



# HOUSING NOW

September 2023

## 73<sup>rd</sup> ANNUAL CONVENTION & TRADE SHOW: IN SEARCH OF EXCELLENCE

We hope you will join us “**In Search of Excellence**” at the 73<sup>rd</sup> Annual Convention & Trade Show being held October 18-19, 2023 at the Turning Stone Resort. We have a full agenda in place and will be covering a lot of very relevant and important topics of interest to you and your staff. **Who should attend? EVERYONE** – retailers, community owners & managers, marketing and advertising staff, new employees, and literally EVERYONE else who works in this industry. **How can you register?** Use the registration form that was mailed to you or included in this newsletter, visit our website or call the Association office at 800-721-HOME.

What’s new this year? Our Welcome Reception & Banquet will be held at the Tin Rooster on October 18<sup>th</sup> beginning at 6:00 pm. We will have a relaxing and fun evening celebrating our 2023 Hall of Fame winner and President’s Award winner while enjoying a delicious BBQ dinner and playing some cornhole. The Banquet will begin at 6:00 pm, with an open bar until 8:00 pm. The first 150 people in attendance will receive a FREE pint glass, courtesy of Titan Homes. If you have any dietary restrictions or food allergies, please be sure to contact the Association office.

October 19<sup>th</sup> will be a busy day! In addition to the Trade Show, we will host our 73<sup>rd</sup> Annual Meeting of Members, where we will vote on incoming Board members and the 2024 proposed budget. Mark Glaser, Esq. will provide a 2023 Legislative Review and a 2024 Legislative priority list, MHI will be on hand to provide an update on the DOE energy standards, and NYS HCR will provide an update on new funding programs that are available. We plan to have breakout sessions in the afternoon featuring Jaime Michelle Cain, Esq., Chris Nicely and Scott

Stroud. All three will host different breakout sessions, including: **7 Universal Mistakes that Cost Communities and Retailers Sales; Assistance Animals; the Changing Demographics of Our Buyers; Criminal History; MH101 – the Industry Basics for Newbies and the Rest of Us; Remaining Relevant – Marketing to Millennials; and Tenant Rent Increases.**

Our Trade Show will feature 25 table-top displays with exhibitors showing their latest and greatest offerings. Also new this year – we’re having a Scavenger Hunt! Visit every exhibitor at the Trade Show on October 19<sup>th</sup> to pick up an item on our list. The winner will receive a \$100 Amazon gift card and will be drawn randomly from everyone to collect all of the items on the list. Do you have questions about certifications and licensing? NYS DOS DBSC and NYS DOS Licensing have been invited to exhibit. This is a great opportunity to meet their staff and get your questions answered!

Featured accommodations at Turning Stone Resort are: Hotel and 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 18 & 19, 2023 for Convention guests. To obtain the group rate, call the hotel at 1-800-771-7711 and state “NY Housing Association” for reduced rates. **Cutoff date for discounted rates: September 18, 2023!**

Be sure to take advantage of our Buy 1 Get 2 FREE prices and remember **early bird prices are only available through midnight on September 18<sup>th</sup>**, so be sure to get your registration completed TODAY!

Visit <https://www.nyhousing.org/events/73rd-annual-convention> for more information on speakers & topics, exhibitor & sponsor info, and more!



## FROM THE NYHA PRESIDENT



**JOE BUSHEY**

### NO TIME TO WASTE

A long time ago, I learned the importance of a prospect having a sense of urgency in a sales class. All of us who are in sales can appreciate how much we like hearing a prospect say they need something in a hurry, or even better yet, want to have it done yesterday! Unfortunately, not everything can happen as quickly as we would like, and none of us have control over everything. By the time this newsletter is out, we will already be two-thirds of the way through the year, and each of our sense of urgency should be heightened to complete this year what we need to get done.

We all are well aware that winter is coming and it will be here whether we are ready for it or not. Now is the time to evaluate where we are and where we need to be. I am amazed, when I have a vacation scheduled, how much I accomplish just before I leave as I push harder not to leave any loose ends before taking the time off. My advice is to try to frame that mindset on a daily and weekly basis. The first step to being successful is to plan for that success. Start each week with a few things that you must accomplish that week, and then start and end each day with at least three things that must be taken care of that day.

Please be sure to plan on spending October 18 and 19 at our 73<sup>rd</sup> Annual Convention & Trade Show. It is only two days out of the week, and I guarantee you will be able to still accomplish at least 2 other things that need to be done that week. I'm extremely confident that you will enjoy your time at the Turning Stone Resort and come away with some great ideas you will want to implement in your business. I wish all of you a safe and productive end to the summer season and the best of luck to a happy and productive fall.

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Counties Desired: 1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_  
4 \_\_\_\_\_ 5 \_\_\_\_\_

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# 73<sup>rd</sup> ANNUAL CONVENTION REGISTRATION

COMPANY: \_\_\_\_\_

**REGISTER ONE, GET TWO FREE!**

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

☐ YES! I will attend the Banquet on Oct 18

NAME: \_\_\_\_\_

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EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

☐ YES! I will attend the Banquet on Oct 18

**EARLY BIRD PRICE THRU SEPTEMBER 18, 2023: \$400**

**AFTER SEPTEMBER 19, 2023: \$600**

**TOTAL DUE: \$\_\_\_\_\_**

**Method of Payment:** ☐ American Express ☐ Discover ☐ Master Card ☐ Visa ☐ Check Enclosed (pay to NYHA)

\*Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_ CVV Code: \_\_\_\_\_

Signature \_\_\_\_\_ Check number: \_\_\_\_\_

\*Billing Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

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# 73<sup>rd</sup> ANNUAL CONVENTION: EXHIBITOR/SPONSOR REGISTRATION

COMPANY: \_\_\_\_\_

NAME: \_\_\_\_\_

NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_

EMAIL: \_\_\_\_\_

PHONE: \_\_\_\_\_

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YES! I will attend the Banquet on Oct 18

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YES! I will attend the Banquet on Oct 18

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EMAIL: \_\_\_\_\_

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☐

YES! I will attend the Banquet on Oct 18

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YES! I will attend the Banquet on Oct 18

REGISTRATION FEES	EARLY BIRD By Sep 18, 2023	REGULAR After Sep 19, 2022	TOTAL
<b>EXHIBITOR ONLY (2 people included)</b> NYHA Member ONLY	\$600	\$750	\$
<b>SWAG BAG SPONSOR/EXHIBITOR*</b> (2 people included) Only ONE Available	\$400	\$600	\$ <b>TAKEN!</b>
<b>SPONSOR (2 people included)</b> NYHA Members ONLY (circle)	\$500	\$750	\$
<b>Additional Employees</b> (more than 2)	\$200 each	\$400 each	\$
<b>TOTAL PAYMENT DUE</b>			\$

**Method of Payment:** ☐ American Express ☐ Discover ☐ Master Card ☐ Visa ☐ Check Enclosed (pay to NYHA)

\*Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ / \_\_\_\_\_ CVV Code: \_\_\_\_\_

Signature \_\_\_\_\_ Check number: \_\_\_\_\_

\*Billing Address \_\_\_\_\_

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## LAST COURSES IN 2023!

In conjunction with the New York State Department of State Division of Building Standards & Codes, the New York Housing Association will host the following courses in October 2023:

21B Initial	Oct 18
21B Installer	Oct 18
Mechanics	Oct 18
Continuing Ed	Oct 20

Course Location:

Turning Stone Resort  
5218 Patrick Road  
Verona, NY

To register, please visit:

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Steve Gehrke

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Winner of our Legislator Survey!

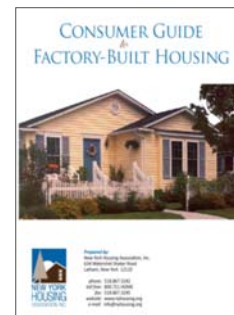


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The **Consumer Guide to Factory-Built Housing** is a fantastic resource to share with prospective tenants and purchasers. Buying a home is a big step! The facts and info included in the Buying Guide help make the process more understandable.

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 min purchase of 25 Guides.

For more info, please contact:

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



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## FEATURED 73<sup>rd</sup> ANNUAL CONVENTION SPEAKERS & TOPICS



Chris Nicely

**The Changing Demographics of Our Buyers:** As Boomer demand is waning in the marketplace, who is taking their place, and how fast? Gen X? Gen Z? Do they still have home ownership as a life goal? Is it even attainable? Find out how demand is shifting and how you can leverage this information to sell more and GROW your business in this session.

**MH 101 - The Industry Basics for Newbies and the Rest of Us:** Marriage wall, trim out, pit set, CrossMod(r), trailer, mobile home, modular... Reacquaint yourself with the basics of manufactured housing; the product, the build, and the set to represent your product with pride to all of your customers.



Scott Stroud

**7 Universal Mistakes That Cost Communities and Retailers Sales:** Is your business as profitable as it should be today? When business is good, we're often too busy to work on our sales processes, but when the market slows down it is those processes – and the discipline to use them – that can keep our company out of the red. In this interactive presentation we'll cover: The 5 Key Disciplines behind every successful company; The nearly universal mistakes or misunderstandings that stifle sales; and What to do now to ensure an optimal sales system that propels your business upwards, even in a down market.

**Remaining Relevant – Marketing to Millennials:** We have a whole new generation of homebuyers that are seizing control of the market – and their wants and needs are much different from their parents! How can we attract new buyers into our homes and communities? In this interactive discussion we will examine the shopping, buying and living habits of younger buyers and learn how to present what we have in a way



Jaime Cain, Esq.

**Assistance Animals:** Learn the ins and outs of the difference between a service animal and an emotional support animal. How to document, when you can ask for additional information, learn the limits on having to accept and the pitfalls.

**Criminal History:** What information can you ask, can you use automatic screening criteria to reject, what questions to ask and how to document.

**Tenant Rent Increases:** The new wave of litigation post HSTPA. Tenants are gathering together and forming tenant units. Learn how to document and support your rent increases and how to push back against tenants who become demanding and bullies.

**2023 Legislative Summary and the 2024 Legislative Outlook** from Mark Glaser, Esq.



Mark Glaser, Esq.

Also on the schedule: a representative from **MHI will be providing an update on the Department of Energy's** proposed rule changes.



## 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](mailto: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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**Phone:** 518-867-3242

**Fax:** 518-867-3242

**E-mail:**

[bob@nyhousing.org](mailto:bob@nyhousing.org)

[kathy@nyhousing.org](mailto:kathy@nyhousing.org)

**Website:**

[www.nyhousing.org](http://www.nyhousing.org)



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Waterfalls Village  
Hamburg, NY  
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D&R Village  
Clifton Park, NY  
518-383-9977

Woodland Manor  
West Monroe, NY  
315-676-2016

Youngstown Estates  
Youngstown, NY  
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