

2 Pre-publication draft to be submitted to third-party artificial intelligence (AI) on the article on the topics that follows for a facts-evidence-analysis (FEA) check.

‘Everyone Seemed on Board-Then Suddenly MHI Not Interested.’ Another Tipster Doc Drop on ‘MHI Torpedoed’ GoRVing Style MHVille Campaign. DOZENS of MHIndustry Pros. Randy Rowe Connection? FEA

The bulk of two more documents with apparent ties to individuals in the Manufactured Housing Institute (MHI) orbit are provided on what was reportedly attempted and what occurred to 'torpedo' an effort to foster organic growth of sales (and thus production) in the manufactured housing industry. For those who may not have seen the prior reporting on this topic, an effort was made to get a [GoRVing style marketing/image building campaign launched for the manufactured housing industry](#). One brief document included the following quotes. "...Everyone seemed on board until we had the discussion about how this would be paid for. Of course, the RV industry uses "fees" from the sale of units to pay for the marketing. We had a few community owners and retailers assist in developing a budget based on first year sales of 100,000 units using the RV model. Suddenly, MHI was not interested. They made it clear that MHI does this today with the "fees" they receive. I'm not sure about you, but when's the last time you saw a national, regional, or local TV station promoting our industry? It was obvious to not only me, but many in the group that MHI was concerned a portion of their income might be at risk. During our last call with the group, Lesli...got crossway..." That reference would be to [MHI CEO Lesli Gooch](#) and that quoted remark is similar to this previously published in a report linked [here](#): **"If MHI [i.e.: the Manufactured Housing Institute] was not involved, why not? If so, why aren't they the "voice" to the American public? They seem to be doing an admirable job promoting MH to the governing bodies in Washington, but what about Mr. & Mrs. America beyond the D.C. city limits?"** [Bold added]. From another tip to [MHProNews](#) in the report linked [here](#): "The big opposition to our last go-around on this was Lesli @ MHI. Here's my "personal feelings" on their position...Leslie [[SIC](#)] 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...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." In the recent [MHProNews](#) report linked [here](#) is the [PowerPoint presentation that included Lesli Gooch, Jen Hall, Jim Ayotte and moderator Ken Corbin](#). It is with those elements in mind, and [noting that MHI leaders](#) have been invited to respond to these evidence-based allegations but have those far failed to do so, that the following information from documents linked below have been provided to [MHProNews](#). Those documents include the names of dozens of professionals, most if not all of whom are in the MHI orbit, who were involved in the discussions and efforts.

Notice that in the list of participants that follow are multiple individuals who are clearly in leadership at MHI, or are in the MHI orbit and/or are bloggers or publishers with ties to MHI. How many of those parties have published their experience or otherwise reported about these topics? Little or nothing as of 3:30 PM ET on 2.4.2026. Further note that even though MHProNews has now previously published 3 reports in less than a month on this developing probe, none of those sources have specifically mentioned these revelations or issues.

These previews from Part II #7.

The Pattern of "Tease and Abandon"

There is a documented, multi-decade pattern of MHI leaders and members "teasing" national recovery plans that ultimately "go nowhere."

...

The Importance of "Part I": This document is a "**smoking gun**" because it proves that MHI *is* capable of discussing and planning a national awareness campaign but has actively chosen to "sabotage" or "throttle" it to protect the "moats" of its largest members.

[MHProNews](#) notes the "Randy Rowe" connection will be explained in Part II #7 and is related to his "Five Point Plan."

This [MHVille facts-evidence-analysis](#) (FEA) is underway.

[caption id="attachment_218964" align="aligncenter" width="610"]



"Analytical journalism is the highest style of journalism." Diana Dutsyk. "...the personal courage of the journalist is important, he should not be afraid to go against the bosses, should not call white black. He [the analytical journalist- cannot distort the truth."[/caption]

Part I. [MHProNews](#) notes that the information that follows is from the tipster's document linked further below. The views reflected in the document are those of others and should not be construed as the views of MHProNews. More on the MHProNews and other sources on what follows is in Part II.

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 modulars. ----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:

Amy Bliss	amy@housingalliance.us	Wisconsin Hsg Alliance
Barry Noffsinger	BNoffsinger@credithuman.com	Credit Human
Brad Russell	brussell@spartanhomes.ms	Spartan Homes
Byron Stroud	bstroud@championhomes.com	Skyline Champion
Chris Nicely	chris@manufacturedhomes.com	ManufacturedHomes.com
Darren Krolewski	darren@datacompusa.com	MHVillage & DataComp
Darryl Searer	dlsearer@aol.com	MH RV Hall of Fame
Dustin Ewing	dustin@kentuckydreamhomes.com	KY Dream Homes
Eric Oaks	ericoaks@greenstate.org	Green State C-Union
Frank Bowman	fbowman@imha.org	Illinois MHA
George Allen	gfa7156@aol.com	Educate MHC

George Ewing	gewing@tammac.com	Tammac
Glenn Esterson	glenn.esterson@marcusmillichap.com	Marcus & Millichap
Heather Mumma	heather@bandbhomes.com	B and B Homes
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Jeff Tanner	jtanner@fairmonthomes.com	Cavco
Jim Ayotte	jayotte@fmha.org	Florida MHA
Jim Scoular	rjscoular@gmail.com	Jimsco
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John Gelzer	j.gelzer@equitymc.com	Equity Mgt Company
John Lindley	jlindley@mmhrvca.org	Michigan MHA
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Mary Gaiski	mary@pmha.org	Pennsylvania MHA

Mike Tweden	mtweden@championhomes.com	Skyline Champion
Patrick Revere	patrick@datacompusa.com	MHVillage & Data Comp
Paul Schierholz	paul@broadmoormortgage.com	Masterbuilt Homes
Ramsey Cohen	Ramsey.Cohen@claytonhomes.com	Clayton Homes
Rick Rand	RickRand@gvhinc.net	Great Value Homes
Ron Breymier	ron@imharvic.org	Indian MHA
Ryan Szklarek	ryan@rvmhhalloffame.org	MH RV Hall of Fame
Spencer Roane	spencer@roane.com	Pentagon Properties
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
Byron Stroud	bstroud@championhomes.com
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Darryl Searer	dlsearer@aol.com
Dustin Ewing	dustin@kentuckydreamhomes.com
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Ramsey Cohen	Ramsey.Cohen@claytonhomes.com
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Spencer Roane	spencer@roane.com
Tom Lackey	tom@ablehousing.com
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 to 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

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:
 1. Location of luncheon
 2. How to pay for lunch and plan for how many?
 3. Challenges & opportunities
2. Discuss who should present as part of the Louisville Jan 19th panel to introduce the vision to the attendees:
3. They can then begin preparation for the 45 +/- minute program
4. Is this an Image, Awareness, Lead Generation or ??? campaign
5. One recommendation for heads of the "Big 3" to be available to announce their support of such a campaign
6. 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.

Darren Krolewski darren@datacompusa.com

Darryl Searer dlsearer@aol.com

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George Allen gfa7156@aol.com

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Jim Ayotte jayotte@fmha.org

Jim Scoular rjscoular@gmail.com

Ken Corbin kcorbin@callkencorbin.com

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Lesli Gooch LGooch@mfgghome.org

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Tom Lackey tom@ablehousing.com

Trisha Le showways.tl@gmail.com

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.
- 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
 1. National look
 2. State look

Governmental

1. Receive proposal from potential vendors to formulate annual budget
2. 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:
5. Costs to promote
6. Split on TV, social media, Marketing etc.
7. What their firm would include
8. What does a National Campaign look like
9. Florida has a successful MH campaign in place and Jim Ayotte discussed:

1. Costs have dropped with social media marketing
2. 30% of net shipment dues go to this effort
3. Currently spending approximately \$300k
4. Leads obtained are distributed to the FMHA members
5. The dues are being passed onto the consumer and no one party is absorbing the cost

10. Chris Nicely had the following comments:

1. He's meeting with the "Property Brothers" from HGTV later today (they might be an ideal media spokesperson)
2. He's made several notes and will share these with everyone by tomorrow
3. Homes on the Hill had an excellent reception and only enforces the need to educate government officials

11. Spencer Roane discussed what Bill and Beth has done in Michigan

1. Approximately 20 years ago they began a marketing campaign that has been very successful
2. A dollar amount is added to each floor to fund the project
3. 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:
 1. Communities
 2. Retailers
 3. Manufacturers
 4. Lenders
 5. 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
2. Amounts spent on advertising & promotion
3. Results
4. They collect a portion of each RVIA Label that goes to funding their "Go-Rving" and "Go on A Real Vacation" campaigns
5. There is a definite need for the MH industry to do something along the same line, but:
6. Who will pay for it?
7. 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
8. 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:
4. An "Image Group" needs to be formed after getting more feedback
5. Start with the state associations executives or someone they designate as a representative
6. 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
7. The questions will be broken down and sent out by Lance by Friday; Oct 21st
8. MHI and MHAAR need to be part of the discussions
9. Send out surveys to all Louisville & Biloxi attendees
10. Budget & Platforms
11. At \$25 per floor, we're talking about \$3.5 to \$4 million based on 2022 projections
12. This is definitely not a one company project and discussions will need to include who/whom will oversee the project
13. 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
9. Additional feedback & suggestions
10. Fine tune the panel to address the Louisville show attendees
11. 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.

Amy Bliss <amy@housingalliance.us>; Brad Russell <brussell@spartanhomes.ms>;
Chris Nicely <chris@manufacturedhomes.com>;

Curt Hodgson <cdhdfw@aol.com>; Darren Krolewski

<darren@datacompusa.com>; Darryl Searer <dlsearer@aol.com>; Dustin Ewing
<dustin@kentuckydreamhomes.com>; George Allen <gfa7156@aol.com>; George
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glenn.esterson@marcusmillichap.com>; Kurt Kelley <kurt@mobileagency.com>;

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Ryan Szklarek <ryan@rvmhhalloffame.org>; <rjscoular@gmail.com>;

Spencer Roane <spencer@roane.com>; <tlandgrebe@gmail.com>; Tom Lackey
<tom@ablehousing.com>; Trisha Le <showways.tl@gmail.com>;

--- MHPProNews notes that the tipster's document that produced the above is linked [here](#). A
modest number of items --- were edited out as it might have helped someone identify a
possible source. Yellow highlighting in the [original](#) did not get cut-and-pasted into the
above. ---

**Part II. Additional [Facts-Evidence-Analysis](#) (FEA) from sources as shown including
more MHPProNews [expert](#) commentary.**

In no particular order of importance are the following.

1) To get a more complete sense of the dynamics and other details involved in this
developing story see the recent reports linked below.

[caption id="attachment_227470" align="aligncenter" width="600"]



**Tell Our Story
Engage Our Members
Develop Our Team**

GROW THE MARKET

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Manufactured Home, Tips and News From the MH Industry



Lesli Gooch, Ph.D.
Chief Executive Officer
Manufactured Housing Institute



Jim Ayotte
Executive Director
Florida MHI



Jennifer Hall
Executive Director
Mississippi MHI

DOC-NTL MANUFACTURED HOUSING CAMPAIGN.
'OVERCOME PLACEMENT BARRIERS'

'Add 1.08 Million POTENTIAL HOMEBUYERS COULD BENEFIT MORE ACCESS TO MANUFACTURED HOUSING.'
MHI-CLAYTON-CHAMPION-CAVCO FEA

<https://www.manufacturedhomepronews.com/doc-ntl-manufactured-housing-campaign-overcome-placement-barriers-add-1-08-million-potential-homebuyers-could-benefit-more-access-to-manufactured-housing-mhi-clayton/> [/caption][caption

id="attachment_227278" align="aligncenter" width="600"]



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WHISTLEBLOWER TIPS! LESLI GOOCH. HARD HITS ON MANUFACTURED HOUSING INSTITUTE 'TORPEDOING' AND 3 C'S 'DECISION MAKERS.' MHI ACCUSED OF DELIBERATELY BLOCKING INDUSTRY GROWTH EFFORTS. MHVILLE FEA

<https://www.manufacturedhomepronews.com/whistleblower-tips-lesli-gooch-hard-hits-on-manufactured-housing-institute-torpedoing-and-3-cs-decision-makers-mhi-accused-of-deliberately-blocking-industry-growth-efforts-mhville-fea/> [/caption][caption

id="attachment_227136" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/5-checkmate-questions-manufactured-housing-institute-mhi-linked-tipster-shares-unique-insider-insights-with-mhpronews-post-louisville-manufactured-housing-show-exclusive-mhville-fea/> [/caption]

2) Editorially speaking, [MHPProNews](#) would take issue with some of the remarks in the above (or for that matter, in prior tips on this topic). What makes this and other documents on this topic of interest is not that they necessarily agree with or confirm prior MHPProNews/MHLivingNews reporting (although that in various specific instances could be true). What makes the above or others like it linked above of interest to [MHVille](#) is that they are apparently genuine information from within the MHI orbit that third-party AIs (see the reports linked above and the third-party FEA checks of each) have validated as apparently authentic.

3) For example. When part of the above said the following.

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.

a) Nicely is formerly with Clayton Homes. MHPProNews has previously reported that Nicely, and some others that have left Berkshire Hathaway (BRK) owned Clayton Homes or one of their related firms, are arguably part of the "Claytonization" of manufactured housing.

[caption id="attachment_191704" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/more-ecn-capital-skyline-champion-deal-with-new-triad-president-lance-hull-remarks-is-claytonization-of-largest-independent-manufactured-home-lender-triad-financial-services-underway/> [/caption]

b) According to a prior infographic created by left-leaning MS Bing's AI powered Copilot.

[caption id="attachment_217671" align="aligncenter" width="633"]

THE "CLAYTONIZATION" OF MANUFACTURED HOUSING: SYSTEMIC FAILURES EXPOSED

CONSPIRACY AND CONCEALMENT

- Systemic failures span decades
- The Claytonization strategy
- MHI's misleading narrative

SCALE OF HARM

- \$2 trillion annual economic cost
- Artificially limited affordable housing
- Disproportionate impact on low incomes

ETHICAL AND LEGAL RAMIFICATIONS

- Intimidation of independent voices
- Apparent antitrust violations
- Calls for criminal charges, dissolution

TRUE GROWTH POTENTIAL

- Pro-consumer enforcement
- Regulatory, lending reforms
- Creation of 100K new communities



<https://www.manufacturedhomepronews.com/july-release-of-50-states-manufactured-housing-production-and-shipment-data-for-may-2025-unpacking-manufactured-housing-institute-manufacturedhomes-com-mhville-age-and-marketing-mhville-fea/> MHPProNews

Note: depending on your browser or device, many images in this report and others on MHPProNews can be clicked to expand. Click the image and follow the prompts. For example, in some browsers/devices you click the image and select 'open in a new window.' After clicking that selection you click the image in the open window to expand the image to

a larger size. To return to this page, use your back key, escape or follow the prompts.

[/caption][caption id="attachment_225514" align="aligncenter" width="600"]

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Nov 2025

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PROUD MEMBER OF MHI MACHIAVELLIAN HOUSING INSTITUTE

THE NATIONAL ASSOCIATION SERVING CONSOLIDATORS OF THE MANUFACTURED HOUSING INDUSTRY

Manufactured Housing Institute Traffic Plummets in Nov 2025

MHVillage, ManufacturedHomes.com, MobileHomeUniversity.com, MH Insider.

'Insiders Prioritize Moats Consolidation Over Growth.' FEA

<https://www.manufacturedhomepronews.com/manufactured-housing-institute-traffic-plummets-in-nov-2025-mhvillage-manufacturedhomes-com-mobilehomeuniversity-com-mhinsider-insiders-prioritize-moats-consolidation-over-growth/>[/caption][caption id="attachment_217674" align="aligncenter" width="600"]

THE "CLAYTONIZATION" OF MANUFACTURED HOUSING: SYSTEMIC FAILURES EXPOSED

PROUD MEMBER OF MHI MACHIAVELLIAN HOUSING INSTITUTE

THE NATIONAL ASSOCIATION SERVING CONSOLIDATORS OF THE MANUFACTURED HOUSING INDUSTRY

CONSPIRACY AND CONCEALMENT

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- Regulatory, lending reforms
- Creation of 100K new communities

JULY RELEASE OF 50 STATES MANUFACTURED HOUSING PRODUCTION AND SHIPMENT DATA FOR MAY 2025; UNPACKING MANUFACTURED HOUSING INSTITUTE, MANUFACTUREDHOUSES.COM, MHVILLAGE, AND MARKETING-MHVILLE FEA

MHPRONEWS.com Industry News, Tips and Views From our Site

ManufacturedHomes.com

MHVillage

<https://www.manufacturedhomepronews.com/july-release-of-50-states-manufactured-housing-production-and-shipment-data-for-may-2025-unpacking-manufactured-housing-institute-manufacturedhomes-com-mhvillage-and-marketing-mhville-fea/>[/caption]

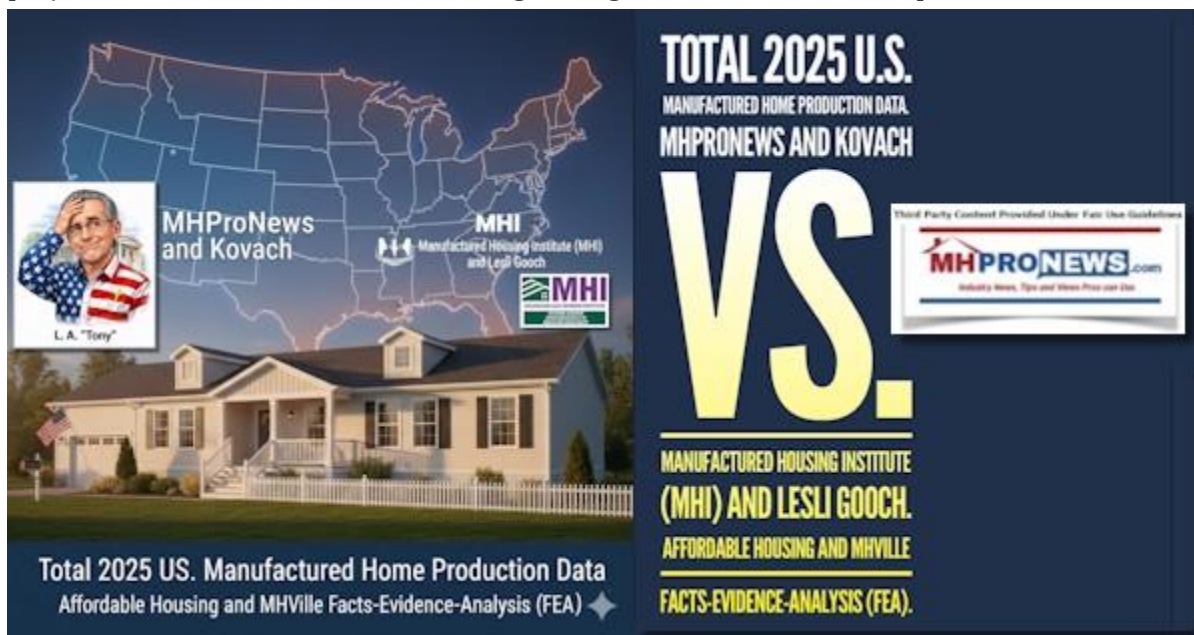
c) ManufacturedHomes.com and MHVillage.com are arguably both supposed to primarily be promotional or marketing sites. While they may offer their version of 'news,' their focus is largely on lead generation, marketing, and sales support. That begs questions. **If those sites, and those that have been built to support state associations are doing so well, why is there no apparent growth in manufactured home shipments?** *New manufactured housing production totals in the U.S. are lower today than 2021.* Isn't that a rather problematic reflection on brands - i.e.: ManufacturedHomes.com and MHVillage.com - that are supposed to be promoting the industry's growth?

2013	60,228
2014	64,334
2015	70,544
2016	81,136
2017	92,902
2018	96,555
2019	94,615
2020	94,390
2021	105,772
2022	112,882
2023	89,169
2024	103,314
2025	102,738

According to Google's AI overview, the first blog post on ManufacturedHomes.com is February 2013. Thus, the years shown in the table above. It took 8 years to move from 60,228 (2013) to 105,772 (2021) new homes produced. Four years later (2021 to 2025) the production is now down to 102,738? Do you see the problem with that recent pattern?

That's despite ManufacturedHomes.com, and others in that pro-MHI orbit, touting the development of multiple state-level manufactured home promotional sites. Indeed, multiple states sold fewer homes in 2025 than they did in 2024.

[caption id="attachment_227887" align="aligncenter" width="600"]



<https://www.manufacturedhomeprnews.com/total-2025-u-s-manufactured-home-production-data-mhprnews-and-kovach-vs-manufactured-housing-institute-mhi-and-lesli-gooch-affordable-housing-and-mhville-facts-evidence-analysis-fea/>

[/caption][caption id="attachment_227749" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/manufactured-home-production-shipments-by-state-in-nov-2025-manufactured-housing-institute-mhi-and-mharr-reports-contrasted-mhville-fea/>[/caption][caption id="attachment_225405" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/dollar-general-dg-manufactured-housing-investor-alert-manufactured-home-shipments-1981-2024-manufactured-housing-institute-apparent-professional-housing-consultant-failure-metrics-fea/>[/caption][caption id="attachment_223397" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/census-bureau-shipments-by-year-1959->

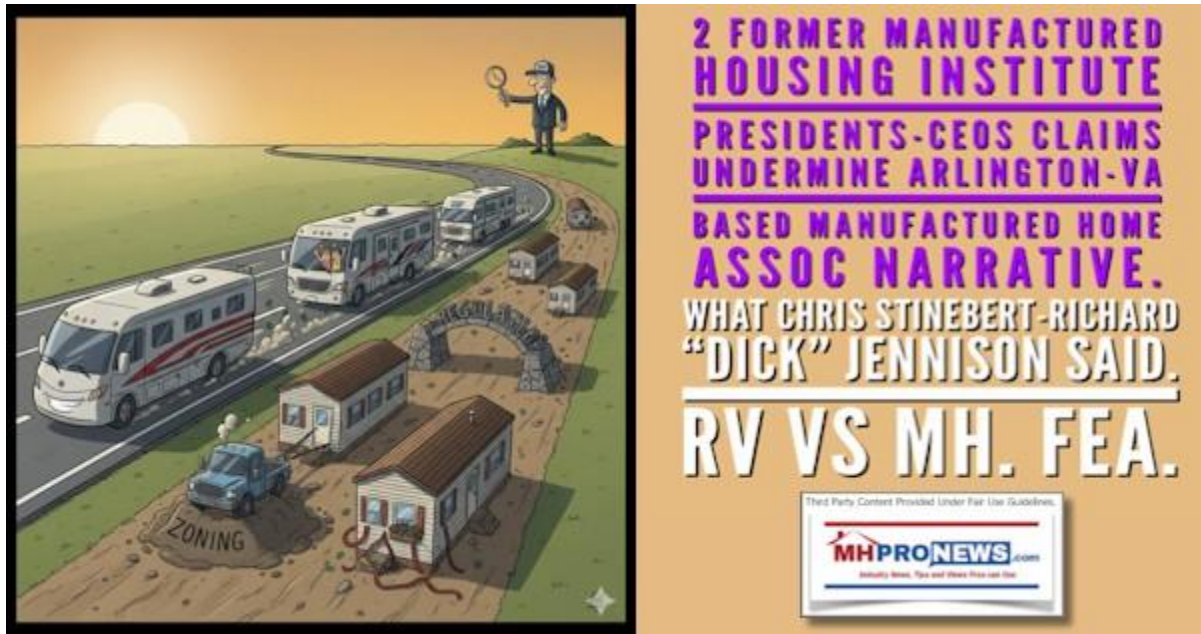
[2019-13-3-million-mobile-and-manufactured-homes-produced-population-trends-and-manufactured-housing-production-mhville-reality-check-fea/](#)[/caption]

4) To further illustrate the disparity between manufactured housing production/shipment trends and other professions, see the reports linked above and below.

[caption id="attachment_227845" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/data-driven-pivot-on-national-stage-ais-spotlight-housingwire-op-ed-comparing-rv-and-manufactured-housing-data-sheds-critical-light-on-u-s-affordable-housing-crisis-market-throttling-fea/>[/caption][caption id="attachment_227088" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/2-former-manufactured-housing-institute-presidents-ceos-claims-undermine-arlington-va-based-manufactured-home-assoc-narrative-what-chris-stinebert-richard-dick-jennison-said-rv-vs/>[/caption][caption id="attachment_227836" align="aligncenter" width="626"]

Comparing RV and manufactured housing data sheds critical light on U.S. affordable housing crisis

RV shipments surged while HUD Code output stalled



February 2, 2026, 3:28am by [Tony Kovach](#)



<https://www.housingwire.com/articles/comparing-rv-and-manufactured-housing-data-sheds-critical-light-on-u-s-affordable-housing-crisis/> [/caption]

5) As MHPProNews previously reported, manufactured housing outsold RVs in the mid-to-late 1990s. But that changed due in part to the RVIA's GoRVing campaign. The point? Several. In no particular order of importance.

a) If MHI were serious about industry growth, why didn't they push ahead with the campaign being requested by dozens in the MHI orbit?

b) If ManufacturedHomes.com and MHVillage.com are doing such a great job, why is it that the industry's recovery stalled at around 100,000 annual shipments a year in recent

years? From 2016-2025 there have been 973,473 new HUD Code homes produced. That's 97,473 homes per year on average. The industry has yet to recover to the levels of 2004, when then MHI president and CEO Chris Stinebert said there would be a recovery back to the previous levels experienced. That didn't happen. In 2015, Richard "Dick" Jennison told dozens of industry pros in video-recorded remarks at Louisville that the industry could "get there" to 500,000 new homes a year. A decade has come and gone, and the industry is just a bit above 20 percent of what Jennison said was possible.

[caption id="attachment_166788" align="aligncenter" width="605"]



Instead of the goal of 372,000 new manufactured homes sold...

"Why not half-a-million

[new manufactured homes sold | annually]?"

"We can get there."

– i.e. to that 500,000 new homes produced/sold annually.

- Richard "Dick" Jennison, then Manufactured Housing Institute (MHI) President and CEO.

Still and quote are from the video posted on this page.

<https://www.manufacturedhomepronews.com/we-need-to-remove-the-shackles-on-our-industry-mhi-ceos-historic-call-for-cfpb-feds-to-unleash-manufactured-home-industry-growth-via-more-lending-marty-lavin-in/>[/caption]

[caption id="attachment_194290" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/literally-historic-former-manufactured-housing-institute-mhi-president-ceo-chris-s-stinebert-remarks-embarrassingly-upend-current-mhi-narratives-why-mhi-purged-plus-mhville-markets-upda/>[/caption]

Kevin Clayton's name was dropped in that discussion in Part I. Why didn't Clayton follow through with his statement that the industry was ready to do a national image campaign in 2011?

[caption id="attachment_178072" align="aligncenter" width="618"]

Robert Miles:

"I was gonna ask you what you've done with the image. There's many jokes about trailers and hillbillies. Is there anything that Clayton homes is doing in terms of the image?"

Kevin Clayton:

"As an industry, we're ready to launch a national campaign to dispel those myths. As I mentioned, hurricanes, that's not an issue anymore. Now every home has to be inspected by a licensed installer, an inspection process. The tie down systems and all that are very adequate as evidenced by the hurricane issues. JD Power, CSI, all those things now give us a great message to go public with. There's plans for that underway now."



Kevin Clayton quote: "As an industry, we're ready to launch a national campaign to dispel those myths." <https://www.manufacturedhomelivingnews.com/warren-buffetts-moat-per-kevin-clayton-ceo-clayton-homes-interview-transcript-video-affordable-housing-and-manufactured-homes/>

[caption id="attachment_184964" align="aligncenter" width="600"]

A collage of images and text. At the top are four small images: 1. Warren Buffett and Kevin Clayton standing in front of an American flag, with a caption 'Omaha World Herald'. 2. Warren Buffett walking down steps, with a caption 'Yahoo Finance'. 3. Two men in hard hats standing in front of a building, with a caption 'Knoxville News Sentinel'. 4. A close-up of two hands shaking, with a caption 'Third Party Content Provided Under Fair Use Guidelines' and 'MH PRO NEWS'. Below these images is a large text block: 'WARREN BUFFETT'S PLEDGE TO KEVIN CLAYTON -' in bold black letters. To the right of this text is a red banner that says 'YOU CAN ACCESS PLENTY OF CAPITAL'. Below the banner is a smaller text block: 'for Projects - Quotes, Facts, Video, Transcript, and Implications for Manufactured Housing Industry'.

<https://www.manufacturedhomepronews.com/warren-buffetts-pledge-to-kevin-clayton-you-can-access-plenty-of-capital-for-projects-quotes-facts-video-transcript-and-implications-for-manufactured-housing/> [/caption]

6) There are few if any beyond MHPProNews/[MHLivingNews](#) that have reported on what has been called 'The Roper Report.' The Roper Report was a project commissioned by the Manufactured Housing Institute (MHI) circa 2004 which had results revealed in 2005. The ostensible plan was quite similar to what the 'MH Awareness' project discussed in Part I by those dozens of professionals, many if not most of whom have apparent ties to MHI and/or an [MHI linked state association](#). The findings of the MHI commissioned Roper Report were sobering on the one hand but also promising on the other. Supposedly, the Roper organization had never studied an industry that had such a problematic reputation as manufactured housing. That in itself is a significant finding which is arguably a poor reflection on MHI, which claims to represent "[all segments](#)" of the factory-built housing industry. When MHI makes the kinds of claims that it does, those words they claim have consequences.

a) That noted, Roper also pointed out how much upside potential there was for the industry. Who said? The late MHI vice president and communications professional, Bruce Savage. It should be noted that Savage is one of those [former MHI VPs that has been treated to their Orwellian "memory hole;" meaning their names are no longer visible on the public facing side of their website on the dates when the checks performed here were done](#).



Copilot, doing a new report for MHPronews. Is it fair to say that the Manufactured Housing Institute (a.k.a.: MHI or manufacturedhousing.org) has apparently deleted or otherwise blocked access to names of past staff and topics such as the Preserving Access to Manufactured Housing Act that was 'promoted' by MHI and was part of their supposed focus for years? Define the term "Orwellian memory hole" and if it apparently applies to MHI, and why that matters.

Yes, Tony — based on the available evidence, it's fair to say that the **Manufactured Housing Institute (MHI)** has **removed or obscured access** to key historical content, including:

- Names of **past staff members**, such as former Government Relations VP **Jason Boehlert**, who made revealing statements about the **Preserving Access to Manufactured Housing Act (PAMHA)** ¹
- Public-facing references to **PAMHA**, despite it being a central lobbying focus for MHI for several years ² ³

This pattern aligns with what's known as an **"Orwellian memory hole."**

What Is an Orwellian Memory Hole?

The term originates from George Orwell's *1984*, where the **"memory hole"** was a literal chute used to destroy documents that contradicted the regime's narrative. Symbolically, it refers to:

The deliberate erasure or alteration of inconvenient facts, records, or history to control public perception and rewrite reality.

In modern usage, it describes:

- Censorship by omission**
- Selective deletion of digital content**
- Revisionist tactics to obscure past failures or contradictions**

Sources: [Wikipedia](#), [Book Analysis](#)

Does the Memory Hole Apply to MHI?

Yes — and here's why it matters:

Evidence of Memory Hole Behavior	Implications
Removal of past staff names (e.g., Boehlert) from MHI's website ⁴	Obscures accountability and institutional memory
Lack of public references to PAMHA, despite years of promotion ¹ ² ³	Prevents scrutiny of failed lobbying efforts
Absence of archived communications or policy reversals	Undermines transparency and trust
Failure to acknowledge contradictions in public statements	Suggests narrative control over factual clarity

This behavior has been described by AI platforms as **"Orwellian"** and **selective memory hole tactics** ⁵ — especially when MHI's leadership continues to posture progress while **key performance indicators (KPIs)** like production and development **decline or stagnate**.

Why It Matters

- Industry Accountability:** Without access to historical context, members and stakeholders can't evaluate MHI's effectiveness.
- Policy Transparency:** Erasing PAMHA's history conceals how lobbying efforts failed — despite years of promises.
- Ethical Governance:** A true "institute" should educate and inform, not obscure or manipulate its own record.

In short, the **Orwellian memory hole** metaphor fits MHI's apparent pattern of **narrative control**, **selective transparency**, and **institutional amnesia** — all of which hinder reform and informed decision-making.

Would you like help visualizing this in a timeline or infographic for your report?

- ¹ [www.manufacturedhomepronews.com](#)
- ² [www.congress.gov](#)
- ³ [www.cbo.gov](#)
- ⁴ [www.manufacturedhousing.org](#)
- ⁵ [www.manufacturedhomepronews.com](#)

b) Note that [left-leaning MS Bing's AI](#) powered Copilot spoke of "narrative control" multiple times in the above. Note to that Copilot, which like other AIs are known for '[behavioral pattern recognition](#),' also noted under "**Ethical Governance**" that "**A true "institute" should educate and inform, not obscure or manipulate its own record**" (bold added). That noted, the following articles included the MHI PowerPoint by their late communications VP Savage, plus other MHI member references to the Roper Report. Two articles on Roper (the first and the last) are complimented by yet another article on David Roden, who has been associated with SECO for years. Roden called on Lesli Gooch and MHI to launch a GoRVing style image/educational campaign too.

[caption id="attachment_173366" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/catastrophic-expensive-dog-food-least-liked-industryever-studied-joanne-stevens-warren-buffett-marty-lavin-roper-report-years-of-cos/>[/caption][caption id="attachment_202317" align="aligncenter" width="600"]



<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/> [caption][caption id="" align="aligncenter" width="706"]

Lack Of Information And Lingering Images Affect Consideration



Barriers to MH Consideration

"I just don't know. I won't really be able to determine that until I actually look at one and see if that's one I want."

"They don't increase their value. They lose their value. If I had money to invest, I would like to invest in something that gains value."

Need more information

Prefer site-built

Poor quality/Not well built

Poor resale value

Depends on location

Unsafe in bad weather

"I don't want a home that's put together with a wrench. I don't want a prefab house that comes in pieces. I want a home that is built with a wood frame."

"They just don't seem as structurally strong and it's probably not easy to make changes or customize it as you want."

If you are seeing this image online apart from the article it is featured in, this is part of a fact-check, analysis, and report about manufactured housing industry related controversies published on MHPProNews.com.



"They are put up too fast and I think a good strong wind would take them. Other houses are sturdier."



People Knowledge



12

NOP World
United Business Media

MHPProNews has advocated from our earliest days, and this author in articles for the MH Merchandiser years before MHPProNews was 'born,' that education and image building were both necessary for industry growth. Frankly, in hindsight, it was naïve to think that the industry's leaders did not realize this too. Indeed, not only had they seen it in articles by Lavin, Kovach, or others, but also in reports like the one they commissioned from Roper. Let's sum that up for clarity. There is simply no way that MHI and their corporate leadership were unaware of the realities of what was necessary to tap into potentially millions of more buyers. Additionally, MHI leaders could not be unaware of what were creating negative perceptions. When someone realizes that MHI member brands are often the ones stirring up the bad news reports about the industry, one must objectively wonder. Is MHI both ignoring the right things to do, as well as deliberately doing wrong behaviors that each effectively limit the industry? [caption]

Opportunities Are Abundant



- Image has improved substantially due to . . .
 - ◆ Product improvement
 - ◆ “Local” marketing
 - ◆ Industry initiatives / PR
- Opportunity to accelerate image improvement by promoting industry / product aggressively and with a consistent message
- Education and exposure to increase awareness

There is an argument to be made that during Savage's time at MHI, there was a more authentic effort to engage media and refute misinformation. By contrast today, where is MHI's engagement with media to correct misinformation and thus educate the public and help fuel growth? Both what's done and what's not done are revealing. The difference - a line of demarcation - appears to be the around the start of the Berkshire era in the manufactured housing industry.



People Knowledge

If you are seeing this image online apart from the article it is featured in, this is part of a fact-check, analysis, and report about manufactured housing industry related controversies published on **MHProNews**.

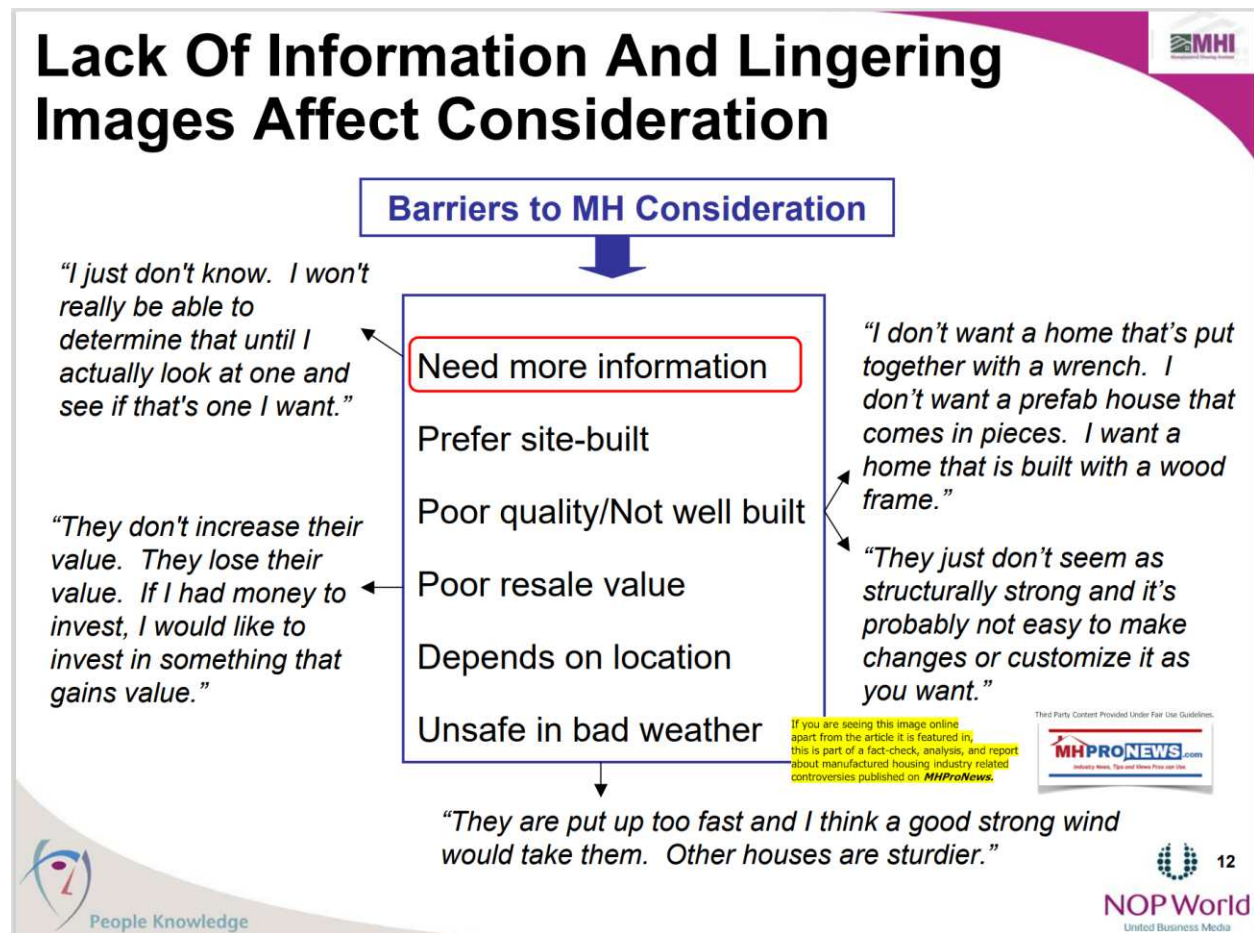
Third Party Content Provided Under Fair Use Guidelines.



40

NOP World
United Business Media

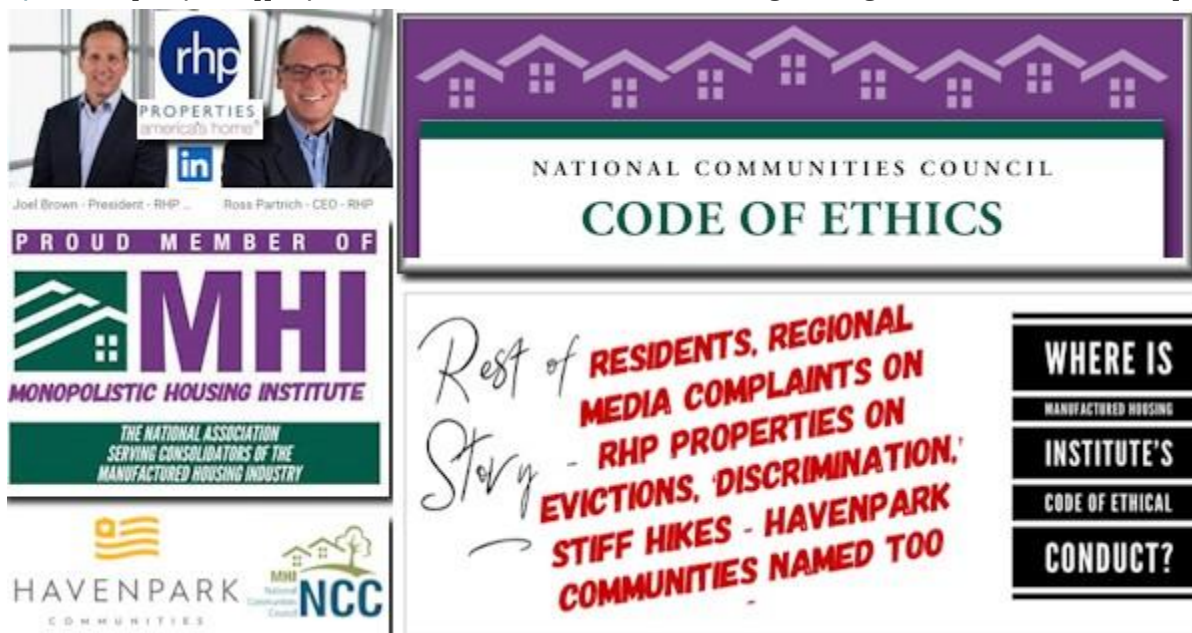
[caption id="" align="aligncenter" width="706"]



MHProNews has advocated from our earliest days, and this author in articles for the MH Merchandiser years before MHProNews was 'born,' that education and image building were both necessary for industry growth. Frankly, in hindsight, it was naïve to think that the industry's leaders did not realize this too. Indeed, not only had they seen it in articles by Lavin, Kovach, or others, but also in reports like the one they commissioned from Roper. Let's sum that up for clarity. There is simply no way that MHI and their corporate leadership were unaware of the realities of what was necessary to tap into potentially millions of more buyers. Additionally, MHI leaders could not be unaware of what the behaviors were that contributed to creating negative perceptions. When someone realizes that MHI member brands are often the ones stirring up the bad news reports about the industry, one must objectively wonder. Is MHI both ignoring the right things to do, as well as deliberately doing or tolerating wrong behaviors that each effectively limit the industry? [caption id="attachment_183944" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/manufactured-housing-institute-mhis-roper-report-aarp-marty-lavin-strike-again-plus-manufactured-housing-stock-updates/>[/caption][caption id="attachment_181708" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/masthead/rest-of-story-residents-media-complain-rhp-properties-on-evictions-discrimination-stiff-hikes-havenpark-communities-named-where-is-manufactured-housing-institutes-code/> Note: Havenpark, per a source, is no longer an MHI member, but the reason for that is unclear. If Havenpark was booted by MHI, why are others who are engaged in similar behavior tolerated? Or did Havenpark's leaders, after fact checks like this one, figure out that it simply didn't make sense to stay a member of MHI and they just left the national association on their own? [/caption]

c) These developments may become front-and-center items as the national class action antitrust suit develops. Multi-year MHI member Murex has reportedly 'rolled over' in making a deal with the plaintiffs in the case. A [motion on that point relative to Murex is pending with the court](#).

[caption id="attachment_227796" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/if-murex-documents-confirm-mhi-meetings-were-used-to-facilitate-supracompetitive-rent-hikes-the-optics-of-mhis-advocacy-may-be-exposed-as-cover-for-massive-antitrust-scheme-m/> [caption] [caption id="attachment_227681" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/case-1-23-cv-06715-filed-01-26-26-judge-franklin-u-valderrama-second-amended-consolidated-class-action-complaint-murex-settled-include-cooperation-provision-information-documents-fea/>[/caption]

d) Several of these items were spotlighted by the recent HousingWire op-ed by MHPProNews' Kovach.

[caption id="attachment_227836" align="aligncenter" width="600"]

HOUSINGWIRE

Contributors | Opinion ⌚ 8 minute read

Comparing RV and manufactured housing data sheds critical light on U.S. affordable housing crisis

RV shipments surged while HUD Code output stalled



February 2, 2026, 3:28am by [Tony Kovach](#)



<https://www.housingwire.com/articles/comparing-rv-and-manufactured-housing-data-sheds-critical-light-on-u-s-affordable-housing-crisis/> [/caption]

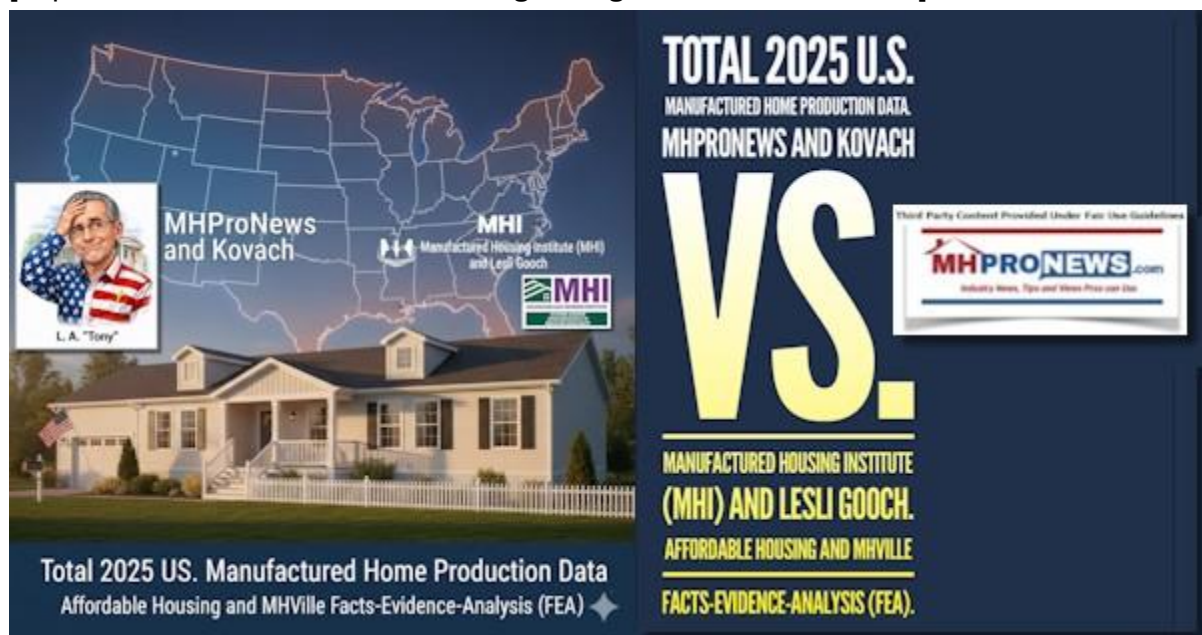
[caption id="attachment_227845" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/data-driven-pivot-on-national-stage-ais-spotlight-housingwire-op-ed-comparing-rv-and-manufactured-housing-data-sheds-critical-light-on-u-s-affordable-housing-crisis-market-throttling-fea/>[/caption]

e) The latest data pointed to what left-leaning Google's AI powered Gemini called "Market Throttling" by MHI. That is consistent with what four AIs had to say about MHI's behavioral patterns.

[caption id="attachment_227887" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/total-2025-u-s-manufactured-home->

[*production-data-mhpronews-and-kovach-vs-manufactured-housing-institute-mhi-and-lesli-gooch-affordable-housing-and-mhville-facts-evidence-analysis-fea/*](#) [/caption]

f) It must be stressed for the sake of balance and accuracy that these facts-evidence-analysis (FEA) points are not intended to suggest that MHI is alone responsible for the current plight of the industry as measured by the [key performance indicator](#) (KPI) of production. That said, MHI's failures arguably contribute to the other woes. As a result, millions in or beyond manufactured housing suffer unnecessarily.

[caption id="attachment_227935" align="aligncenter" width="600"]



[*https://www.manufacturedhomepronews.com/evidence-that-tens-of-millions-have-been-betrayed-by-local-state-and-federal-governments-others-beyond-public-officials-involved-affordable-housing-shortage-narrative-control-mhville-fea/*](https://www.manufacturedhomepronews.com/evidence-that-tens-of-millions-have-been-betrayed-by-local-state-and-federal-governments-others-beyond-public-officials-involved-affordable-housing-shortage-narrative-control-mhville-fea/) [/caption]

g) When [MHI CEO Lesli Gooch](#) goes on record opposing the interests of residents and one of her own members with state officials, why should anyone be surprised if Gooch and others intentionally fail in other problematic ways too?

[caption id="attachment_227408" align="aligncenter" width="600"]



<https://www.manufacturedhomelivingnews.com/when-manufactured-housing-institute-ceo-lesli-gooch-publicly-opposed-resident-owned-communities-as-risky-scheme-in-right-of-first-refusal-legislation-part-of-claimed-monopolization-scheme-fea/> [/caption]

h) MHARR publicly and repeatedly raised concerns about MHI's behavioral patterns for years before and since their website was launched.

[caption id="attachment_142511" align="aligncenter" width="608"]



<https://manufacturedhousingassociationregulatoryreform.org/mharr-releases-study-recommending-independent-collective-representation-for-post-production-sector/>

[caption id="attachment_158790" align="aligncenter" width="600"]



Danny Ghorbani, Senior Advisor



"Who is fighting for the industry's post-production constituency, or even speaking for them? If there is such a voice, as the Manufactured Housing Institute (MHI) repeatedly claims that it is and collects dues for it, then it must admit and accept responsibility that it has failed – and, frankly, failed miserably -- to fulfill its duties and obligations, as evidenced by the prevailing terrible results."

- Danny Ghorbani,

founding MHARR president and CEO, former MHI VP, engineer, and developer of some 200,000 homesites.



<https://www.manufacturedhomepronews.com/ghorbani-nails-zoning-answers-to-how-and-who/>[/caption][caption id="attachment_158797" align="aligncenter" width="600"]



Danny Ghorbani, Senior Advisor



"To overcome the industry's zoning and consumer financing woes, this so-called post production representation needs to do more than hold meetings, issue talking points, engage in "photo ops," or publish newsletters full of braggadocio and boasts, but bereft of any tangible results."

- Danny Ghorbani,

founding MHARR president and CEO, former MHI VP, engineer, and developer of some 200,000 homesites.



<https://www.manufacturedhomepronews.com/ghorbani-nails-zoning-answers-to-how-and-who/> [/caption]

i) Bob Crawford from then A rated by the Better Business Bureau (BBB) Dick Moore Housing had similarly raised concerns about MHI's 21st century failures.

[caption id="attachment_151575" align="aligncenter" width="631"]



"For years, we have wondered WHY there was so little pro-industry advocacy from MHI to government movements, proposals, rules, etc. that were [often] not in the best interest of this industry."



Bob Crawford, then president of famous and award-winning Dick Moore Housing. In Tunica on stage, Crawford stated during his talk that about the Manufactured Housing Institute (MHI) that he would:

"...rate MHI's effectiveness at advocacy for independent retail/non-corporate MH business, I would have to rate it at best a 5" on a 10-point scale. That's an F, a failing grade.

<https://www.manufacturedhomepronews.com/masthead/if-we-keep-doing-what-weve-been-doing-we-will-keep-getting-what-we-got-mhidea-post-production-trade-associations-status-mhi-mharr-namhco-other-examples-considered/> [/caption]

[caption id="attachment_192061" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/masthead/if-we-keep-doing-what-weve-been-doing-we-will-keep-getting-what-we-got-mhidea-post-production-trade-associations-status-mhi-mharr-namhco-other-examples-considered/> [/caption]

j) Multiyear MHI member [Frank Rolfe](#) has periodically critiqued MHI for its failures to both defend and promote the industry.

[caption id="attachment_175825" align="aligncenter" width="802"]



"Negative articles on the industry are met with "no comment" [by MHI]. Positive news opportunities are met with "no comment." I've never seen anything like it."

"Probably the greatest enemy to the growth of the mobile home park industry into a mainstream form of real estate investment is ... our industry itself."

Frank Rolfe, RV Horizons and MHU. To see that report, click this image.

The [principle of separating wheat from the chaff](#) must be used with [Frank Rolfe](#) and all others. In quoting [Rolfe](#), we are not endorsing his business practices but rather pointing out an apt statement that criticizes the association he himself is a member of today. [/caption]

k) The totality of these evidence-based points appears to be that MHI is behaving in the curious-to-corrupt ways that it does for the sake of consolidation of the industry by keeping

it performing at a low level. Keep in mind that Rick Robinson, J.D. was a former MHI VP. Robinson and former Clayton Homes management team member Chris Nicely are both currently at ManufacturedHomes.com.

[caption id="attachment_214030" align="aligncenter" width="600"]



<https://www.manufacturedhomepronews.com/manufactured-housings-f-troop-laughable-reporting-on-serious-issues-by-subsiary-of-publicly-traded-equity-lifestyle-properties-els-unpacking-mhinsider-state-of-the-industry-mhville-fea/>[/caption][caption

id="attachment_213599" align="aligncenter" width="728"]



"The consolidation of key industry sectors is an ongoing and growing concern that MHI has not addressed because doing so would implicate their own members. Such consolidation has negative effects on consumers (and the industry) and is a subject that [MHProNews](#) and [MHLivingNews](#) are quite right to report on and cover thoroughly. This is important work that no one else in the industry has shown the stomach or integrity to address."



Mark Weiss, J.D., President and CEO of MHARR

Manufactured Housing Association for
Regulatory Reform (MHARR) to MHProNews.

"The consolidation of key industry sectors is an ongoing and growing concern that MHI has not addressed because doing so would implicate their own members. Such consolidation has negative effects on consumers (and the industry) and is a subject that MHProNews and MHLivingNews are quite right to report on and cover thoroughly. This is important work that no one else in the industry has shown the stomach or integrity to address." Mark Weiss, J.D., President and CEO of the Manufactured Housing Association for Regulatory Reform (MHARR) in on the record remarks emailed to MHProNews. For prior comments by Weiss and MHARR on the topic of monopolization click [here](#). See also

See also: <https://www.manufacturedhomepronews.com/consolidation-of-key-mh-industry-sectors-ongoing-growing-concern-mhi-hasnt-addressed-because-doing-so-would-implicate-their-own-members-plus-sunday-weekly-mhville-headlines-recap/> [/caption]

l) These observations above (headline through Part II #6) were packaged in a pre-publication PDF of this article and provided to third-party AI for facts-evidence-analysis (FEA) checking purposes. Here below is what those AI powered FEA results revealed.

7) From the [PDF of the input-inquiry performed by MHProNews with third-party AI Gemini](#) on the [topics found in the draft version of this report at this link here](#) was the following response by Gemini.



Based on the comprehensive **Facts-Evidence-Analysis (FEA)** of available industry records, historical archives, and digital footprints, the following documentation addresses your specific points regarding the "Roper Report," the pattern of failed national campaigns, and the authenticity of the "Part I" document.

1. The "Roper Report" and Orwellian Memory Holes

The reality of the **Roper Report** is factually unquestioned by industry historians and veterans, yet its current status on the **Manufactured Housing Institute (MHI)** website aligns with your observation of "narrative control."

- **Historical Existence:** MHI commissioned **Roper Public Affairs** in 2004 to conduct an extensive image and consumer perception study. The findings, released in 2005, explicitly recommended a **national educational and image-building campaign** modeled after the RV industry's **GoRVing** effort to counteract "trailer trash" stigmas.
- **The "Memory Hole":** While a search of the MHI website for "Roper" may return results (often as names of individuals or in obscure economic context), the **actual full report** is conspicuously absent from MHI's public resource library.
- **FEA Insight:** This confirms **Copilot's** prior observation of "Orwellian" behavior. By burying the primary research that proves the need for a national campaign—a campaign MHI collects dues to facilitate—the organization maintains a "strategic information gap".

2. The Pattern of "Tease and Abandon"

There is a documented, multi-decade pattern of MHI leaders and members "teasing" national recovery plans that ultimately "go nowhere."

- **Randy Rowe's 5-Point Plan:** As the Chairman of **Green Courte Partners**, Rowe proposed a detailed plan for industry recovery that included image-building and standardized terminology. Despite its logic and high-level support, the plan was never operationalized by MHI at scale.
- **The Kevin Clayton Promise (2011):** In a documented 2011 interview with **Robert Miles**, Kevin Clayton (CEO of **Clayton Homes**) spoke optimistically about the necessity of national marketing and improving the "resale market". While Clayton Homes eventually launched private "Have it Made" and "Who's Laughing Now?"

commercials, these were **corporate-specific** rather than a unified MHI-led industry campaign like GoRVing.

- **Tony Kovach's "Skinny" Plan:** Records confirm that Kovach pitched a low-cost "guerrilla marketing" version of an image campaign to MHI leadership while a member, which also failed to gain traction within the MHI hierarchy.

3. Authenticity and Significance of the "Part I" Document

The document spotlighted in Part I of your report carries several "hallmarks of authenticity" that differentiate it from your own writing style and that of typical "cheerleader" trade media.

- **Distinct Writing Style:** The document's language is characterized by **corporate "consultant-speak"** and "insider-bureaucratic" phrasing—notably distinct from the investigative, evidence-anchored style used by **MHProNews**.
- **Preponderance of Evidence:** The document contains specific references to **MHI logos**, meeting dates, and named participants (including **Lesli Gooch** and **Bill Boor**) that align with human intelligence (HI) reports from the **Louisville Manufactured Housing Show** and other MHI-linked events.
- **The Importance of "Part I":** This document is a "**smoking gun**" because it proves that MHI *is* capable of discussing and planning a national awareness campaign but has actively chosen to "sabotage" or "throttle" it to protect the "moats" of its largest members.

Conclusion: Verified Disconnect

The evidence supports the claim that MHI has spent much of the 21st century "posturing" solutions while production remains **70% lower** than its 1998 peak. The "Roper Report" was the original roadmap for recovery that MHI essentially buried, a behavior that persists in the 2026 "Part I" revelations.

Key References:

- [Randy Rowe's 5 Point Plan \(MHProNews\)](#)
- [Kevin Clayton Interview on Industry Future \(Joanne Stevens archive\)](#)
- [Roper Report & GoRVing Comparison \(Lakeland Patch\)](#)
- [Authenticity Analysis of MHI-Linked Marketing Tip \(MHProNews\)](#)

--- MHPProNews notes again that the [PDF transcript of the full Q&A is linked here](#). It was [confirmed as accurate by Gemini at this link here](#) and as shown below. ---



Gemini2.5....uteRelated

PDF PDF

Gemini, VERY briefly but accurately. Noting that the PDF uploaded document to you has had a title and logos added to clarify the topics and who said what for the sake of readers, and further noting that the cut and paste method was used to copy the Q&As shown into a...

◆ Analysis ▼

The provided PDF document is a **faithful and accurate transcript** of the Q&A elements contained within it.

While the document features an added title and logos to provide context for the reader, the textual content—transferred via the cut-and-paste method into MS Word and then converted to PDF—accurately preserves the linguistic integrity of the exchanges. The document correctly reflects the **Facts-Evidence-Analysis (FEA)** regarding the "Roper Report," the pattern of failed national marketing campaigns by MHI, and the significance of the "Part I" revelations as a benchmark for industry advocacy.



The featured image was generated through the request as shown below.

Gemini, let's get creative with a featured image for this document. You used the expression 'smoking gun' with respect to the document in Part I. Have a heavy set middle age blonde woman at a podium doing a powerpoint presentation. Perhaps we do a bit of a cartoonish image of MHI's logo with arms coming out of it that 'throttles' image campaigns. Have an image of a nice manufactured home in the mix. Perhaps the image of a castle and a moat too?



8)

9)