082

All members are invited to attend and receive an update on 3 key topics:

1. Update on 1/19/23 session in Louisville from the presenters with your final thoughts.
2. Update on the "Big 3" and who will be present during the 1/19/23 session to support the national program.
3. Update on new members each of you have invited. PLEASE send----their name, company, and email addresses (in advance) so they can be added to the distribution list.

January 17th @ 2pm Eastern – IN PERSON MEETING / LUNCHEON: All members are invited to attend. ---will be sending out RSVP's next week so please look at your calendar. We're also looking for sponsors for the luncheon at only \$150 per company and we'll make sure you're promoted very well.

QUESTION: Should we make an announcement to the show attendees about the luncheon to gain more interest? Of course they would also need to RSVP in advance.

Kurt Kelley 12-28-22

Wow. It looks like there may finally be some traction on an MH Industry enhancement project. That's good news. Is there a way to get the \$50/floor added into manufacturer invoices? Any thoughts on what % of all MH production that may commit? I'm sure there will be some smaller manufacturers that don't participate but do plan to enjoy the benefits of the campaign.

This committee sounds like some work and effort, but it appears to be an investment that will have a great ROI, too. Yes, I'll join. Thoughts:

1. Produce 15, 30, 60 second video spots - all industry players can add these to their websites and You-Tube channels
2. Podcast audio versions to distribute - good bang for ad buck. Include podcasts that prospective home buyers and home improvers listen to
3. Seek contributions from state associations who should be able to get Boards with community owners and retailers on them to agree to kick in some money. Recommend a formula for giving - ex. \$10/home site/ member

December 24, 2022

Louisville MH Awareness Presenters & Notes

Here are the highlights of the 12/22 call. The current presenters for the 1/19/23 program @ Louisville include:

Participant	Jennifer Hall	jenhall@msmmha.com
Participant	Jim Ayotte	jayotte@fmha.org
Participant	Lesli Gooch	LGooch@mfghome.org
Moderator	Ken Corbin	kcorbin@callkencorbin.com

- At this point we are waiting for confirmation as to which of the BIG 3 will make a brief statement during the presentation supporting the campaign. Until that time we will keep the initial presenters (Jennifer, Jim & Lesli) in place.
- Kevin Clayton (via Ramsey Cohen), Mark Yost (via Byron Stroud) and Bill Boor (via Dustin Ewing) are being asked to speak briefly (approx. 5 minutes). We all understand the importance of their support. If any of these are unavailable, we'll try and get as high a member of their teams as possible.
- Ultimately, the goal is to exhibit how a national campaign can assist communities, retailers, manufacturers, lenders etc. in the following ways:
 1. Why MH is the answer to the "Affordable Housing Crisis"
 2. How MH can give you the "Lifestyle" you've always wanted but never thought you could afford
 3. Advertising, marketing materials and video for communities & retailers to use at their location

4. Development materials and video for communities & retailers to use at both the local and state level.
 5. Sales / Community leads for retailers, communities & developers in their market.
- At this point, the program will include both a PowerPoint presentation and video from each of the panelists.
 1. Ken Corbin (5 minutes) – Introduction and brief history including some of the data we've reviewed on why the national RVIA campaign has been so successful (and how it can relate to the MH biz).
 2. Lesli Gooch (10 minutes) – On what is happening on a national basis in Washington and how the "Awareness" campaign will help.
 3. Jim Ayotte (10 minutes) – Overview of how the FMHA has been successful in helping communities work with government on issues including zoning, development etc.
 4. Jennifer Hall (10 minutes) – Examples of how today's MH has changed the perspectives of customers / residents and their lives. Also, how their marketing efforts have produced "in-fill" projects in their state.
 5. This will allow an additional 15-20 for representatives of the BIG 3 to speak.
 - One final Zoom call will be with the presenters on Thursday, Jan 10th @ 4pm EST / 3pm Central. Between now and then everyone presentation will be completed and ready for review.

Additional Notes

It's absolutely essential that each member of our current group (of 23 members) get at least 3 additional key people in our industry to join and support this effort.

By doing so, you can help us grow by upwards of 70 members. This can include major communities, REIT's, developers, retailers, lenders etc. and can be done in two ways:

1. Join our next Zoom call on Thursday, Jan 12th at 4pm EST / 3pm CST which is about one week prior to the show. (that invite is forthcoming)
2. Meet us in Louisville on Tuesday, Jan 17th @ 2pm for a pre-show meeting. Final arrangements are being made at this time and we'll need "solid" RSVP's as a luncheon is tentatively planned. (we hope to have those arrangements done by Friday, Jan 6th). We are also looking for sponsors for the luncheon!

We're in the home stretch. Please do all you can to continue to support this effort.

If you haven't read George Allen's latest on-line blog, please do so. He brings up some solid points on our effort.

Finally, welcome Rick Rand of Great Value Homes in Wisconsin. He's been a great friend for over 30 years and will certainly support us. RickRand@gvhinc.net

December 15, 2022

Call Participants & Notes

All current members of the committee are listed below and the 12/15/22 callers are highlighted in yellow:

Amy Bliss	amy@housingalliance.us
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Trisha Le	showways.tl@gmail.com

Highlights of the 12/15/22 call include the following (and please let me know if I've missed anyone or failed to mention any key take-a-ways):

- It seems the group agrees that "Awareness & Lifestyle" is more important than "Image" as a promotion.
- Jennifer Hall discussed their video testimonials highlighting how customers love their manufactured home has been a huge success
- Jim Ayotte mentioned the importance of communicating to govt officials to promote new communities in their area
- Ken Corbin said when all is said and done the participants will want to know, "What's in it for me?"
- Lesli Gooch said we should focus how we offer the today's family a "modern home" vs a "fixer upper" for the same price.
- Lance Latham mentioned how they promote, "You don't have to give up the life you want for the home you want."
- Amy Bliss mentioned the importance of the "Value proposition / Investment" to overcome any stereotypes.
- Logan Hanes mentioned "Lifestyle" is important to tie into the program.
- Spencer Roane mentioned the importance of communities and how we need to address many of the actual "old trailer parks" that still exist today with high density, owners that don't care that produce negative media.
- Byron Stroud announced that Mark Yost will be doing a keynote address right after our program. Although he had to leave the call, ---have a message into him to see if Mark is available for a few minutes to join the panel and support the effort.
- Chris Nicely said the final presenters in Louisville need to be decided so they can begin a presentation and perhaps add a "key" major manufacturer executive to show their support.
- George Allen stressed the importance of keeping the program laser focused and the need to get some of the "Big C's" and large community portfolio exec's on board asap. (I'll add that since Louisville is more community driven, this is an excellent idea)
- --- also have a note into Ramsey to see if Kevin can do the same on behalf of Clayton.

Summary 1: The following individuals will be on the Jan 19th Louisville panel: Jim Ayotte, Jennifer Hall, Lesli Gooch (panelists) and Ken Corbin (moderator). A discussion will be held to see who also should be invited.

The goal is to excite the attendees about the opportunities a national campaign brings to the table. The program must have lots of excitement and interest to gain everyone's support. This may be our one big opportunity.

As---mentioned earlier, ---- believe everyone will want to know, "What's in it for me?" We recognize all the answers won't be there, but we can certainly give them enough of the cake for them to want more; if not it all.

Summary 2: There will be final Zoom call on Thursday; Jan 12th at 4pm EST / 3pm CST which is about one week prior to the show. An invitation will be sent out the week of Dec 19th.

Summary 3: Although there was some pushback about a pre-show luncheon on Tue, Jan 17th ---am going to move forward. My plan is for 2pm at the Crowne Plaza and---hope to have those arrangements done the week of the 19th as well.

----now many of you may not be able to attend, but most of the major players (communities, retailers, executive directors and manufacturers) will be arriving or already there. It would be great to get their support prior to the formal announcement.

Finally: Thanks George Allen for mentioning a teaser about the program in today's blog. It's much appreciated!

Chris Nicely 12-12-22

----appreciate being a part of the conversation. Here are some immediate notes up for discussion. Several takeaways for me, and items up for discussion about an industry image improvement campaign.

1. the problem to be attacked must be defined
2. this is a long term commitment
3. target is diverse in itself - municipal, consumer, industry - one size does not fit all
4. there will be some players in the industry that will not want to engage (happy with perceptions and status quo)
5. communications must be directed to diverse markets, served with different products (see elementary matrix below - can get even more complex with regional differences)
6. how the homes are built may be secondary - to the message of the potential reality of home ownership
7. reinforcement of the decision to own a manufactured home, can be reinforced with process, branded component, value, appreciation
8. major industry manufacturing player support are in, dependent upon direction taken, and process
9. need buy in from large community players also
10. increased cost will always be an issue; never to be taken lightly; even \$50/floor on a \$100K house
11. inclusion is key - how do we represent all facets on the leadership/directional aspect of the process, while keeping the directional task force manageable

Product/Market Matrix

	Markets				
	Municipal	Consumer			
Product		1st/Entry	55+	Community Life	RV/Camp
ADU	X				X
CrossMod	X	X	X		
MH		X	X	X	X

Side note:

RVIA has a cost of \$33/unit to support a \$20M annual spend. If we applied \$50/floor, it would generate approx \$5M/yr.

Ken Corbin 12-12-22

Spoke with Courtney Bias to follow up on questions asked during our 12-8-22 call:

- The current promotion is an "up-funded awareness campaign" to let consumers know all the different ways an RV can become an integral part of their vacation.
- It's a national campaign designed to help not only the large retailers, but small market firms as well.
- Dealers / Campgrounds pay \$250 per year to have access to the leads generated that can be downloaded from the website.
- They've received no negative kick-back from firms in smaller markets as they'll generally reach out farther for potential customers and obviously have less competition.
- Members also have availability to professionally produced tie-in ads available on the RVIA portal with a tag at the end for dealers, campgrounds, associations (and their ad agencies) to add their name & contact information
- Promo materials and information is also provided for special events, shows etc. all geared to the "Go On A Real Vacation" theme.

It's exciting to hear Cavco, Clayton and Skyline/Champion all have an interest in the project. Everyone agrees our job is to keep the momentum going.

The next call is scheduled for Thursday; December 15th @ 4pm EST / 3pm CST to include the following items:

1. Tuesday, Jan 17th luncheon in Louisville to bring people together who should be part of the group and:
 - a. Location of luncheon
 - b. How to pay for lunch and plan for how many?
 - c. Challenges & opportunities
2. Discuss who should present as part of the Louisville Jan 19th panel to introduce the vision to the attendees:
 - a. They can then begin preparation for the 45 +/- minute program
 - b. Is this an Image, Awareness, Lead Generation or ??? campaign
 - c. One recommendation for heads of the "Big 3" to be available to announce their support of such a campaign
3. Follow up to the 12/8/22 call with comments & suggestions

Ken Corbin 12-6-22

Spoke with Courtney Bias, Director of Strategic Marketing & Communications at the RVIA about their newest marketing program (Go On A Real Vacation):

- Using two agencies:
 - FCB Chicago – Creative
 - Universal McCann Detroit – Media buys
- Strongly suggest we use an agency search consulting firm to help find the best group to work with. They used Pile and Company of Boston: <https://pileandcompany.com/> and Meghan McDonnell is their contact. She strongly recommends.
- Annual budgets range from \$15 - \$22 million. 2023 will be smaller than 2022.
- Focus is, "Who is our audience & lifestyle?"
- They realize the "brand" is not as important as the experience. Most consumers don't recognize manufacturers (rare exceptions are companies like Airstream and Winnebago). Even then, it's limited.
- RV Seals are the primary driver for funding the campaign and participation differs based on the type; park model, towable, motor home etc.
- Digital advertising today is the best bang for the buck as TV broadcast is up as much as 40% since 2020
- 6-10-15 second video spots are very effective
- Paid search & social media also does well

- Find your target audiences and don't shotgun advertising
- They're even marketing to African American and LGBTQ groups in their media
- Look at the "Path to Purchase" to help determine what/where to market
- Today's RV buyers think the units will look like their uncles (much like MH)
- They've learned unique venues such as concerts, food festivals and air shows are a great way to promote the industry and gather interest
- Don't spend lots on RV shows as they're already going to look at the product.
- Print ads (with QR codes) are also down as fewer magazines are surviving

2021 results (also listed on their website)

- 1 billion+ media impressions.
- 600k+ units delivered (up 19% from previous record).
- 9+ million intend to buy over the next 5 years.

Ken Corbin 11-20-22

Below are the notes (most recent first) of our conversations to date. Also, you'll note this email is being send to everyone who has participated in the thread or indicated an interest. Here is the current list. If anyone is missing or data is incorrect, please let---know.

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Jim Ayotte	jayotte@fmha.org
Jim Scoular	rjscoular@gmail.com
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Chris Nicely 11-19-22

MH.com serves over 400 retailers, about 50 communities/groups, 15 state associations a few lenders. Over 40 people (with decades of MH experience) are focused on MH (mods and manufactured), delivering thousands of leads monthly to the biggest and smallest brands in our industry.

On the issue of markets, my opinion is the markets for factor- built housing is increasingly divergent and will require similar but different efforts, with overlapping messaging, but some different imagery. It's not so much separating retail vs community, but higher end homes for a more affluent buyer, developer, etc and an affordable/attainable market. And ADU is yet another sperate market. But all can have similar tone, look and messaging -

George Allen 11-19-22

Relative to 'promoting the industry', I've always kept the various housing type 'players' separate in my mind and writing by referring to the overall landscape as being 'factory-built housing', with HUD-Code manufactured housing or just manufactured housing, and then modular housing and 'tiny houses' (latter a.k.a. ADUs (accessory dwelling units) as subsets of factory-built housing. Hope this helps.

Spencer Roane 11-19-22

I REALLY like that MHA website! SO much useful, clearly presented content.

Thinking about our task of promoting "the industry", does "manufactured" include modular & tiny homes, both built to different codes than HUD homes?

Tom Lackey 11-19-22

The Michigan advertising program does a nice job of being generic on brand and placement - yet promotes the industry very well. You might want to check out what they are doing - their website hosts several of these short videos.

Spencer Roane 11-19-22

Yes Chris, I can view that link. Very, very nice and professional!

To get the support of ALL segments of the industry for a promotion/image campaign, I think we're going to have to feature BOTH the more expensive homes (I assume none in the video cost less than \$200k) and the community series homes we typically buy (and sell) for \$50-100k. Would that need to be a separate video? Are these segments mutually exclusive? Does promoting one hurt the other - or the industry?

Chris Nicely 11-18-22

This is in advance of when MH.com was going to start sharing, but, I wanted you all to see the Why MH? video campaign we have been working on and are planning to release nationwide, through the web, social media and conferences, very soon. Jim Ayotte mentioned we have been producing industry promoting videos for our state association clients as part of the general content creation process for their web sites and more. This is a video of an overriding campaign. Would enjoy your comments.

<https://manufacturedhomes.wistia.com/medias/3s6taexpdp>

Ken Corbin 11-18-22

A few items:

1. ---talked with MHI previously and they were unable to attend Wednesday's call, although they've indicated an interest.
2. ---been putting together everyone's comments on a thread and will forward it over the weekend.
3. Lance Latham of Alabama has spoke to other Executive Directors across the country and will continue to keep not only them, but all of us updated on the progress of the campaign.
4. Hopefully, ---hear back from FCB Chicago on Monday or Tuesday as---spoke to them "briefly" and followed up with an email. ---also have a call into Ron Breymier in Indiana as he's part of the RV industry and indicated he may have additional contact(s) on their marketing plan.
5. When --- speak with Ramsey @ CMH, --- ask him to forward notes on his conversations with Clayton mgt. As---previously mentioned, they showed a desire to learn more about the direction of the project. He indicated it was a positive meeting.

---must say this has been an exciting few weeks as the entire team has taken this issue farther than previous attempts. Let's keep the momentum going!

Dustin Ewing 11-18-22

We also need to get MHI involved.

Chris Nicely 11-18-22

Looking forward to the opportunity to announce interest levels at Louisville, we should be in a position to announce a committee with representatives from each of these companies, to keep this moving forward. Possibly suggest Patrick Revere as a committee member too.

---think about Spencer's comments of the entire industry and might suggest UMH, ELS and others representing the big community stakeholders (also possible funders) to SECO.

Any other thoughts?

Jim Ayotte 11-18-22

Dustin - That is excellent news. I suggest Cavco, Clayton and Champion get plugged in on the front end. Their input and buy-in is essential on the vision, scope, budget, and funding.

Dustin Ewing 11-18-22

I have spoken with both Cavco and Champion regarding the nation ad campaign. They are not only interested in doing a national ad campaign to improve the image of MH, but they have both expressed being a part of all of it.

They both are wanting more information on this. I have informed them that we are just gathering everyone's interest level at this point and we will move forward based on that. It sounds like we should start having some more discussions on this as soon as we have an idea of costs.

Spencer Roane 11-16-22

Thank you, Chris. Here are few of my thoughts:

- The promotional program in Michigan over the past 10-15 years is the best model I'm aware of that should be duplicated by other MHAs. Collection of funds (floor dues), development & content of promotional material, allocation of promotional expenses, and ensuring satisfaction by all segments of the industry are hurdles they cleared that other MHAs cite as objections. Several of us in GA. suggested GMHA copy this program and were met w/ objections to raising floor dues. I've added long-time MI community owner, retailer, and MMHA board member, Tom Lackey, to this thread for his insight and suggestions.
- Could some of the floor dues currently paid to MHI and state MHAs be diverted to this program.
- While mfgs. are certainly a key segment of the MH industry, they are only one of five. While they collect floor dues, they are only a conduit for dues which are paid by retailers (including community owners) who buy the homes which include a line item for floor dues. Taking this one step farther, floor dues are technically paid by the actual buyers of our homes.
- MH sales leads generated by a national image/advertising program will be the primary motivation for all segments of the industry to support and participate in the program.
- Mfgs. have overcome pandemic-related labor & supply shortages, are back to 6-8 week production, and are selling homes at prices significantly higher than pre-pandemic. They seem very anxious to increase sales volume and would seem to be very supportive of an image/promotional program that would accomplish that. While Clayton has dominant market share, others (primarily Champion) may support this program more aggressively.
- We must recognize two home segments in the industry: "big box" homes that the industry likes to promote as competition for site-built, and smaller "community series" homes more commonly promoted as "affordable housing". George Allen is a pioneer in this latter series of homes. I've added him to this thread.
- The RV/MH Hall of Fame recently completed a massive MH museum funded primarily by the Scoular family (community owners in South Dakota) and may be able to help promote the MH industry. Tom Landgrebe is the creative drive behind the new museum and is now a commission-compensated employee of RV/MH HoF. He may have some thoughts on a promotional program. I've added Jim Scoular and Darryl Searer and Ryan Szklarek w/ the museum to this thread.

- Instead of viewing Tiny Homes as siphoning off MH sales, we might find that excitement and demand for Tiny Homes could significantly help increase MH sales (my personal experience is that many buyers want larger tiny homes – hence small HUD homes).

Chris Nicely 11-16-22

During our conversation today Ken asked where we go from here. Here is a summary of activities that should be on the radar, including Dustin's comments about budget funding.

Panel outcome:

1. Reinforce that battling the stereotypes is still an issue
2. Present that there is a need now more than ever for MH
3. present and confirm the demand is there and will continue (Millennials and GenX, as Boomers wane).
4. Organize a committee to push further after Louisville (add others)
5. Engage major brands to get buy in and support - no discussion of funding
6. Formulate proposal/plan/guide/idea book
 - a. National look
 - b. State look
 - Governmental
 - c. Receive proposal from potential vendors to formulate annual budget
 - d. Funding architecture for support ongoing, on national, state and a governmental basis.

The order may be different, and priority may be different. It seems we need to know where we are going before we can discuss proposals and budget.

November 16, 2022

Call Participants

Chris Nicely <chris@manufacturedhomes.com>; Dustin Ewing <dustin@kentuckydreamhomes.com>; Jim Ayotte <jayotte@fmha.org>; Ken Corbin <ken@callkencorbin.com>; Logan Hanes <lhane@kmhi.org>; Spencer Roane <spencer@roane.com>

Ken Corbin - Notes

1. It's unlikely Ramsey Cohen from CMH will join the call, although he's had preliminary talks with management. I'll ask him to summarize for the group. He did indicate they have an interest.
2. Everyone agrees one of the keys is getting the "3 C's" to work together on the project. Dustin Ewing will reach out to Mark Yost from Skyline/Champion and Bill Boor at Cavco.
3. Ken has spoken briefly to FCB Chicago who is the lead on the current RV promotion and hopes to have a 2nd call over the next week or so. Also spoke with Ron Breymier of Indiana who (like Michigan) is also part of the RV association. He's also trying to get us contacts on their marketing program.
4. Dustin Ewing suggested some of the items we would like to discuss are:
 - a. Costs to promote
 - b. Split on TV, social media, Marketing etc.
 - c. What their firm would include
 - d. What does a National Campaign look like
5. Florida has a successful MH campaign in place and Jim Ayotte discussed:
 - a. Costs have dropped with social media marketing
 - b. 30% of net shipment dues go to this effort
 - c. Currently spending approximately \$300k
 - d. Leads obtained are distributed to the FMHA members
 - e. The dues are being passed onto the consumer and no one party is absorbing the cost
6. Chris Nicely had the following comments:

- a. He's meeting with the "Property Brothers" from HGTV later today (they might be an ideal media spokesperson)
 - b. He's made several notes and will share these with everyone by tomorrow
 - c. Homes on the Hill had an excellent reception and only enforces the need to educate government officials
- 6. Spencer Roane discussed what Bill and Beth has done in Michigan
 - a. Approximately 20 years ago they began a marketing campaign that has been very successful
 - b. A dollar amount is added to each floor to fund the project
 - c. We need to look at their program. It could be an excellent model

Summary

- 1. We need to battle the stereotypes our industry faces. The demand is there, and the opportunity is now. We can do this by engaging all the brands and bringing together all facets of our industry including:
 - a. Communities
 - b. Retailers
 - c. Manufacturers
 - d. Lenders
 - e. Suppliers
- 2. Focus on the message

October 13, 2022

Call Participants

Chris Nicely <chris@manufacturedhomes.com>; Darren Krolewski <darren@datacompusa.com>; Ken Corbin ken@callkencorbin.com, George Ewing <gewing@tammac.com>; Lance Latham <llatham@alamha.org>

Ken Corbin - Notes

The purpose of the call was to discuss what WE can do to enhance our image to the public. An initial panel was put together who are part of this email. In addition, I'll cc Leslie & Mark from MHI and Trisha Le (Louisville Show Coordinator). I do not have the business email addresses for Brent Cappaert or Mark Weiss from MHAAR. For those original panel members unable to attend the Zoom call and the added participants, here's what was discussed.

- 1. The discussions began by looking back at what the RV industry has done over the past 28 years including
 - a. Amounts spent on advertising & promotion
 - b. Results
 - c. They collect a portion of each RVIA Label that goes to funding their "Go-Rving" and "Go on A Real Vacation" campaigns
- 2. There is a definite need for the MH industry to do something along the same line, but:
 - a. Who will pay for it?
 - b. There's been numerous discussions on this in the past. While most everyone agreed it's the thing to do, it ends up with no sustainable action / investment
 - c. The keys are getting the following groups to buy-into the program
 - Manufacturers
 - Communities
 - Lenders
 - Retailers
 - State Associations
- 3. We'll need additional input to continue the efforts including:
 - a. An "Image Group" needs to be formed after getting more feedback
 - b. Start with the state associations executives or someone they designate as a representative

- c. Please send Lance Latham from Alabama llatham@alamha.org (by Monday; Oct 17th) two questions that he will be forwarding to the state exec's
- d. The questions will be broken down and sent out by Lance by Friday; Oct 21st
- e. MHI and MHAAR need to be part of the discussions
- f. Send out surveys to all Louisville & Biloxi attendees
- 4. Budget & Platforms
 - a. At \$25 per floor, we're talking about \$3.5 to \$4 million based on 2022 projections
 - b. This is definitely not a one company project and discussions will need to include who/whom will oversee the project
 - c. The RV industry focuses on the following:
 - National TV
 - Satellite Radio
 - Print
 - Social Media
- 7. Eventually a "Theme" will need to be put together (ie: Go Rving) for the campaign
- 8. We'll have at least one or two more calls prior to Louisville to discuss
 - b. Additional feedback & suggestions
 - c. Fine tune the panel to address the Louisville show attendees
 - d. Prepare the presentation included Q&A

Over the next two weeks, please send---your suggestions and comments on the matter. ---will put these together, forward the data to everyone and set up the next Zoom call.

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