



2023 Annual Convention & Golf Tournament



October 29 - 31, 2023

Loews Ventana Canyon Resort
Tucson ♦ Arizona

Preliminary Agenda

Sunday, October 29, 2023

- 4:30 pm - **Check-in / Registration**
- 5:30 pm - **Welcome Reception with Hosted Cocktails**
- 6:00 pm - **Welcome Dinner**

Monday, October 30, 2023

- 8:00 am - **Check-in / Registration**
- 8:00 am - **Full Breakfast to Start Your Morning Off Right**
- 9:00 am - **Welcome to the 2023 Annual Convention: Chairman Dave Roe**
- 9:10 am - **State of the Association Address: President Tom Dunn**
- 10:00 am - **Keynote Address: Mark Yost, President & CEO, Skyline Champion Corporation**
- 11:15 am - **National Update: Lesli Gooch, CEO, Manufactured Housing Institute**
- 12:00 pm - **Luncheon w/ Brian Tassinari, Partner, Willetta Partners**
- 1:00 pm - **MHIA's New Consumer Website & Member Toolbox: Rick Robinson, MH.com**
- 2:15 pm - **Breakout A1: Installer Training, ADOH - Manufactured Housing Division (Part I) (Fulfills Annual Education Requirements)**
- 2:15 pm - **Breakout B1: Sales Training, Chris Nicely, LearnMH**
- 3:15 pm - **Breakout A2: Installer Training, ADOH - Manufactured Housing Division (Part II)**
- 3:15 pm - **Breakout B2: TBD**
- 4:00 pm - **Break Before the Festivities**
- 5:30 pm - **President's Cocktail Reception (Hosted Cocktails)**
- 6:00 pm - **Chairman's Awards & Recognition Banquet**

Tuesday, October 31, 2023 - FUN DAY! No Meetings!

- 8:00 am - **Annual Golf Tournament**
- 1:00 pm - **Closing Luncheon with Golf Awards & More Prizes**

**** Schedule and Speakers Subject to Change.**

Program Highlights

Mark Yost, President & CEO, Skyline Champion



Mark Yost

Mark Yost has more than 25 years of experience in the manufacturing, construction, housing industries. Mr. Yost was appointed Chief Executive Officer and President of Skyline Champion Corporation on June 1, 2019. Prior to the merger of Skyline and Champion, Mr. Yost served as President of Champion Homes (2016 – 2019). Before joining Champion Homes in 2013, he was Executive Vice President and Chief Financial Officer of Severstal North America where he helped run and grow the company from \$1 Bil in sales to \$8 Bil in sales over a few year period while increasing profitability of the company dramatically. He has managed and served on the board of over 20 companies ranging in size from \$250k of revenue to \$8 Bil of revenue. He has studied, built and acquired nearly \$7 Bil of companies to learn what works and what does not by managing them through the downturn and rebuilding them afterwards. He was named Crain's Business CFO of the Year for companies over \$1 Bil in revenue for leading and developing great teams that rapidly earned market share by always taking care of the customer and offering better products and services.

Mr. Yost has a B.S. in Finance and an MBA from the University of Michigan Ross School of Business and has guest lectured at universities on all aspects of business.

Lesli Gooch, CEO, Manufactured Housing Institute

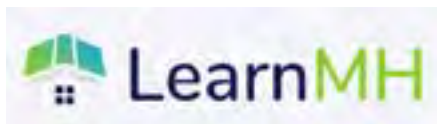


Lesli Gooch

Dr. Lesli Gooch is the Chief Executive Officer of the Manufactured Housing Institute (MHI). Prior to assuming this position, she was Executive Vice President of MHI's advocacy and communications team where she led the Association's work in Washington which is crucial for the success of the manufactured housing industry. During her tenure as Executive Vice President, Dr. Gooch assembled a strong bipartisan team that under her leadership has secured a number of key legislative and regulatory accomplishments.

Dr. Gooch joined MHI after serving across a variety of vantage points in Washington – including as a congressional staff member, congressional candidate, lobbyist, and political scientist focused on Congress. Well-respected on both sides of the aisle, Dr. Gooch is known for her ability to successfully execute policy and political goals. She was ranked one of The Hill's top lobbyists in the United States for 2020 and was a finalist for the Women in Government Relations' 2020 Advocate of the Year Award.

ManufacturedHomes.com & LearnMH



LearnMH is a collaboration of like-minded industry professionals with a focus on forging a powerful industry brand through education, marketing, and process improvements. Decades of working firsthand in the factory-built housing industry has given LearnMH unparalleled insight. LearnMH offers:

- Educational Seminars, Roundtable Discussions, and Panel Sessions
- Speakers Bureau with Subject Matter Experts
- Engagements addressing challenging topics for the industry
- Training to develop talent and industry expertise
- Data driven discussions looking at performance, trends, and outlook

Loews Ventana Canyon Resort



Experience Loews Ventana Canyon Resort! From the moment you arrive at our luxury resort in Tucson, you are greeted with a magnificent view of the Catalina Mountains and indigenous saguaro cactus in every direction. With the distinct Sonoran desert smell filling the air around you, you get a sense that Loews Ventana Canyon is a luxury hotel unlike any other. Here, you'll find amenities and services that make you feel like you've just checked into paradise. During your stay, we encourage you to enjoy the sunshine, the miles of hiking trails, the 80-foot waterfall, and all of our other relaxing, indulgent offerings.

Loews Ventana Canyon offers close proximity to the University of Arizona and to many other activities, making it ideal for convenient Tucson travel. Kick back, relax, enjoy your travel experience, and let Loews take care of the rest.



Accommodations

A room or suite at Loews Ventana Canyon gives you a front-row seat to all the magic. Here, mother nature looks good from all angles, including from your hotel room window or private terrace.

Whether you're in Tucson for business or fun (or a bit of both), we've got spacious rooms and suites designed for the task, as well as for some all-important relaxation. Yes, your room has a big desk and ergonomic chair, but there's also an oversized soaking tub ready for the moment the work is done and you want to unwind.

Lakeside Spa

Find your perfect balance at the Lakeside Spa & Fitness Center, where we invite you to escape everyday distractions and discover a haven for rejuvenation, restoration, and indulgence. Let the panoramic views of the Catalina Mountains envelop you and tune in to our spa's calming spirit and relaxing energy. This magic of the desert touches everything we offer.



Dine + Drink

Here at Loews Ventana Canyon, it's all about locally grown products, farm-fresh ingredients, and innovative menus created by our award-winning chefs that capture the unique flavors of this remarkable Southwest destination. Whether you stick to one favorite among our dining options or try them all, you'll find that our chefs' passion and pure Southwestern flavors are the main ingredients at our restaurants and lounge.

Looking to lounge around? Loews Ventana Canyon has two lounges for you to enjoy open until 11 PM nightly. And of course, you can always order drinks poolside.



Room Reservations

A block of guest rooms is being held for October 29-31, 2023, at Loews Ventana Canyon Resort until **Sept 29, 2023**. The group room rate is \$209 single/double. Reservations can be made by calling the Loews at **(877) 879-9979** and mention that you are with the Manufactured Housing Industry of Arizona. If you wish to cancel your room reservation, please do so 7 days prior to arrival to avoid cancellation penalties.

Annual Convention Registration

Loews Ventana Canyon  Tucson, AZ

Sunday, October 29, 2023  Tuesday, October 31, 2023

Attendee Registration

Registrant: _____ Nickname for Badge: _____

Company: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

2nd Registrant: _____

Nickname for Badge: _____

Email: _____

3rd Registrant: _____

Nickname for Badge: _____

Email: _____

4th Registrant: _____

Nickname for Badge: _____

Email: _____

(More registrants? No problem, just include names on a separate page.)

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Cancellation Policy

Full refund of registration fees less \$25.00 will be made if we receive written notice of cancellation on or before September 30, 2023. No refunds will be made after September 30, 2023 or for non-attendance. Substitutions will be permitted. Please note that any substitutions made after October 10, 2023, may not have printed name badges.

Registration Fees

Regular Registration

Registration includes Sunday Night's Welcome Cocktail Reception and Dinner, plus all Monday educational programs and meals, including the President's Cocktail Reception and Chairman's Awards Banquet. Also included is Tuesday's Closing Luncheon.

Early Bird Registration Fees: _____ x **\$159.00** _____
(Received prior to 10/01/23)

Standard Registration Fees: _____ x \$179.00 _____
(Received between 10/01/23- 10/15/23)

Late Registration Fees: _____ x \$199.00 _____
(Received after 10/15/23)

Non-Member Registration Fees: _____ x \$379.00 _____

Special Retailer Registration

To encourage participation from Member Retailers, we are offering a special incentive for Retailers and their Salespeople to attend. Retailers may attend the full Convention Program, as listed above at 50% off.

Early Bird Retailer Registration: _____ x **\$79.00** _____
(Received prior to 10/01/23)

Standard Retailer Registration: _____ x \$89.00 _____
(Received between 10/01/23- 10/15/23)

Late Retailer Registration: _____ x \$99.00 _____
(Received after 10/15/23)

Non-Industry Related Guests Only

Spouse/Adult Guest: _____ x \$50.00 _____

Child Guest: (18 and under) _____ x \$25.00 _____

Total Registration Fees: \$ _____

Registration fee does not include Golf Fees or Hotel Accommodations.

Annual Golf Tournament at the Ventana Canyon Golf Resort

Tuesday, October 31, 2023 ☐ 7:30 am Starting Tee Time



2021 Golf Digest Editors' Choice Award Winner

Located just steps from the front lobby and in conjunction with the Ventana Golf & Racquet Club, we offer two Tom Fazio-designed championship 18-hole golf courses. Both courses are designed to blend into the Santa Catalina Mountains' natural features. Weaving through desert cacti and scenic canyons, the courses embody the character of the Sonoran Desert landscape, as well as a unique variety of desert fauna. The Canyon Course winds through the inspiring beauty of the Esperero Canyon and incorporates the massive rock formation known as Whaleback Rock.

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 \$129 = Total Amount Enclosed \$ _____

Payment Information:

Credit Card Customers may register online by visiting our website - www.azhousing.org
or Make Check Payable to: MHIA, 4525 South Lakeshore Drive, Suite 105, Tempe, AZ 85282

Convention Sponsorship Opportunities

MHIA 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 - \$7,500

- 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 MHIA newsletter and on MHIA website
- Certificate presented at the Awards & Recognition Banquet
- Complimentary Exhibitor Table
- Four Free Convention Registrations (within parent organization)
- Recognition as Event Sponsor with Signage at Event

Diamond Sponsor - \$3,000

- 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 MHIA newsletter and on MHIA website
- Certificate presented at the Awards & Recognition Banquet
- Complimentary Exhibitor Table
- Two Free Convention Registrations (within parent organization)

Gold Sponsor - \$1,500

- 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 MHIA newsletter and on MHIA website
- Certificate presented at the Awards & Recognition Banquet

Silver Sponsor - \$1,000

- Company Name on Sponsor Sign at Registration table
- Advertisement in Convention Program (3.5" x 1.5")
- Sponsor recognition in MHIA newsletter and on MHIA website
- Certificate presented at the Awards & Recognition Banquet

Bronze Sponsor - \$500

- Company Name on Sponsor Sign at Registration table
- Company logo in Convention Program
- Sponsor recognition in MHIA newsletter and on MHIA website
- Certificate presented at the Awards & Recognition Banquet

Exhibitor - \$250

- Company Name in Convention Program
- Exhibitor recognition in MHIA newsletter and on MHIA website
- Exhibitor Table

Please check one:

- Event Sponsor - \$7,500
 - Golf Tournament
 - Welcome Reception
 - Luncheon
 - Awards Banquet
- Diamond Sponsor - \$3,000
- Gold Sponsor - \$1,500
- Silver Sponsor - \$1,000
- Bronze Sponsor - \$500
- Exhibitor - \$250

} Please choose which
Event to sponsor.
First come,
first serve.

Company

Contact Name

Address

City/State/Zip

Phone

Email



4525 South Lakeshore Drive, #105
Tempe, Arizona 85282-7047
(480) 456-6530
info@azhousing.org
www.azhousing.org

**Quick &
Easy Online
Registration!!**

Bring Your Family & Enjoy the Beauty and Adventure of the Catalina Mountains!!



Hiking

As the name of the resort suggests, Lomas is located at the base of Ventana Canyon. The trailhead to Ventana Canyon is located on property and features miles of unpaved trails; a hiker's guidebook the resort offers a daily guided hike into Ventana Canyon each morning. Times for the hike vary and are dependent on weather. There are also several paved trails on property, which provide over 250 recreational pleasure along the way. Lomas Ventana Canyon is also home to one of Tempe's only natural running waterfalls, which is 80' tall.



Lakeside Spa

The Lakeside Spa features eight treatment rooms, infrared dry saunas, a hot water, as well as showers and vinyl floors.



Tom Fazio Designed Golf Courses

Two 18-hole Tom Fazio designed Championship courses are just steps from the lobby of Lomas Ventana Canyon.



Cascade Lounge

The Cascade Lounge is open for casual late evening nights per week, with live entertainment every Friday and Saturday. The large media screen is always on, making for a great congregating spot outside of the evening rooms.