



HOUSING NOW

September 2026

76th Annual CONVENTION & TRADE SHOW

OCTOBER 14 & 15, 2026

DEL LAGO RESORT

1133 Route 414, Waterloo, NY 13165

REGISTRATION IS OPEN!

www.nyhousing.org/events/

76th-annual-convention -and-trade-show

Our 76th Annual Convention & Trade Show is scheduled to be held October 14-15, 2026 at the Del Lago Resort in Waterloo, NY. You should have received the registration flyer in the mail and we hope you will join us!

We want you to experience a great event that benefits the entire manufactured and modular housing industry in NYS. We have a great line up of speakers and topics to offer everyone, no matter what type of business you are involved with. We encourage you to bring as many of your fellow employees as possible!

Information on the speakers and topics to be discussed are included in the registration flyer. We hope you will take advantage of the seminars to get your employees informed and involved!

Sponsorship opportunities and exhibitor information are included in the flyer as well. Our Annual Convention & Trade Show is a great opportunity for networking, learning something new and just plain having fun!

There are special overnight room rates at Del Lago Resort for the nights of October 14 & 15, 2026. You can call 315-946-1777 for reservations. **Please note: the cut-off date to make room reservations is September 14, 2026.**



Exhibitor Opportunities

**EARLY BIRD DEADLINES
ARE APPROACHING!**

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Sources

¹ https://www.energy.gov/sites/default/files/2022-11/ZERH%20Name%20and%20Logo%20Use%20Guidelines_0.pdf

² Energy savings are based on electrical and gas energy consumption using NREL® BEopt™ to estimate annual electrical and gas energy consumption of a home built to DOE Zero Energy Ready Home™ guidelines compared to the same home built only to Industry and HUD standards in the cities listed. Estimates are based on calculations for multi-section Tempo Let It Be and Shout models.

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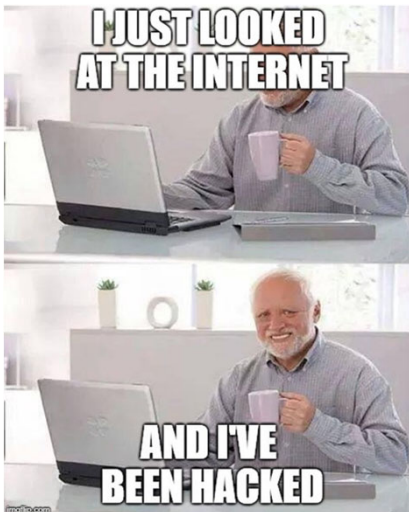
HOW TO KEEP YOUR MANUFACTURED HOUSING SOCIAL MEDIA ACCOUNTS SAFE & SECURE

This might be the most exciting thing you read all year!! Not really, actually. It's not fun at all. But it is necessary.

If you're in the manufactured housing industry, you know how vital social media can be, and losing those accounts can be VERY expensive.

Have you ever had your social media account hacked? And maybe even stolen? If you have, you know that if you use that account for business, it is incredibly stressful problem to solve.

In fact, According to StationX, 'On average 1.4 billion social media accounts are hacked every month, and that number will continue to rise as more and more people create new social media accounts.'



If you use social media for business, this should be alarming. If your Facebook, TikTok, or YouTube account disappeared tomorrow, how much would it cost you?

Here's how a typical hack works: A hacker gets access to your email that is connected to your Facebook account. Then, at 3 am on Sunday, they login to Facebook and reset the password, which sends an email to the account that they have access to. You get a notification, but you're asleep and don't notice it. They create a new password, change the email associated with the account, and log in. They then create an e-commerce ad for their website, set it at \$10,000 per day in spending, and fire it off. When someone clicks on that ad, they go to a bogus e-commerce site for the product they saw, enter their credit info to purchase the product, and now that person has their card info stolen.

A few hours later you wake up, and you've got thousands of dollars of charges on your credit card for ads, no access to your social media accounts, and your email password has been changed.

At this point, you're in a bad spot. We have multiple clients that have had that exact scenario happen, and I promise you, it was not fun.

Here are some best practices that you can implement to protect your social media accounts, and your business, from hackers:

Know Your Social Media Email and Password: If there is suspicious activity on your account, the platform will typically alert you in the platform itself (Facebook notification, for example), and it will send you an email. You need to know the email to get the email. If you've changed emails since you created your social accounts, you may not check your email regularly and security notifications will get lost. If you get hacked, you may also need to access your email to get a verification code to sign back in. If you don't know what that original email address is, you can't access it.

Turn on Two-Factor Authentication: Ever received a text message with a code when you login to a profile? That's two-factor authentication. If you have anything important on an account (payment info, photos, business relationships, etc.) you need two factor authentication turned on. Two-factor authentication (2FA) is an identity and access management security method that requires two forms of identification to access resources and data.

Never Login on Public Computers or Networks:

Do you ever login into public networks? If you travel, you probably have to use public networks fairly often.

As of February 2023, a quarter of surveyed adults in a recent study in the United States encountered private information compromise through public Wi-Fi in a cafe or restaurant. Airports ranked second, while hotels followed as the third-least secure public Wi-Fi connections among all listed places.

Social Media, cont. on Page 6

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WHAT TOPICS INTEREST YOU?

**Contact the NYHA Office with YOUR
topic suggestions!**

**We will plan accordingly for
monthly meet-ups and the
76th Annual Convention.**

Email: kathy@nyhousing.org

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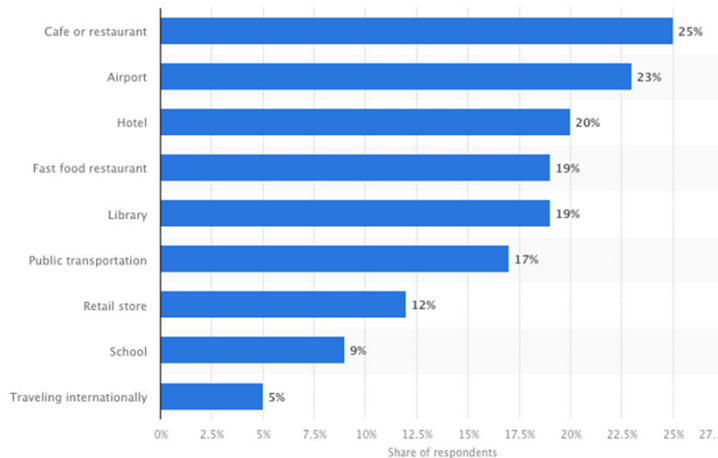
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If you travel, you need a to use a VPN (Virtual Private Network) for internet access. VPNs create an encrypted tunnel for your data, protect your online identity by hiding your IP address, and allow you to use public Wi-Fi hotspots safely. Long story short...they keep your info secure.

Just google 'VPN' and you'll get tons of options. It may seem like a hassle to go through, but I PROMISE it is easier AND cheaper than dealing with compromised accounts.

Do you access the internet in any of the establishments below? If so, you're at risk for getting hacked if you're not using a VPN to hide your information.

Most common places personal information got compromised using public Wi-Fi according to adults in the United States as of February 2023



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If you'd like to have a conversation about where your marketing could improve, I'd love to help. Click the button below to schedule a FREE discovery call. This isn't a sneaky sales call, or a bait and switch maneuver. It's a simple call to see where you can improve your marketing. I'll look at the business with you, and let you know how I think you can improve your marketing. There is zero cost.



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David Finney
david@bildmedia.io
<https://bildmedia.io>

WHY SHOULD YOU ATTEND THE NYHA 76TH ANNUAL CONVENTION AND TRADE SHOW?

Attending our 76th Annual Convention & Trade Show is a strategic move for businesses looking to enhance their presence in the factory-built housing industry and foster growth. Here are some compelling reasons to participate:

NETWORKING OPPORTUNITIES: Connect with peers, industry experts, and potential partners to build valuable relationships that can lead to collaborations and new business opportunities.

LEARNING AND INSPIRATION: Gain fresh perspectives and ideas from industry leaders and peers, and learn from their experiences and challenges.

STAYING INFORMED: Stay up-to-date on the latest trends, technologies, and innovations that could impact your business.

BRAND BUILDING: Showcase your brand and products in front of a concentrated audience of buyers, enhancing your brand authority and visibility.

LEAD GENERATION: Generate leads and sales opportunities through direct interaction with potential customers and prospects.

MARKET INTELLIGENCE: Gain insights into the broader market landscape and understand where your brand fits within it.

By attending our Annual Convention and Trade Show, businesses can leverage these opportunities to drive growth, innovation, and success in the factory-built housing industry.



Plan to join fellow NYHA members and friends for a SLOT TOURNAMENT after the Welcome Reception on Wednesday, October 14, 2026. All participants will need to get a player's card to qualify.

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with Convention
Registration!**

LAST DATE REMAINING IN-PERSON IN 2026!

Oct 16 Del Lago Resort, Waterloo NY (Ballroom)

----- REGISTRATION FORM—PLEASE PRINT -----

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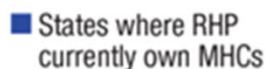


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COMING EVENTS

Sep 15 Monthly Meet-Up with Jaime Cain
Emotional Support Animals
Oct 14-15 Annual Convention & Trade Show
Del Lago Casino & Resort
Oct 16 3-Hour Continuing Ed Course
Del Lago Casino & Resort
Oct 20 Monthly Meet-Up with NYS DTF
STAR and Bi-Annual Registration Q&A
Nov 17 3-Hour Continuing Ed Course, remote
Nov 18 21B & Mechanics Courses, remote

For more info on all events,
please visit:

www.nyhousing.org/events



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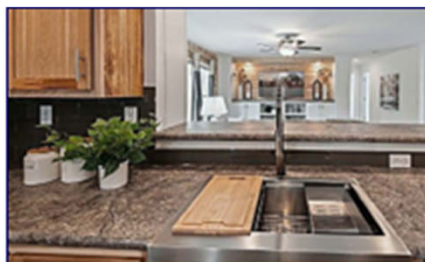
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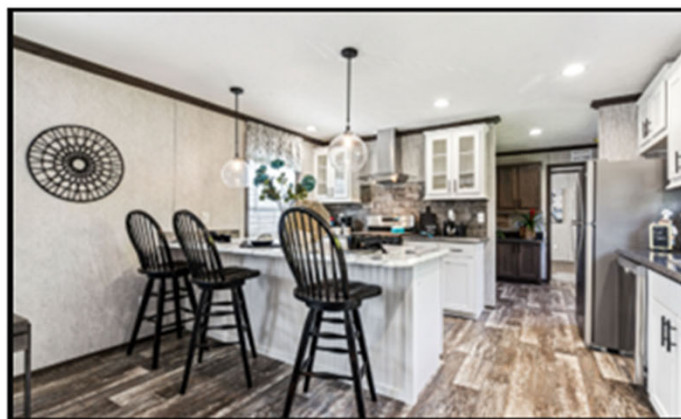
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