

SECO 2017, October 11-12, 2017 (Pre-SECO Tuesday 10/10)

Pre-SECO17 (Tuesday 10/10)

<u>Day</u>	<u>Time</u>	<u>Topic</u>	<u>Speakers</u>
Tues. 10/10	07:00a - 08:30a	Registration - PreSECO & SECO17	<u>Genevieve Ketelle</u> , SECO event coordinator Paula Garzon, assistant event coordinator Judy Roden, Mountain View Estates Mark Titshaw, Stonegate Management Group
Tues. 10/10	08:30a - 10:00a	Rent Manager - Basic	John Hemelgarn
Tues. 10/10	10:15a - 11:45a	MHVillage - A Sales Lead is a Terrible Thing to Waste: How to Close More Online Sales in Less Time	Dawn Highhouse
Tues. 10/10	11:45a - 01:00p	Lunch (not included in Pre-SECO registration)	
Tues. 10/10	01:00p - 02:30p	Rent Manager - Advanced	John Hemelgarn
Tues. 10/10	02:45p - 04:15p	Lease-Option - legal basis, structure, sample contract, pre-qualification, underwriting, defaults, with conventional financing	Spencer Roane
Tues. 10/10	05:30p - 07:30p	Cash bar, view homes - all SECO attendees invited!	

SECO17 - Day 1 (Wednesday 10/11)

<u>Day</u>	<u>Time</u>	<u>Topic</u>	<u>Speakers/Panel Participants</u>
Wed. 10/11	07:00a - 08:30a	Registration SECO17	<u>Genevieve Ketelle</u> , SECO event coordinator Paula Garzon, assistant event coordinator Judy Roden, Mountain View Estates Mark Titshaw, Stonegate Management Group
Wed. 10/11	08:30a - 09:00a	Welcome, SECO finances & statistics	Spencer Roane, Pentagon Properties David Roden, Mountain View Estates Larry Mathews, American Commerce Bank, MC
Wed. 10/11	09:00a - 10:15a	Attendee introductions	All attendees
Wed. 10/11	10:15a - 11:15a	Filling Vacant Sites by Renting, Selling, & Seller-"Financing" New Community Series Homes (CSH). Community owners like you who added cash flow & value to their communities, also upgrading community appearance and resident demographics	<u>George Allen - moderator</u> Maryuri Barberan, Pentagon Properties Joe Lahore, Home Path Communities Chuck Meek, Calhoun Homes Michael Power, MHC Investor.com David Roden, Mountain View Estates Steve Waite, RE Hunter
Wed. 10/11	11:15a - 11:30a	Morning break	
Wed. 10/11	11:30a - 12:00p	MH Manufacturers - CSH Display Homes, Options, Features	<u>Bob Love - moderator</u> Manufacturers of SECO17 display homes
Wed. 10/11	12:00p - 01:00p	Sponsors, and Exhibitors Who Increase Revenue, Reduce Expenses, or Increase the Value of Your Community!	<u>Bob Love - moderator</u> SECO17 sponsors, and vendors.
Wed. 10/11	01:00p - 02:30p	Lunch - George Allen "State of the Industry", visit display CSH homes & exhibitors	George Allen
Wed. 10/11	02:30p - 03:15p	Internet Marketing Trends and Tactics The latest Internet marketing trends that are redefining buyer behavior and expectations. Learn what these trends mean for manufactured housing communities and explore Internet marketing tactics you can use to earn more business and stay ahead of your competition.	Darren Krolewski, MHVillage
Wed. 10/11	03:15p - 04:00p	Pre-Purchase Counseling of Homebuyers	Chris Nicely, CEO Next Step Homes
Wed. 10/11	04:00p - 04:15p	Afternoon break	
Wed. 10/11	04:15p - 05:15p	Financing of MHs . For CO to rent or seller-finance (lease-option) . Conventional/retail financing of homeowner	<u>Spencer Roane - moderator</u> Jeff Buice, GENCapital Candice Doolan, 21st Mortgage Curt Hodgson, Legacy Homes Steve Mehrer, Country Place Mortgage Kevin Thrash, American Commerce Bank ----- Jerry Bretton, Credit Human Marie Layfield, Triad Financial Services
Wed. 10/11	05:15p - 06:00p	Marketing Homes For Sale In Communities	<u>Steve Case - moderator</u> Ken Corbin, CallKenCorbin Chris Nicely, CEO Next Step Homes
	06:00p - 06:15p	Roundtable Introductions - moderators & topics (posted in Whova)	Larry Mathews
Wed. 10/11	06:15p - 07:15p	Reception, visit MHs & vendors	
Wed. 10/11	07:15p - 08:45p	Networking Roundtables (topics posted in Whova app)	

SECO17 - Day 2 (Thursday 10/12)

<u>Day</u>	<u>Time</u>	<u>Topic</u>	<u>Speakers/Panel Participants</u>
Thurs. 10/12	08:30a - 09:30a	1 Minute Money Makers - pass the mic Sales, marketing, and management ideas - revenue generating, cost cutting, charity, etc.	<u>Tom Lackey - moderator</u> All attendees
Thurs. 10/12	09:30a - 10:15a	Everything You Always Wanted to Know About the Federal Reserve (But Were Afraid to Ask)	Brett Danko , GENCapital
Thurs. 10/12	10:15a - 10:30a	Morning break	
Thurs. 10/12	10:30a - 11:15a	Mobile Home Park 2.0	Jefferson Lilly , Park Street Partners
Thurs. 10/12	11:15a - 12:30p	Lunch - National issues affecting us, raffles (sponsor contributions & display MH), last chance to see display MHs & visit exhibitors	<u>George Allen - moderator</u> Jay Hamilton, GMHA Tom Lackey, Able Housing Dave Voss, LEAD-M Companies Steve & Sarah Case - raffle moderators
Thurs. 10/12	12:30p - 01:00p	Nicely Made Media Demo video prepared for SECO17	Carson Nicely , Nicely Made Media
Thurs. 10/12	01:00p - 02:00p	Opening the Cash Vault - Community Acquisition & Refinancing More funds than ever are available for financing of our asset. This lender panel describes their most popular programs.	<u>Larry Mathews - moderator</u> Andrew Bates, Am. Commerce Bk Chris San Jose , Yale Realty & Capital Advisors Lu Vella, Q10/Lutz Capital
Thurs. 10/12	02:00p - 02:45p	How Much is Your Community Worth in Today's Market? Could your community be worth an all-time high? A panel of national brokers explain what's selling and what's not and for how much.	<u>Jay Zandman - moderator</u> Max Baker, The MHP Broker James Cook, Yale Realty & Capitol Advisors Kevan Enger, Capstone Manufactured Housing George Logan, George Logan Brokers Bob McBroom, MHC Leisure Living Josh Mermell, RHP Properties
Thurs. 10/12	02:45p - 03:30p	Rehabbing Resale Homes Whether rehabbing a repo MH or a new home which a buyer defaulted on, here are things to pay attention to, to get it done quickly and efficiently.	<u>David Roden - moderator</u> Michael Power, MHCInvestor.com David Voss, Advance Manufactured Homes
Thurs. 10/12	03:30p - 04:00p	Wrap up - pass the mic MH features, financing: acquisition, L-O, resident/buyer, MHP/LLC, industry concerns (trailer parks, setup contractors), next year's MCs and venue?, do differently next year, SECO17 stats (attendees, finances, etc.)	<u>Larry Mathews - moderator</u> All attendees