



2010 COMMUNITIES FORUM

Tuesday, April 13, 2010
Caesars Palace
Las Vegas, NV

SPONSORED BY



SCHEDULE OF EVENTS

7:00 a.m. – 8:00 a.m. Registration

8:00 a.m. – 8:15 a.m. Welcome & Opening Remarks

Speakers: Chris Parrish, PHC®, MHI-NCC Chair, Parrish Manor
Paul Bradley, ROC USA (2010 Forum Sponsor)
Kenny Lipschutz, ULI-MHCC Chair, HomeFirst Certified Communities

8:15 a.m. – 8:45 a.m. Keynote Speaker – Barry McCabe

Back from the Abyss – Where To From Here?

With a keen understanding of our past and today's current challenges, Barry McCabe is an industry icon who will offer insights for the industry's return to prosperity. Barry and his partners at Hometown America created a widely imitated in-house financing model that opened opportunities for homeowners while providing compliance with federal and state laws and regulations. Now as a principal in Origen Financial Services he continues to advance those efforts and explore other innovative ways to improve occupancy for members of MHI's National Communities Council.

8:45 a.m. – 10:00 a.m.

State of the Industry Panel – Facing Challenges and Creating Solutions

A panel of industry experts representing a broad range of land-lease community business sizes and models will answer questions about how their companies are creating solutions and adapting to today's economic and lending environment. This discussion will explore how past events have affected their company operations and strategies- and the participants will share lessons learned on how to prepare for the good times ahead, and the bad.

Moderator – George Allen, MHM, CPM®, GFA Management; Speakers – Greg O'Berry, Hometown America; Richard Winkelman ACM®, Brookside Communities; Ellen Kelleher, Equity LifeStyle Properties, Inc.; Dick Bessire, Bessire and Casenhiser, Inc.

10:00 a.m. – 10:15 a.m. Break

10:15 a.m. – 11:30 a.m.

Making Customer Service and Effective Resident Relations the Top Priority

For meaningful growth and competitive success in the operation of land-lease communities it has never been more important than now to have a structured and effective customer service and resident relations program in place. This session will give details of one company's actions to increase customer satisfaction and will provide an opportunity for lively discussion and idea sharing among the participants. Moderator – Kenny Lipschutz, HomeFirst Certified Communities; Speaker – John McLaren, Sun Communities

11:45 a.m. – 1:00 p.m. Lunch/Roundtable Discussions – Octavius 10

1:15 p.m. – 2:15 p.m.

Alternative Methods for Filling Communities

Expand your range of possibilities for filling sites in your community with tangible ideas from professionals with experience in how to execute and manage “rent to own” or “rental only” programs for your residents. Moderator – David Lentz, American Land Lease, Inc.; Speakers – Jeff Davidson, Sun Homes; Steve Schaub, Yes! Communities

2:15 p.m. – 2:30 p.m. Break

2:30 p.m. – 3:45 p.m.

Consumer Lending in Land-Lease Communities – Past, Present, and Future

Consumer lending in land-lease communities may never be the same. In this session we'll examine all the opportunities available today for customer financing of home purchases- and analyze the events leading up to today's current environment. Learn how to utilize traditional financing through industry lenders, and how to successfully create and manage an in-house financing program. You'll also get insight on what the future holds for in-community lending- and how the shift may prove to be permanent. Moderator – Stephen Braun, Hometown America; Speakers – Bill Cramer, CPM®, Rimco Properties, Inc.; Kenny Lipschutz, HomeFirst Certified Communities; and Tim Williams, 21st Mortgage Corporation

3:45 p.m. – 4:00 p.m. Break

4:00 p.m. – 5:15 p.m.

Community Refinance and Acquisition Lending – The Effects of the Commercial Meltdown- Myth or Reality?

The capital markets and the economy have had a drastic effect on the commercial mortgage industry, and are affecting community owners who need to refinance existing properties- and making it difficult to acquire new properties. Some experts have said the effects are being overstated- is this a myth or reality? This session will evaluate the current status of the commercial mortgage market- and offer effective solutions to owners who need to access this highly sought after and critical source of capital.

Moderator – Joanne Stevens, ACM®, PHC®, CCIM; Speakers – Robert McBroom, CB Richard Ellis; Creighton Weber, Wells Fargo Commercial Mortgage; and Charlie Williams, Keystone Commercial Capital

6:00 p.m. – 8:00 p.m. Reception in Exhibit Hall