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September 2022

**ALL ABOUT THE 72nd ANNUAL
CONVENTION & TRADE SHOW!**



OCTOBER 19-20, 2022

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FROM THE NYHA PRESIDENT



JOE BUSHEY

BEST IS YET TO COME

This year is shaping up to be one of the strongest years for our industry in quite some time, both nationally and in New York State. We have tremendous opportunity to continue the positive upward trend. Sure there will be challenges as we move forward, but if we continue to work together there is no limit to what we can achieve.

One of the most important keys to growing our businesses is to constantly be evaluating what you are doing, and how effective it is while looking for new and better ways to get the job done. Never forget that it is not up to us to determine how well we are doing, but rather our customers who always get the final say on all

of our report cards. It's easy to make the mistake of paying so much attention to what we want to happen that we lose focus on what our customers need to happen.

Too often, most of us spend the majority of our time working **in** our business and fail to work **on** our business. None of us can get to where we want to go if we have not planned the route out in advance. We all have an excellent opportunity coming up in October to work on our business by attending the NYHA 72nd Annual Convention & Trade Show and the annual membership meeting. I urge all of our members to set aside October 19 & 20 and plan on not only attending but participating in this year's event. You never know what helpful tip you may pick up or individual you may meet for the first time that could have a tremendous impact on you or your business' future growth.

In closing I want to wish everyone continued success and good luck to a strong finish to 2022! I look forward to seeing all of you at the Turning Stone Resort in October.

NYHA: MANY MEMBERS, ONE STRONG VOICE!

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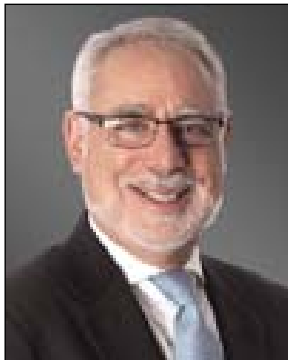
FEATURED 72nd ANNUAL CONVENTION SPEAKERS



Leading with Energy! When you think about what you think about, does it give you energy or take it away? Impactful leaders know they must set the tone for themselves and those around them. How different would your impact be if you were able to create an energized culture that can thrive in times of uncertainty and change? Now's the time to commit to leading with energy. Coach Phil McShan will share from his 20 years of sales and leadership experience. You'll learn to flex the two most powerful brain muscles: how to facilitate growth; and how to sell in times of change.



Manufactured Housing and You: Joel Harper will be presenting an overview of the Housing Stability and Tenant Protection Act, Section 233 of the Real Property Law, and other sections of NY law that directly affect you as a community owner.



Legal & Legislative Review: Mark Glaser, Esq., and Nicola Coleman, Esq. from Greenberg Traurig will provide an update on the latest political and legislative developments in New York State that will impact the Manufactured Home industry, including what to expect in the 2023 legislative session. They will also discuss the regulatory landscape as HCR, the Attorney General's Office and the Department of State all exercise their oversight powers. There will also be time for questions from the members.



Working with Rural Preservation Companies: Michael Borges, Executive Director for the Rural Housing Coalition of NY and Bruce Misarksi, Executive Director of HAPEC, will give attendees an overview of the programs administered by Rural Preservation Companies and how these local non-profit affordable housing organizations can assist community owners and home owners.



Invited Luncheon Speaker: Senator Pam Helming, NYS Senator for the 54th District, representing all of Wayne and Seneca counties, parts of Ontario and Cayuga counties, the Town of Lansing in Tompkins County, and the Town of Webster in Monroe County. Sen. Helming is the ranking member of the Housing, Construction and Community Development Committee and a member of the Commerce, Economic Development and Small Business Committee.

NYHA 72nd ANNUAL CONVENTION

October 19 & 20, 2022

Turning Stone Resort, Verona NY

Tentative Schedule of Events

October 19th

- 8:30 am Registration for 21B & Mechanics Courses (Meadow Meeting Room)
(separate registration/fees apply)
- 1:00 pm NYHA Board of Directors Meeting (Willow Meeting Room)
All NYHA Members Welcome!
- 6:00 pm Welcome & Networking Reception (Appalachian/Adirondack Clubhouse)

October 20th

- 8:00 am Registration & Continental Breakfast (Cyprus Ballroom)
- 9:00 am Welcome & Introduction
- 9:15 am **Preserving Affordability of MHCs:** Panel Disc. with the Rural Housing Coalition of NY
- 10:15 am Break with Exhibitors
- 10:30 am **Manufactured Housing and You:** Joel Harper, MHC Consultants
- 12:00 pm Luncheon, *Invited Speaker: NYS Senator Pam Helming*
- 1:30 pm **Leading with Energy:** Phil McShan, Cannonball Sales
- 3:15 pm Break with Exhibitors
- 3:30 pm NYHA 72nd Annual Meeting
- 3:45 pm **Legal & Legislative Update:** Mark Glaser, Esq., Greenberg Traurig
- 5:00 pm Closing Remarks

October 21st

- 8:30 am Registration for 3-hour Continuing Education Course (Willow Meeting Room)
(separate registration/fees apply)

Travel home safely!

CHANGES TO 45L NEW ENERGY EFFICIENT HOME TAX CREDIT

Included in Congress' recently passed budget package were changes to the 45L New Energy Efficient Home Tax Credit for manufactured homes. For homes completed by December 31, 2022, the existing 45L tax credit is retroactively extended in its current form. For homes completed after December 31, 2022, but before December 31, 2032, the 45L tax credit has been modified and will apply to certified net-zero energy homes (\$5,000) and for manufactured homes that meet the qualifications of ENERGY STAR (a \$2,500 credit). When considering claiming the credits, keep the following points in mind:

1. Tax credits for building above the IECC will no longer be available for homes completed after December 31, 2022. (Homes completed after December 31, 2022, must meet the qualifications of ENERGY STAR or be certified Zero Energy Ready).
2. The U.S. Environmental Protection Agency, the agency responsible for ENERGY STAR, has published draft changes to the ENERGY STAR Manufactured Homes program. The proposed changes exceed the current requirements for Energy Star.
3. The Zero Energy Ready Home (ZERH) program is administered by the U.S. Department of Energy (DOE). DOE is working with SBRA on a version of ZERH for manufactured homes (ZERmH). More information about the ZERmH program will be available in October or November of this year.

NEW RESEARCH SHOWS POSITIVE CONSUMER PERCEPTIONS OF MANUFACTURED HOUSING

Freddie Mac recently released a report titled "Manufactured Housing 2022: An Untapped Affordable Housing Solution" that examined consumer attitudes toward manufactured housing.

The findings of this report spoke to shifting perceptions about manufactured housing, with 77% of consumers expressing positive sentiment about manufactured homes. Further, 72% of surveyed consumers said that manufactured housing was a "great option" for first-time homebuyers. Two-thirds (66%) of consumers also believe that manufactured homes are "affordable without compromising on quality." These findings demonstrate how perceptions of manufactured housing has been shifting and becoming more favorable, especially among younger consumers. Nevertheless, the report found that some misconceptions remain, particularly regarding financing, the availability of manufactured homes around the country, and whether these homes can be attached to a permanent foundation, suggesting that there are still opportunities for educating consumers.

MANUFACTURED HOME MUSEUM OPENED AUGUST 15, 2022; MH INDUSTRY LEADERS TO BE INDUCTED

The new Manufactured Home Museum opened on August 15, 2022 at the existing RV/MH Hall of Fame. Dedicated to showcasing the manufactured housing industry's past, present and future, it features state-of-the-art exhibits, interactive displays, historical artifacts, and generational manufactured houses for the public to view and tour. Tonight, the RV/MH Hall of Fame will also induct the Class of 2022 which includes five manufactured housing professionals whose careers made a lasting impact on the industry: Eugene Landy, UMH Properties Inc.; Tim Williams, 21st Mortgage Corporation; Ray Gritton, Homes Direct; Dave Carter, Dave Carter & Associates; and Harry Karsten, Karsten Homes. In addition to the manufactured housing inductees, five RV professionals will also be inducted into the Class of 2022.



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PENNSYLVANIA MANUFACTURED HOUSING ASSOCIATION ANNOUNCES "IN-PERSON" ACM COURSE 1 & ACM COURSE 2 CLASSES BACK ON THE SCHEDULE!

Accredited Community Manager (ACM®): The ACM® program is a comprehensive study of manufactured home community management topics. This program covers a broad range of manufactured home community management topics to include: management and resident policies, community maintenance, leasing and sales techniques, marketing communities, taxes, insurance, financial management, business planning, physical asset management, federal laws and fair housing law. Community owners, managers and others in key management roles within a community may attend classes.

The in-person ACM® program consists of two courses, the first lasting three and one-half days and the second lasting two and one-half days.

ACM Course 1 – October 18-21, 2022: The focus of this 3 1/2 day course is Professional Community Management and will cover an overview of the varied responsibilities of the community manager.

ACM Course 2 – May 17-19, 2023: The focus of this 2 1/2 day course is Advanced Community Management and will cover Community Operations and Financial Management.

Member pricing extended to members of home state MHA's.

For more info & to register, visit:
<https://pmha.org/educational-events>



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72nd ANNUAL CONVENTION & TRADE SHOW

OCTOBER 19-20, 2022

Turning Stone Resort
5218 Patrick Road, Verona NY

EXHIBITORS & SPONSORS WANTED!

There are Exhibitor & Sponsorship opportunities available for the 72nd Annual Convention & Trade Expo. All exhibit and sponsorships include signage on-site, announcements during the Convention, in meeting materials and in the NYHA *Housing Now* newsletter. Additional benefits as listed.

Banquet Sponsor: \$400 NYHA Members Only

Includes one meeting registration.

Beverage Sponsor: \$400 NYHA Members Only

Includes one meeting registration.

Table Top Exhibitor: \$500 NYHA Members Only

Includes one meeting registration and one table top exhibit space.

EXHIBITOR INFORMATION

You have a fantastic opportunity to boost your business during the Convention!

Twenty-five table top displays will be available on a first come, first served basis. The exhibit area will be located inside the Cypress Ballroom, the meeting room, giving you a great opportunity to mingle with industry peers as you promote your business. Each table top display includes one 6-foot skirted table, two chairs, electricity and one full meeting registration (including all sessions and meals). Each additional employee from your company will pay a separate fee to attend. As in past years, we will be having a "Poker Run" to help encourage our attendees to visit as many exhibitors as possible.

EXHIBITOR SCHEDULE

(subject to change)

Wednesday, October 19, 2022

Exhibitor Set-up: 6:00 pm - 10:00 pm

Thursday, October 20, 2022

Exhibitor Set-up: 6:00 am - 8:00 am

Continental Breakfast: 8:00 am - 9:00 am

Break with Exhibitors: 10:15 - 10:30 am

Luncheon: 12:00 pm - 1:00 pm

Break with Exhibitors: 3:15 pm - 3:30 pm

Exhibitor Teardown: after 3:30 pm

see you at Turning Stone!

Don't Miss the Trade Show!



Be sure to visit with all of the vendors at the Trade Show on October 20th! Learn about new products, check out the latest technology on the market, and ask your questions about the latest and greatest offerings!

Participate in our Poker Run! Visit every exhibitor to draw a card. High hand at the end of Thursday wins a prize: either a free golf 4-some at the 2023 Summer Outing; or 2 free tickets to the 2023 Annual Convention!

OVERNIGHT ACCOMMODATIONS



**5218 Patrick Road
Verona, NY 13478**

Featured accommodations at Turning Stone Resort are: the Hotel and the Tower at \$169; Tower Junior Suites at \$249; or Lodge Suites at \$279. All room rates are subject to Oneida Indian taxes and surcharges. The rate is good for the nights of October 19 & 20, 2022 for Convention guests. To obtain the group rate, call the hotel at 1-800-771-7711 and state "NY Housing Association Convention" for reduced rates.

**Cutoff date for discounted rates:
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72nd ANNUAL CONVENTION REGISTRATION

Name: _____ Additional People: _____

Company: _____

Email: _____

Telephone: _____

REGISTRATION FEES	EARLY BIRD By Oct 1, 2022	REGULAR After Oct 2, 2022	TOTAL
ATTENDEE			
NYHA Member	\$300	\$350	\$
Additional Person, same company	\$200 each	\$250 each	\$
Non-NYHA Member	\$600	\$650	\$
Non-Member Add'l Ppl, same company	\$400 each	\$450 each	
EXHIBITOR ONLY			
NYHA Member	\$500	\$600	\$
Additional Person, Same Company	\$200 each	\$250 each	\$
LANYARD SPONSOR/EXHIBITOR*	\$400	\$500	\$
SPONSOR			
NYHA Members ONLY (circle)	\$400 Beverage	\$500 Beverage	\$
Additional Person, same company	\$400 Banquet	\$500 Banquet	\$
	\$200/each additional	\$250/each additional	\$
TOTAL PAYMENT DUE			\$

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ATTORNEY RECOMMENDATIONS

The NYHA office gets many requests from members throughout New York looking for names of Attorney's with knowledge and experience on Manufactured Housing issues. Sometimes our Attorney members are too far away or are too busy to take on new clients.

If you have an Attorney to recommend, suggest they contact the Association office via phone (800-721-HOME) or email (info@nyhousing.org) to be added to our list.

The current list can be found at: <https://www.nyhousing.org/news/attorney-recommendations>



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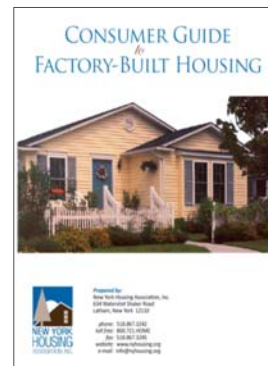


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Help your tenants make smart and well-informed buying decisions by offering them a copy of this Guide. NYHA Members can purchase the Guide from the Association office for \$1 each.

You must make a minimum purchase of 25 Guides.

For more info, please contact:

Kathy@nyhousing.org or call 800-721-HOME

2022 CALENDAR OF EVENTS

(Tentative – dates & times subject to change)

Oct 19	21B & Mechanics	Turning Stone Resort	9 am - 4 pm
Oct 19	Board Meeting	Turning Stone Resort	1 pm - 4 pm
Oct 19	Convention Banquet	Turning Stone Resort	6 pm - 9 pm
Oct 20	72 nd Annual Convention	Turning Stone Resort	9 am - 5 pm
Oct 21	Continuing Education	Turning Stone Resort	9 am - 12 pm

To register for any event, and for more details, please visit:

www.nyhousing.org/events

The NYHA office will be closed on Monday, September 5, 2022 for the Labor Day holiday.



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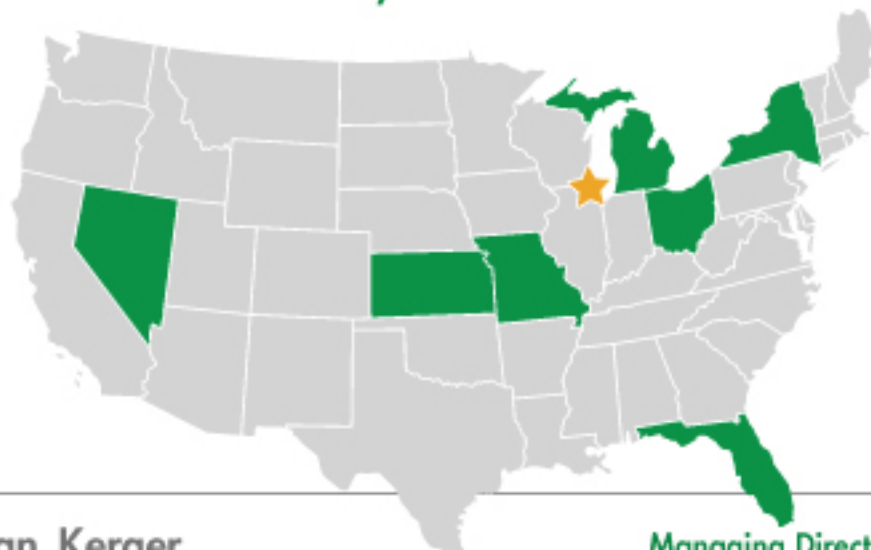


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