

## U.S. CONGRESSMAN MATT SALMON TOURS CHAMPION HOME BUILDER'S FACTORY AND FACTORY EXPO HOME CENTER IN CHANDLER



Ken Anderson  
President

On June 3, 2014, U.S. Congressman Matt Salmon toured the Champion Home Builder's manufacturing plant in Chandler. Rick Boles, General Manager of Champion Home Builders, hosted the Congressman along with his Chief of Staff, Adam Deguire, and Constituent Services Representative, Janet Bosley.

The Congressman and his staff were very impressed with today's manufactured homes and enjoyed the tour. The Congressman commented that he and his wife lived in a single-wide mobile home when they were first married, and how astonished he was with the new modern manufactured homes he saw on the tour.

After they toured the factory, they walked over to Factory Expo Home Center where they met up with AHA President Ken Anderson, Chairman Elect Cody Pearce of Cascade Financial Services, Factory Expo Home Center's President, Jim Breen, Regional Director, Gary Wright, and General Manager, Steve Ladwig.

At Factory Expo Home Center, they toured a beautifully furnished model home and spent more time discussing the advantages of today's manufactured homes from affordability to energy efficiency to quality manufacturing. At the conclusion of the tour, Jim Breen presented the Congressman with a sizable personal donation to help in his re-election campaign. We feel that we have built a long-lasting relationship with the Congressman.



Pictured L to R: Gary Wright; Steve Ladwig; Cody Pearce; Rick Boles; Congressman Matt Salmon; Jim Breen and Ken Anderson.

On behalf of the AHA Board of Directors, I would like to thank Cody Pearce for his help in bringing this visit together. We would also like to thank Rick Boles and Jim Breen for hosting the tours and meeting, as well as all of the men and women of Champion Homes and Factory Expo Home Centers who helped to make this important event a success.

# FEATURED LEADER: LLOYD ROGERS

## SUPPLIERS COUNCIL MEMBER TO THE BOARD

Lloyd Rogers is Senior Manager of Rogers Civil Engineering, LLC in Tucson. Lloyd has been a member of AHA since 2008 and was elected to represent the Suppliers Council on the AHA Board of Directors in 2013.

Lloyd has 47 years of experience in engineering and 13 years of experience in the manufactured housing industry. He is a registered engineer in Arizona and New Mexico, and previously held registrations in Michigan, Kansas, California, Oregon and Washington.

Lloyd has previously held positions as Assistant City Engineer and Chief Utility Engineer for a water department. As a civil engineer, he has designed subdivisions; water systems; sewers and streets. He has also provided engineering plans for State of Arizona DFBLs.

Lloyd provides the following services: Set up plans for homes in and out flood plains; elevation certifications for insurance; and foundation inspections for mortgage companies. Next time you need an engineered plan, call Lloyd!

Lloyd has been married to his lovely wife, Lillian for the past 32 years. They both have 3 kids from previous marriages, creating their own wonderful "Brady Bunch."



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### Also In This Issue...

AHA 2014 Annual Convention	Page 3	AHA Convention Registration Form	Page 10
2014 Congress & Expo Recap	Page 4	Golf Tournament Registration Form	Page 11
2014 National Awards Recap	Page 5	AHA Convention Sponsor Form	Page 12
A Cup of Coffee with Jim Clayton	Page 6	AHA Convention Exhibitor Form	Page 13
Boston Globe Article on MH	Page 8	Calendar of Events	Page 13

REGISTER TO ATTEND THE  
ARIZONA HOUSING ASSOCIATION'S  
2014 ANNUAL CONVENTION  
NOVEMBER 6 - 7, 2014  
WILD HORSE PASS HOTEL & CASINO

**Why Effective Listening Matters with Joe Adams**

Communication experts constantly talk about the positive benefits of being a good listener. Listening is anything but a passive, neutral activity. Learn how retailers and salespeople can be empowered to become better communicators (and therefore better sellers, negotiators and problem solvers) with their sales prospects. Poor listening habits are identified. How to improve listening skills is made clear. Learning is enhanced with participation in the exercises; *"Listening with All Your Senses."*

**ATTENTION:** To help bring this message to as many Retailers and Sales People as possible, we are offering and encouraging Retail Sales People to attend Friday's program for FREE with an Owner or Manager's paid 2-day Registration. Forms are included on pages 10 - 13.



As president of The Housing Marketplace, Inc., Joe brings thirty-nine years of sales, marketing, and business experience to his clients. Starting as a home sales representative in California, he progressed through the management ranks serving as Sales Manager, Divisional Sales Manager, Vice President of Sales, and Corporate Director of Marketing for a national home builder. Joe's been a General Manager of a manufactured housing and RV plant. He also has extensive retail experience in site-built housing developments, on-your-own lot, and numerous family and retirement housing communities throughout the United States which allows him to relate to various housing markets.

As a writer and publisher of forty different manuals on how to fill housing developments and recognized as the industry's top sales and management trainer, he is often sought after as a public speaker. Combining an educational and motivational presentation style, Joe delivers dynamic, high-impact, no-fluff seminars. He doesn't waste time with outdated theories that no longer work in today's home selling/community management environment.

In addition to president of The Housing Marketplace, Joe is owner of Cornerstone Media Solutions, a company that designs multimedia marketing and inter-active training programs.

The Housing Marketplace is also the industry's provider for the customer satisfaction program, Net Referral Score. ([www.NetReferralScore.com](http://www.NetReferralScore.com)) More than 100,000 residents of leased land MH communities/RV resorts have been contacted/surveyed since the inception of the program in 2010.



# 2014 CONGRESS & EXPO RECAP

The 2014 National Congress & Expo for Manufactured and Modular Housing reflected the recent growth in the industry with attendance increasing 13 percent over 2013 with 950 total attendees, representing every segment of the industry, participating in the event. 2014 also saw an increase in exhibitor participation with 102 booths in the exhibit hall and there were 24 corporate sponsors supporting this year's trade show. There was a feeling of renewed energy and optimism and the exhibit hall was bustling with activity. Attendees took advantage of the many education sessions, general session speakers, and the networking opportunities available to them. The 2014 Congress & Expo was kicked off by a Monday afternoon golf tournament sponsored by Oliver Technologies. On Tuesday, the MHI National Communities Council held its annual Spring Forum.



The 2014 Keynote was given by Ken Segall (pictured), author of *Insanely Simple - The Obsession that Drives Apple's Success*. Segall, who worked with Steve Jobs, argued for strong branding through simple themes, such as those developed by Apple. Apple grew to one of the largest companies in the world because it kept things simple. "Simplicity stands out in the complex world," Segall argued. Apple developed devices that were simple for the user, but were incredibly advanced in their complexity so they could perform more functions while being easier for users to operate. As an example of Apple's implementation of simplicity, Segall discussed Apple competitors Dell and HP. Those companies have approximately 40 to 50 separate brands of laptops each, while Apple has six and each of the six has a name identified with "Mac." The names associated with the other companies have no common denominator and include product numbers. He quoted Jobs as saying, "One should use common words to explain uncommon things. Simple can be harder than complex."

Thursday morning's general session speaker, Chris Fisher, Managing Principal at Ducker Worldwide (pictured on right) delivered a data packed presentation that forecasted growth for the industry in the future. He stated that we are five years into recovery from the recent "great recession" which was one of the longest recessionary periods over the past 30 years. However, residential housing spending is not tracking with the total economy. He reviewed the key drivers for housing demand - population, household formation, GDP and employment health, and spending. He then equated these drivers to trends that would favor affordable housing.



Fisher showed that household formations are increasing over levels seen during the past 20 years and employment levels are also increasing. The increase in part-time employment vs. full-time employment will increase demand for affordable housing. Housing shortfalls are indicating a level of pent up demand, and apartment occupancy and rents are at high levels. Builders and multi-family developers are struggling to develop and manage offerings for the entry level, affordable home buyer. He concluded that the market has set itself up for a high demand for affordable housing and that the manufactured housing industry specifically should see growth during the next four to five years. Lastly, he talked about how the industry can accelerate growth through focusing on the customer.

Twelve educational workshops were held during the event on Wednesday and Thursday. Handouts from those presentations can be viewed on MHI's Congress & Expo Web site at [www.congressandexpo.com](http://www.congressandexpo.com). Programs focused on consumer financing, commercial lending, regulatory compliance, sales and marketing, business financial management, energy efficiency, and community management issues.

The 2014 National Industry Awards Luncheon recognized individual companies, land-lease communities, retail sales centers and manufactured and modular home designs. Home manufacturers receiving EPA EnergyStar Certified Homes Market Leader awards were also recognized. See page 4 for a list of award recipients.



# AHA MEMBERS HONORED AT 2014 NATIONAL CONGRESS & EXPO

Members of the manufactured and modular housing industries gathered today at an awards luncheon to recognize individuals and companies for outstanding achievements. The National Industry Awards, presented during the 2014 National Congress and Expo for Manufactured and Modular Housing, recognized the highest achievers from all sectors of the manufactured and modular housing industries.



“These award winners are leading the way in providing outstanding products, value, customer service, creative solutions and state of the art homes that today’s homebuyers desire. They are being recognized today for their leadership, vision and dedication in enhancing and moving the manufactured and modular housing industries forward,” said MHI President & CEO Richard Jennison.

## NATIONAL AWARDS

Every year industry leaders vote for the companies that are considered the best in their class. This year’s winners have shown great leadership and commitment to the industry over the last year. These award winners have been chosen by their peers to be honored with the prestigious manufactured housing industry awards.

**Manufacturer of the Year** – Cavco Industries, Inc., Phoenix, AZ

**National Lender of the Year** – 21st Mortgage Corporation, Knoxville, TN

**Regional Lender of the Year** – CU Factory Built Lending, San Antonio, TX

**Floor Plan Lender of the Year** – 21st Mortgage Corporation, Knoxville, TN

## DESIGN AWARDS

The following awards, bestowed by MHI and the National Modular Housing Council (NMHC), recognize excellence and encourage innovation in manufactured and modular home design and production. An independent panel of building professionals judged the entries and the following received awards:

### Manufactured Home Design

- New Single-Section Manufactured Home Design (Production) – Cavco/Durango “Superstition Views”
- New Manufactured Home Design - 1800 SF or Less (Production) – CMH Manufacturing, Sacramento “Balboa Island 2440 Jade”
- New Manufactured Home Design - Over 1800 SF (Production) – CMH Manufacturing, Sacramento “Balboa Island 3005 Sapphire”
- New Single Section Manufactured Housing Design (Concept) – Fleetwood Homes, Inc. “Eagle 18662R”
- New Manufactured Home Design - 1800 SF or Less (Concept) – CMH Manufacturing, Sacramento “Hedgehouse”
- New Manufactured Home Design - Over 1800 SF (Concept) – Fleetwood Homes, Inc. “Metropolitan 30603M”

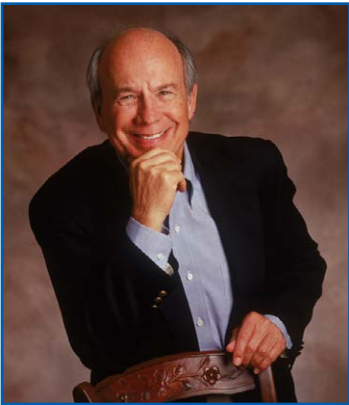
### Modular Design

- New Modular Home Design - Over 2200 SF (Production) – CMH Manufacturing, Sacramento “Gray’s Crossing”
- New Modular Home Design - 2200 SF or Less (Concept) – CMH Manufacturing, Sacramento “The Palo Alto”
- New Modular Home Design – Over 2200 SF (Concept) – CMH Manufacturing, Sacramento “New Vine Homes”

For information about entering the 2015 National Industry Awards competition or about this year’s awards, contact Cheryl Berard at 703-558-0668 or via e-mail at [cheryl@mfghome.org](mailto:cheryl@mfghome.org).

# A CUP OF COFFEE WITH JIM CLAYTON

Source: L.A. “Tony” Kovach - MHMarketingSalesManagement



**1) Who, What and Where:** (Your name and your formal title at Clayton Bank).  
James L. Clayton, Chairman, Clayton Bank and Trust, Chairman of American City Bank, Tullahoma, TN. Chairman of Clayton Foundation

**2) Background:** (Educational/Professional snapshot before entering the Factory-built housing arena. Specifically mention your prior work experience to founding Clayton Homes).

Founder of Clayton Homes, Inc, Co-Founder of Clayton Motors, Inc., Worked through college as technician at TV station and sold cars. Degrees: Electrical Engineering and Law degree – numerous Honorary Doctorate degrees. Pilot and owner: (Airline Transport Pilot rating in Jet, Helicopter, and Glider)

**3) When and How:** (When and how you began what became Clayton Homes).

I was always thinking, or looking for a new idea, really enjoyed learning and growing. The birth of the very first Clayton Homes sales center evolved from the purchase of a mobile home that was listed in the Classified Ads. Realizing the profit margins were much greater in selling Manufactured Homes over cars – I quickly began looking at ways to leverage current lending relationships, accounting systems, media coverage, and sales staff into that industry. In a five year period (1968-1973) Clayton Homes sold over 700 homes for \$25 million in revenue each year.

**4) What are your personal interests or hobbies? How do you like to spend non-work time?**

Enjoy flying, guitar, traveling, reading, learning, and philanthropic activities. I was able to learn, so I could earn, and now I get to return.

**5) You were honored with induction into the Horatio Alger Organization of Distinguished Americans.**

Those who haven't read, First a Dream, may not realize you started life as a share cropper's son. Dolly Parton said, "Jim found his rainbow after every storm...proved the American dream is still alive." Tell us more about the qualities that it takes to overcome adversity and to move from survive to thrive. Do you think a person can adapt and change successfully into a can-do mindset?

I do think that a person can adapt and change successfully into a can-do mindset provided that he/she is willing to make the commitment to learning. One must become aware of his/her strengths and weaknesses and be willing to learn from mistakes. Failures and set-backs can promote self-introspection and it is during these moments that greatness is often born.

**6) Many today try to separate faith from not only politics, but also faith from business or professional activity.** Didn't faith influence who you and concepts you apply, such as Servant Leadership? Also, please give a snapshot of what servant leadership is for those who don't know the concept.

A servant-leader focuses primarily on the growth and well-being of people and the communities to which they belong. While traditional leadership generally involves the accumulation and exercise of power by one at the "top of the pyramid," servant leadership is different. The servant-leader hands the power to the people – and supports with financial and other resources – and sets the boundaries wide enough to all for mistakes. Actual mistakes, provide highly productive learning opportunities.

*(Continued on Page 7)*

# A CUP OF COFFEE WITH JIM CLAYTON *(CONTINUED)*

**7) Reviews by people who work for Clayton Bank rave about the great corporate culture.** GlassDoor quoted one saying the qualities in your organization include: Energetic and positive team environment; Significant career opportunities; Senior Managements wisdom & experience; Helping and serving in the community. Clayton Homes under your leadership also enjoyed such a positive reputation. What are your secrets for creating a good culture in an organization? Hiring the right people - equipping Team Members with the knowledge and skills to handle ever increasing



Jim Clayton with L.A. "Tony" Kovach

responsibilities – with a sprinkle of recognition at appropriate times. The bank team receives a quarterly Team Share bonus (18% of pay). We implemented Team Share at Clayton Homes back in 1980. Each person is an owner through the bank's ESOP. Treating them like "partners" instead of employees reduces turnover, increases moral and enhances customer service.

**8) Your son Kevin earned his way through various roles at Clayton Homes to reach the top spot, he was given no short cuts. Was that a conscious decision on your part, was it his desire to go that path, or some combination of both?**

It was a combination of both. In order to be in a top leadership role it was important for Kevin to earn the respect of others on his own. Kevin was willing to take on difficult tasks, many of which other Managers would shy away from. His work ethic and dedication to the industry and to Team Members proved to be invaluable for him – and CMH.

**9) We interviewed your good friend last summer in A Cup of Coffee with...Tim Williams.** Tim spoke of the manufactured housing industry as a big fraternity. Clayton and 21st Mortgage are both very active in associations at the state and national level. Do you believe we are better off working together - even with apparent industry competitors - when taking on political or other pressing issues?

Two are greater than one – so yes, I do believe that it is important that we stand behind one another and show unity when dealing with major industry threats on "The Hill" in Washington, or wherever. By synergistically working together not only does the industry have a higher chance of gaining support, but everyone learns from the experience.

**10) The sales system taught at Clayton Homes stressed the value of listening.** Do you think customers today are more likely to turn off when faced by a heavy sales approach, yet will respond well when they are listened to, gently mirrored and are respected?

The "mirroring" technique was implemented into the Clayton Homes sales strategy years ago and is still used today. The Bank's sales people are trained to be aware of and to adapt to the belief's, tone, style and manner of the prospective client. If the client talks fast, we talk fast. If they lean forward in the chair, we lean forward in ours. Whether they're monotone or animated, we tend to do much the same. Small behavioral nuances can differentiate a super star from the herd as we are agreeable and in non-verbal ways convey that, "I understand. We're on the same page." "You make a good point." Customers want to be heard and respected and through "mirroring" we are affirming their value and importance to us.

- See more at: <http://www.mhmarketingsalesmanagement.com/home/featured-articles/may-2014/138-general-manufactured-housing-industry-topics/7461-a-cup-of-coffee-withjim-clayton#sthash.pHcbCAzn.dpuf>

# NEW BUILDING TECHNIQUES CAN AVERT A HOUSING CRISIS

**Boston Globe: June 1, 2014**

THE TERM “manufactured housing” tends to invoke a 65-by-12-foot mobile home plopped down in a trailer park. But the industry has evolved to the point that many housing units assembled in factories are indistinguishable in looks and quality from homes built on site. Multi-family, modular homes built to federal safety standards would look especially good in Boston neighborhoods where middle income people are increasingly priced out of the market. The modular building industry cites cost savings of 10 to 20 percent as compared to conventionally built homes. Those savings would open a lot of doors.

Last week, Mayor Walsh vowed to come up with a comprehensive plan to address the city’s chronic lack of middle-income housing. Many officials consider this housing problem to be biggest single threat to Massachusetts’ economy. At a time when manufacturing businesses are growing again, and even pillars of the knowledge economy require livable options for their back-office workers and support staff, the Boston area is almost totally unaffordable to the middle class. Subsidized-housing programs can only do so much. Walsh needs to look at market-driven solutions. A new zoning initiative to identify key spots in Boston neighborhoods for multi-unit developments would be a good start. But in seeking to drive down construction costs, manufactured housing must be encouraged, as well.

Traditionally, the building trades — which were formerly headed by Walsh himself — have pushed hard for so-called stick-built construction over less-expensive manufacturing techniques. Construction workers may well resent the sight of entire walls with doors and windows intact arriving in Allston, Hyde Park, Dorchester, or other

*(Continued on Page 9)*

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# NEW BUILDING TECHNIQUES *(CONTINUED)*

Boston neighborhoods on flatbed trucks from out-of-state factories. But there is room for a workable compromise, and Walsh is in a good position to negotiate it: Manufactured homes could be built in Massachusetts factories with unionized labor. Then, as more area communities take advantage of the economies of scale, construction prices would drop even further. The need for new mid-priced units is vast throughout eastern Massachusetts; in the city of Boston itself, some 30,000 of them need to be produced over the next decade just to meet existing demands.

The Walsh administration, like the Menino administration before it, rightly worries that Boston is becoming a bifurcated city where the very rich live in market housing and the very poor live in subsidized units. And once that happens, much of the city's character goes out the window. The South End, Charlestown, Back Bay, Fenway, and other northern sections of the city are considered beyond reach for families who are not prepared to spend at least \$3,500 in rent. In downtown Boston, according to a recent analysis, a family earning \$80,000 annually could afford just 1.7 percent of the homes sold.

The price of new housing can be reduced in two ways: By streamlining the approval process and reducing the cost of construction. A concerted effort to rezone Boston's neighborhoods would ensure that local opposition to multi-unit developments would be resolved before the projects are actually on the table, greatly reducing delays and giving developers and the banks who finance them far greater certainty.

For their part, developers will have to utilize less-expensive construction techniques. Mid-rise construction, for example, is being used increasingly to alleviate housing shortages in cities with high housing costs. The new model calls for the construction of wood-frame, code-compliant buildings of up to five stories on a base of steel and concrete. Choosing wood over steel as the major structural material can represent savings of 10 percent or more in hard costs and significantly reduce construction times, according to industry analysts. And the framing technique is sufficiently versatile to allow for the construction of dozens of housing units on modestly sized sites.

In the early 20th century, triple deckers became the symbol of Boston's striving middle class. The construction style maximized living space on small, rectangular lots. In the early 21st century, the new symbol of middle class housing could be modular homes or reasonably-priced condos and apartments built in wood-frame structures above retail outlets. It would help preserve middle-class life and keep Boston one of the nation's most vibrant cities.

The story can be found here: <http://www.bostonglobe.com/opinion/editorials/2014/05/31/new-building-techniques-needed-solve-boston-housing-crisis/qQ4eKIBTa2DtjcyJYicNM/story.html>

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# 2014 Annual Convention

## Wild Horse Pass Hotel & Casino

Thursday, November 6, 2014 ☐ Friday, November 7, 2014

### Attendee Registration

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

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

1st Registrant: \_\_\_\_\_

Nickname for Badge: \_\_\_\_\_

Email: \_\_\_\_\_

2nd Registrant: \_\_\_\_\_

Nickname for Badge: \_\_\_\_\_

Email: \_\_\_\_\_

3rd Registrant: \_\_\_\_\_

Nickname for Badge: \_\_\_\_\_

Email: \_\_\_\_\_

### Room Reservations

A block of guest rooms is being held for November 5 - 7, 2014 at the Wild Horse Pass Hotel & Casino until October 6, 2014. The group rate for a King/Double Room is \$129 single/double. The group rate for a Corner Suite is \$169 single/double. Reservations can be made by calling the hotel at (800) 946-4452 and mention that you are a member of the Arizona Housing Association. Individual reservations must be cancelled at least 72 hours prior to scheduled arrival to avoid late cancellation charge.

### Cancellation Policy

Full refund of registration fees less \$25.00 will be made if AHA receives written notice of cancellation prior to October 27, 2014. No refunds will be made after October 27, 2014, or for non-attendance. Substitutions will be permitted. Please note that any substitutions made after October 27, 2014, may not have printed name badges.

### Convention Registration Fees

#### Two Day Registration

Two Day Registration includes Thursday Night's President's Cocktail Reception and Chairman's Banquet. Also included is Friday's Keynote Presentation, General Session Workshops & Installer Training, Annual Awards Luncheon and Council Meetings.

Early Two Day Registration Fees: \_\_\_\_\_ x \$125.00 \_\_\_\_\_  
(Received before 10/06/14)

Standard Two Day Registration: \_\_\_\_\_ x \$150.00 \_\_\_\_\_  
(Received between 10/07/14- 10/27/14)

Late Two Day Registration Fees: \_\_\_\_\_ x \$200.00 \_\_\_\_\_  
(Received after 10/27/14)

#### Special Retailer One Day Registration

A Retailer may bring any number of sales people from their location with the Owner or General Manager's paid 2-day Registration. (See One Day Registration Details Below.)

Sales Person 1-Day Registration: \_\_\_\_\_ x **FREE** \_\_\_\_\_  
(Requires one paid 2-day registration)

#### One Day Registration

One Day Registration includes **only** Friday's program of the Keynote Presentation, General Session Workshops & Training, Luncheon and Council Meetings. **\*Breakfast is not included.** People Registered for the 1-day meeting will **not** be admitted to Thursday Night's President's Cocktail Reception or Chairman's Banquet.

One Day Registration Fees: \_\_\_\_\_ x \$ 75.00 \_\_\_\_\_

#### Non-Member Registration Fees

Non-Member Registration Fees: \_\_\_\_\_ x \$300.00 \_\_\_\_\_

**Total Fees:** \$ \_\_\_\_\_

Registration will not be accepted without payment.  
Registration fee does not include Golf Fees or Hotel Accommodations.

# Annual Golf Tournament at the Whirlwind Golf Club by Troon

Thursday, November 6, 2014 ☐ 9:00 am Tee Time



**W**hirlwind Golf Club in Chandler, Arizona is a truly unique southwest golf experience designed to preserve the rich cultural heritage of the Gila River Indian Community. Developed by Gary Panks, the Devil's Claw course was created to reflect the land while the waters still flowed on the reservation by combining native grasses associated with the Gila River landscape including Cottonwood, Mesquite, Saguaro and Palo Verde. This challenging golf course features gradual elevation changes, great bunker designs with multi-tiered greens. Discover the beauty of this challenging course.

## Attendee Registration

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

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

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

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

1st Registrant: \_\_\_\_\_

2nd Registrant: \_\_\_\_\_

Nickname for Badge: \_\_\_\_\_

Nickname for Badge: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

Handicap or avg. score: \_\_\_\_\_

Handicap or avg. score: \_\_\_\_\_

3rd Registrant: \_\_\_\_\_

4th Registrant: \_\_\_\_\_

Nickname for Badge: \_\_\_\_\_

Nickname for Badge: \_\_\_\_\_

Email: \_\_\_\_\_

Email: \_\_\_\_\_

Handicap or avg. score: \_\_\_\_\_

Handicap or avg. score: \_\_\_\_\_

Number of Players: \_\_\_\_\_ x \$99 = Total Amount Enclosed \$ \_\_\_\_\_

### Payment Information:

Credit Card Customers may register online by visiting our website - [www.azhousing.org](http://www.azhousing.org)  
or Make Check Payable to: AHA, 4525 South Lakeshore Drive, Suite 105, Tempe, AZ 85282

# Convention Sponsorship Opportunities

AHA would like to encourage your company to become a Convention Sponsor. Sponsors are essential to keeping overall registration fees down, ensuring that more industry members will be able to attend. Sponsors' support also enables the association to add fun and relaxation to our Program. Social and meal functions have been designed to provide networking opportunities for our members. Please help us make this Convention our best and most successful!

## Event Sponsor - \$3,000

- Company Logo on Sponsor Sign at Registration table
- Full Page Color Advertisement in Convention Program
- Company Logo on table signs at all meal functions
- Sponsor recognition in AHA newsletter and on AHA website
- Certificate presented at the Appreciation & Recognition Luncheon
- Free Advertisement on sidebar of AHA Website viewable by all
- Two Free 2-day Convention Registrations (within parent organization)

## Diamond Sponsor - \$2,000

- Company Logo on Sponsor Sign at Registration table
- Advertisement in Convention Program (3.5" x 4.5")
- Company Logo on table signs at all meal functions
- Sponsor recognition in AHA newsletter and on AHA website
- Certificate presented at the Appreciation & Recognition Luncheon
- Free Advertisement on sidebar of AHA Website viewable by all
- Two Free 1-day Convention Registrations (within parent organization)

## Platinum Sponsor - \$1,250

- Company Logo on Sponsor Sign at Registration table
- Advertisement in Convention Program (3.5" x 2.5")
- Company name on table signs at all meal functions
- Sponsor recognition in AHA newsletter and on AHA website
- Certificate presented at the Appreciation & Recognition Luncheon

## Gold Sponsor - \$750

- Company name on Sponsor Sign at Registration table
- Advertisement in Convention Program (3.5" x 1.5")
- Sponsor recognition in AHA newsletter and on AHA website
- Certificate presented at the Appreciation & Recognition Luncheon

## Silver Sponsor - \$500

- Company logo on Sponsor Sign at Registration table
- Company logo in Convention Program
- Sponsor recognition in AHA newsletter and on AHA website
- Certificate presented at the Appreciation & Recognition Luncheon

## Bronze - \$250

- Company logo in Convention Program
- Sponsor recognition in AHA newsletter and on AHA website
- Certificate presented at the Appreciation & Recognition Luncheon

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Please check one:

- Event Sponsor - \$3,000
  - Golf Tournament
  - Reception & Banquet
  - Awards Luncheon
- Diamond Sponsor - \$2,000
- Platinum Sponsor - \$1,250
- Gold Sponsor - \$750
- Silver Sponsor - \$500
- Bronze Sponsor - \$250

\_\_\_\_\_  
Company

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

### Payment Information:

Credit Card Customers may register online by visiting our website - [www.azhousing.org](http://www.azhousing.org)  
or Make Check Payable to: AHA, 4525 South Lakeshore Drive, Suite 105, Tempe, AZ 85282



# Exhibitor Opportunities

Register now for an Exhibitor table to help you get the word out about the products and/or services your company provides. Wild Horse Pass Hotel's Conference Center features an large Ballroom Foyer, perfect for Exhibitors. Exhibitors are limited to 1 - 6' table top display. Reserve your space today!

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Early Registration ..... \$100.00 \_\_\_\_\_

(Received prior to 10/12/14)

Standard Registration ..... \$150.00 \_\_\_\_\_

(Received 10/13/14 and later)

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or Make Check Payable to: AHA, 4525 South Lakeshore Drive, Suite 105, Tempe, AZ 85282

Registration will not be accepted without payment.

Exhibitor fees are in addition to Convention registration fees. Exhibit tables available to Convention registrants only.



## CALENDAR OF EVENTS

### JULY

**9th Phoenix Division Meeting, 5:30 pm**  
Nellos Restaurant, Tempe  
Brian Brastad, Division President  
[crghmesa@cavco.com](mailto:crghmesa@cavco.com)

### AUGUST

**6th Tucson Division Meeting, 6:30 pm**  
Old Pueblo Grille, 60 North Alvernon  
Scott Townsend, Division President  
[stowndsend@westernamericanhousing.com](mailto:stowndsend@westernamericanhousing.com)

### SEPTEMBER

**24th White Mountain Chapter Meeting, 6:00 pm**  
JB's Restaurant, 480 West Deuce of Clubs  
Mark Coble, Division President  
Phone: (928) 537-2615

**30th Northwest Division Meeting, 6:00 pm**  
Calico's Restaurant, 418 W Bealle, Kingman  
Shane Willson, Division President  
[prestigehomes@citlink.net](mailto:prestigehomes@citlink.net)

Visit our website [www.azhousing.org](http://www.azhousing.org) for an archive of past newsletters, shipment reports and other information!

### Arizona Housing Association

4525 South Lakeshore Drive, Suite 105, Tempe, Arizona 85282

Phone: (480) 456-6530 Fax: (480) 456-6529 Email: [info@azhousing.org](mailto:info@azhousing.org) Web: [www.azhousing.org](http://www.azhousing.org)

Ken Anderson, President - [ken@azhousing.org](mailto:ken@azhousing.org)

Kimberly Merrill, Director of Operations - [kim@azhousing.org](mailto:kim@azhousing.org)