



MANUFACTURED HOUSING DEVELOPMENTS

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MHIA 2003 Annual Conference a High Success



The theme of this year's conference, "Coming Together – Our Future Depends on Us" could not have come at a better time for our industry in Arizona. With all of the challenges we face, it was important for all of us to focus on solutions to our problems and identify ways to "make things better" both individually and collectively. Pictured above: Miss Arizona, Corrie Hill, Afterburner Keynoters with MHIA Leaders, Golf Tournament Photos, and MHIA Board Chairman, Dan Rolfes.

Conference Chairperson, Kelli Himebaugh put together an excellent program for this years conference by offering members an excellent keynote presentation on how to use the Afterburners "Flawless Execution" program to improve our company performance and productivity. With dramatic examples and practical advice, participants learned how F-16 fighter pilots plan, brief, execute, and debrief in order to ensure flawless execution on almost every mission. They shared the secrets of their success

with everyone who attended the conference.

In addition, the conference was filled with great opportunities to network, identify industry issues and discuss what was being done and could be done. MHI "Industry Person of the Year," Dan Rolfes, presented his perspective on changes that are occurring in the industry, improvements that are being made, and suggestions of how to increase sales with infill housing and developments. There was also a review of MHIA's "Urban Infill-Zoning Improvement Project" at the state capitol, an update on the Manufactured Housing Improvement Act and proposed Installation Standards, and a preview of the 2003 Fall Home Show. In addition, the First Annual James Hardie Invitational Golf Tournament was launched at the incomparable Prescott Lakes Golf Club. For more information and photos from the Conference, see pages two, four, and five.



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Industry Perspective



Outgoing President Irv Hill and Incoming President Nick Taylor

Reflections & Projections

At the Annual Conference in October, MHIA council representatives elected the following industry leaders to serve on the state association Board of Directors.

Representing the Manufacturers' Council are Gary Abbate, Irv Hill, and John Clark. Representing the Retailers' Council are Ken Anderson, Harold Burtzloff, and M. F. "Buzz" Busbee. Representing the Installers-Contractors' Council are Roger Wendt and Mary Johnson. Representing the Developers' Council is Steve Pappas. Representing the Suppliers' Council is Rob Siegel. The Lenders' Council is represented by Craig Cox. Serving as Chapter Delegates to the Board are Mike Bryant, Rick Busbee, David Roe, Jr., and Nick Taylor.

The new Board elected the following Officers for 2003-2005: Nick Taylor, President; Ken Anderson, Vice-President; Harold Burtzloff, Treasurer; Roger Wendt, Secretary; and Irv Hill, Immediate Past President.

During the past few years our industry has faced many challenges and has worked hard to improve the

image of our industry; to identify and resolve regulatory problems at state, county, and local levels; and to improve customer satisfaction. But more time, effort, and talent must be invested before we realize our potential for increasing industry sales and improving our market share.

The Western Summit program at our 2002 Conference helped us focus on improving Customer Satisfaction with practical recommendations on WHAT we need to do as an industry to improve "Customer Satisfaction." It begins with a "Commitment to Excellence."

This year's Afterburner Seminar provided us with strategic and tactical ideas on HOW to get the job done. It begins with a "Commitment to Flawless Execution."

As we look to the future, some challenges are clear. We must offer our customers greater value than the competition. We must continue to improve customer satisfaction. We must strive for "flawless execution" in the operation of our companies. We must regain the respect and trust of the lending community. And we must take personal responsibility for solving problems rather than placing blame.

Accountability, integrity, resourcefulness, professionalism, dedication and persistence will get us back to where we want to be as an industry. By working together we can establish modern manufactured housing (i.e. site-delivered housing, off-site built housing, factory-built housing) as the best housing value in Arizona within our respective market niches. When that happens, industry sales will increase and so will our market share.



MANUFACTURED HOUSING DEVELOPMENTS is the publication of MANUFACTURED HOUSING INDUSTRY OF ARIZONA (MHIA)

MHIA is dedicated to increasing industry sales in Arizona by focusing on Image Improvement, Zoning Equality, and Customer Satisfaction.

2002-2003 Officers

President

Nick Taylor

Vice President

Ken Anderson

Secretary

Roger Wendt

Treasurer

Harold Burtzloff

Immediate Past President

Irv Hill

MHIA BOARD OF DIRECTORS

Gary Abbate	Ken Anderson
Harold Burtzloff	Michael Bryant
M. F. Busbee	John Clark
Craig Cox	Rick Busbee
Irv Hill	Mary Johnson
Steve Pappas	David H. Roe, Jr.
Rob Siegel	Nick Taylor
Roger Wendt	

North Central Chapter President

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Northwest Chapter President

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Southeast Chapter President

Michael Combs

Southwest Chapter President

Richard Garcia

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Jonathan Nyce

MHIA STAFF

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William G. Trottier, CAE

Director of Operations

Connie Deatherage

Member Services

Betty Alfano

Administrative Assistant

Kimberly Merrill

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Website: www.mhiaz.org

2003 MHI Annual Meeting



“Jim Moore Excellence in Communications Award” is presented to MHIA Executive Director, Bill Trottier. (L-R: Bill Trottier, MHI Board Chairman Dan Rolfes, MHI President Chris Stinebert)

A few of the highlights of the Annual Meeting included meetings with Fannie Mae and Freddie Mac representatives along with discussions on how to improve the availability of financing, how to use a new “Exterior Design Elements Guide” to improve placement of manufactured homes in local communities, how to develop a national ad campaign to improve our image, and how to solve other industry problems.

Ken Anderson spearheaded the effort to initiate the development of a national advertising campaign. Nick Taylor focused on improving the availability of financing for our homes. Bill Trottier worked with state executives, the site development committee, and MHI staff to identify and develop solutions to various industry problems.

MHIA was recognized by the Manufactured Housing Executives Council with an “Association Excellence Award” for improving the

industry’s image with it’s Urban Infill Demonstration Project at the State Capitol in Phoenix. At the Annual Awards Banquet, MHIA Executive Director, Bill Trottier, was presented with the “Jim Moore Excellence in Communications Award.”



Arizona Image

The Arizona Image Committee is a nine member committee responsible for helping to improve the image of the industry by providing advertising support for our Annual Home Shows; conducting a TV image advertising campaign and providing public relations support throughout the year.

The committee consists of four manufacturer representatives, four retailer representatives, and our Executive Director. Due to recent career changes, there are two open positions (i.e. 1 retailer and 1 manufacturer). Representatives are selected based on their years of marketing expertise, industry experience, related educational background, and association involvement, which might provide the committee with good ideas and insights on image improvement.

If you are interested in being considered to serve on the committee, please contact the MHIA office for an application form. Thanks for your consideration.



Freddie Mac Guidelines

MHIA members were recently sent copies of the new Freddie Mac Guidelines. If you have not

already received a copy of the guidelines or would like an additional copy, please contact the MHIA office at 480-456-6530, or email your request to info@mhiaz.org.



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2003 MHIA ANNUAL CONFERENCE



1. Birthday hats were passed out to everyone to help celebrate the 100,000th multi-section HUD Code home manufactured in Arizona.

2. Kelli Himebaugh with President's Award she received from outgoing President Irv Hill.

3. After the President's Dinner everyone enjoyed dancing the night away!

4. A surprise visit from Miss Arizona, Corrie Hill, was a delight for everyone.

5. Marlene Hannon pictured with Nick Taylor & Kelli Himebaugh accepted the first Jake Hannon Inspiration Award in memory of Jacob E. Hannon.

6. Outgoing President Irv Hill & Incoming President Nick Taylor

7. MHI Chairman and Industry Person of the Year, Dan Rolfes, gave his insights on the new innovations of manufactured housing.

8. Kelli Himebaugh receives Convention Chairperson award from Incoming President Nick Taylor

9. One of many exhibitors, Jill Godfrey, Home Ownership Program Manager, from the Arizona Department of Housing

10. MHI Chairman Dan Rolfes congratulates Executive Director Bill Trottier on receiving the "Jim Moore Excellence in Communications Award."

11. Georgia Lacy (center) accepting the Distinguished Service Award on behalf of Geo Advertising & Marketing, from incoming President Nick Taylor (left) and Convention Chairperson Kelli Himebaugh (right).

12. Convention Chairperson Kelli Himebaugh, Golf Committee Chairman Mike Russell, and representing James Hardie Building Products (golf sponsor) Tim Davis and Amber Boles

13. MHIA staff, Kim Merrill, Connie Deatherage, and Betty Alfano, along with Convention Chairperson, Kelli Himebaugh, get ready to register the golfers.

& GOLF TOURNAMENT



14. Anthony "AB" Bourke, from Afterburner Seminars, gave a stellar performance in "Flawless Execution."

15. Kelli Himebaugh, Anthony "AB" Bourke, Miss Arizona, Corrie Hill, and Kyle "Cruiser" Howlin posed at the Sponsor's Reception.

16. Nick Taylor awards Jim Breen Phoenix Chapter Fall Home Show Award.

17. Chapter President Awards were given out at the Leadership Breakfast.

18. Nick Taylor awards Mary Johnson Tucson Chapter Fall Home Show Award.

19. Ed Garcia (L), receives Southeast Chapter Spring Home Show Award from Irv Hill (R).

20. Mary Johnson receives Tucson Chapter Spring Home Show Award from Irv Hill.

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CALENDAR OF EVENTS

NOVEMBER

4 Northwest Chapter Meeting
6:30 p.m. - Dambar & Steakhouse
1960 E. Andy Devine, Kingman
Contact: Dave Tassinari, President
Phone: (928) 757-9697

6 Tucson Chapter Meeting
6:30 p.m. - The Keys
445 W. Wetmore Rd., Tucson
(SW Corner of Oracle & Wetmore)
Contact: Jonathan Nyce, President
Phone: (520) 615-2777

10 Southeast Chapter Meeting
6:00 p.m. - Country Kitchen
S. Highway 92
Contact: Michael Combs, President
Phone: (520) 803-7800

11 Southwest Chapter Meeting
12:00 noon - Pacesetter Homes
Contact: Michael Bryant
Phone: (928) 726-8225

19 North Central Chapter Mtg.
3:00 p.m. - Pine Lakes - Prescott
Contact: Beverly Granillo, President
Phone: (928) 623-1100

27-28 Thanksgiving Holiday
MHIA Office Closed



DECEMBER

**4 MHIA Board of Directors
Meeting & Christmas Party**
MHIA

24-25 Christmas Holiday
MHIA Office Closed

WELCOME NEW MEMBERS



DEVELOPERS COUNCIL

Family Housing Resources
James R. Feltham
4501 N. 22nd St., Ste. 100
Phoenix, AZ 85016-0604
Phone: (602) 956-3008
Fax: (602) 956-2009
E-mail: jfeltham@fhrinc.net
Website:
www.familyhousingresources.org

Land Development Industries Corp.

Gregory V. Baumgardner
2408 E. Big View Dr.
Tucson, AZ 85737
Phone: (520) 909-6981
Fax: (520) 818-7792
E-mail: LDIC@USA.com
Website: AmazingDirt.com

LENDERS COUNCIL

Corstar Financial, Inc.
Brian Folsom
6812 N. Oracle Rd., #144
Tucson, AZ 85704
Phone: (520) 742-2066
Fax: (520) 742-2068
E-mail:
brian@corstarfinancial.com
Website: www.corstarfinancial.com

Manufacturers Acceptance Group, LLC

Charles R. McCrory
8634 E. MacKenzie Dr.
Scottsdale, AZ 85271
Phone: (480) 429-8939
Fax: (480) 429-8949
E-mail: crmcrrory@att.net

RETAILERS COUNCIL

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Fax: (928) 772-4108

Dave Zaiser Realty
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Maricopa, AZ 85239
Phone: (520) 568-1940
Fax: (623) 321-8031
E-mail:
dave@DaveZaiserRealty.com
Website:
www.DaveZaiserRealty.com

SUPPLIER OF PRODUCTS COUNCIL

Tuff Shed
Dan Meinerz
1777 S. Harrison St., Ste. 600
Denver, CO 80210
Phone: (303) 753-8833
Fax: (303) 782-5027
E-mail: dmeinerz@tuffshed.com
Website: www.tuffshed.com

SUPPLIER OF SERVICES COUNCIL

Brink's Home Security, Inc.
Brian K. Boyd
4914 E. McDowell Rd. #101
Phone: (602) 275-5680
Fax: (602) 275-5856
E-mail: bboyd@brinks.com
Website: www.brinks.com

INDUSTRY IN PERSPECTIVE – AUGUST 2003

MOUNTAIN/PACIFIC TOP TEN

SHIPMENTS	August Shipments '02	August Shipments '03	% Change	Year-To-Date Shipments '02	Year-To-Date Shipments '03	% Change
Arizona	523	388	-25.8%	3,715	3,038	-18.2%
California	666	733	10.1%	4,915	5,525	12.4%
Colorado	238	169	-29.0%	2,233	1,107	-50.4%
Idaho	101	80	-20.8%	688	481	-30.1%
Montana	93	69	-25.8%	650	527	-18.9%
Nevada	73	64	-12.3%	585	590	0.9%
New Mexico	190	121	-36.3%	1,478	1,049	-29.0%
Oregon	235	226	-3.8%	1,701	1,601	-5.9%
Utah	97	39	-59.8%	603	337	-44.1%
Washington	278	258	-7.2%	1,924	1,872	-2.7%
Regional Totals	2,494	2,147	-13.9%	18,492	16,127	-12.8%
National Totals	15,661	11,787	-24.7%	114,852	86,527	-24.7%

PRODUCTION	August Production '02	August Production '03	% Change	Year-To-Date Production '02	Year-To-Date Production '03	% Change
Arizona	681	579	-15.0%	4,887	4,378	-10.4%
California	600	591	-1.5%	4,604	4,697	2.0%
Idaho	234	212	-9.4%	1,654	1,481	-10.5%
Oregon	607	499	-17.8%	3,938	3,548	-9.9%
Washington	*	*	*	*	*	*
Regional Totals	2,122	1,881	-11.4%	15,083	14,104	-6.5%
National Totals	16,048	11,976	-25.4%	117,543	88,255	-24.9%

SECTIONS	Single-Section Shipments	Multi-Section Shipments	% Multi-Section	Single-Section Production	Multi-Section Production	% Multi-Section
Arizona	140	2,898	95.4%	234	4,144	94.7%
California	355	5,170	93.6%	293	4,404	93.8%
Colorado	150	957	86.4%	*	*	*
Idaho	11	470	97.7%	112	1,369	92.4%
Montana	67	460	87.3%	*	*	*
Nevada	21	569	96.4%	*	*	*
New Mexico	136	913	87.0%	*	*	*
Oregon	37	1,564	97.7%	43	3,505	98.8%
Utah	15	322	95.5%	*	*	*
Washington	49	1,823	97.4%	*	*	*
Regional Totals	981	15,146	93.9%	682	13,422	95.2%
National Totals	17,225	69,302	80.1%	16,653	68,136	80.4%

Data Source: Manufactured Housing Institute (MHI), National Conference of States on Building Codes & Standards (NCSBCS)

* States with less than three active manufacturers

Lost and Found



At the recent MHIA Conference in Prescott, a pair of glasses was left behind in the Retailer's Council Meeting. If you think they might be yours, please contact the MHIA office at 480-456-6530.

Please Change Your Records. New E-mail Addresses for MHIA

Please note that all addresses are case sensitive.

Bill Trottier:	Bill@mhiaz.org
Connie Deatherage:	Connie@mhiaz.org
Betty Alfano	Betty@mhiaz.org
Kimberly Merrill:	Kim@mhiaz.org
MHIA	info@mhiaz.org



Special tHankS to our 2003 annual conference SponSorS and eXHIBitorS

Office of Manufactured Housing Education Grant

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Chase Manufactured Housing

Origen Financial, LLC.

The following Members
were Exhibitors at this year's
Conference.

Arizona Dept of Housing

Fidelity National Title

Forward Financial

Manufactured Homes Guide

Origen Financial, LLC.

Sure Safe Arizona

Textron Financial Corp.

Westland Distributing Co.



Manufactured Housing Industry of AZ
4525 S. Lakeshore Dr., Suite 105
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