

SECO 2018, October 10-11, 2018 (MHM Monday, 10/8, Pre-SECO Tuesday 10/9)

SECO18 - Day 1 (Wednesday 10/10)

<u>Day</u>	<u>Time</u>	<u>Topic</u>	<u>Speakers/Panel Participants</u>
Wed. 10/10	07:00a - 08:30a	Registration SECO18	<u>Genevieve Kettle</u> , SECO event coordinator Maryuri Barberan, Pentagon Properties Tom Lackey, Able Mobile Housing Judy Roden, Mountain View Estates Maiara Spinetta, Pentagon Properties Mark Titshaw, Stonegate Management Group
Wed. 10/10	08:30a - 09:00a	Welcome, SECO18 Planning Group, SECO18 finances & statistics, Whova	<u>Larry Mathews, MC</u> Tom Lackey, Able Mobile Housing Spencer Roane, Pentagon Properties David Roden, Mountain View Estates
Wed. 10/10	09:00a - 10:30a	Attendee introductions (name, industry involvement, <u>name</u>)	All attendees
Wed. 10/10	10:30a - 11:00a	Morning break	
Wed. 10/10	11:00a - 12:00p	5 Keys To Bringing New MHs Into Your Community Bringing new homes into communities is the #1 challenge most COs face. Mike appreciates the unbridled excitement around the 'new homes' market and the abject fear of not knowing how to take advantage of it. He'll cover must-do steps that worked exceptionally well for his firm: MH financing, floorplans and features, sweet-spot pricing, on-site maintenance to get new arrival homes on the market faster, and marketing and sales for speedy occupancy.	Mike Callaghan, 4 Leaf Properties
Wed. 10/10	12:00p - 01:00p	Internet Marketing Trends and Tips Are you profiting from the dynamic shifts in consumer online preferences? This session will look at the latest Internet marketing trends that are redefining buyer behavior and expectations. Discover what these trends mean for manufactured housing communities in today's market, and learn Internet marketing tips you can use to earn more business and stay ahead of your competition.	Darren Krolewski, MHVillage
Wed. 10/10	01:00p - 02:30p	Lunch - George Allen "State of the Industry", visit exhibitors	George Allen, COBA7
Wed. 10/10	02:30p - 03:15p	Introduction of Sponsors, and Exhibitors Who Increase Revenue, Reduce Expenses, or Increase the Value of Your Community!	<u>Bob Love - moderator</u> SECO18 sponsors and exhibitors
Wed. 10/10	03:15p - 04:15p	Lessons Learned by New Community Owners COs who recently bought communities will share the good, the bad, and the ugly regarding their CO experiences to date. They'll talk about their successes, their mistakes, and their surprises in the hope they can help others who recently purchased an LLC, or are thinking about doing so. Look for plenty of show and tell!	<u>Steve Case - moderator</u> Tim Manson, AM Partners Amy McMahan, Stone Oaks Tammy ORourke, ORourke Enterprises Kim & Rusty Reeve, Briarmeade Estates Kim Shultz-Rainford, Highland Village Erin Smith, EMS Real Estate, Star Homes
Wed. 10/10	04:15p - 05:00p	Succession Is the idea of passing along assets, namely LLC(s), to the next generation, employees, or any other group or entity something you might be interested in? You could hear a pin drop last year when Brett talked about a topic most attendees didn't think they had an interest in - the Federal Reserve. This year he'll do the same on the topic of Succession.	Brett Danko, GENCapital
Wed. 10/10	05:00p - 05:15p	Roundtable Introductions - moderators & topics (posted in Whova)	David Protiva
Wed. 10/10	05:15p - 06:45p	Reception, visit exhibitors	
Wed. 10/10	06:45p - 08:00p	Networking Roundtables (topics posted in Whova app)	

SECO 2018, October 10-11, 2018 Cont'd

SECO18 - Day 2 (Thursday 10/11)

<u>Day</u>	<u>Time</u>	<u>Topic</u>	<u>Speakers/Panel Participants</u>
Thurs. 10/11	07:00a - 08:00a	Complimentary Breakfast - Legacy Homes Join the personnel from Legacy Homes to learn about their new finance program, homes, features, and floorplans	Curt Hodgson , Legacy Homes
Thurs. 10/11	08:30a - 09:15a	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.	Dave Jackson - moderator Max Baker , The MH Broker Kolman Bubis , Sunstone Real Estate Advisors James Cook , Yale Realty & Capital Advisors Kevan Enger , Capstone Manufactured Housing Mike Nissley , Colliers International
Thurs. 10/11	09:15a - 10:15a	1 Minute Money Makers - pass the mic One of the most popular sessions at every SECO conference: Sales, marketing, finance, and management ideas from CO attendees that generate revenue, cut costs, or make communities more attractive.	Tom Lackey - moderator All attendees
Thurs. 10/11	10:15a - 11:15a	Financing for Community Acquisition & Refi More funds than ever are available for financing of our asset. This lender panel describes their most popular programs.	Steve Case - moderator Chris San Jose , Yale Realty & Capital Advisors Kevin Thrash , American Commerce Bank Luis Vela , Q10 Lutz Financial Kurt Wilkerson , Vanderbilt Mortgage
Thurs. 10/11	11:15a - 11:45a	Morning break	
Thurs. 10/11	11:45a - 12:45p	BOOM! The Next 10 Years Einstein said, "If you always do what you always did, you'll always get what you always got!" Manufactured housing is slated for its largest growth pattern in 40 years; especially in community sales. Are you ready? Baby boomers and millennial's are just the beginning. It's all about new ideas, new systems and new marketing for tomorrows home buyer. Join Ken Corbin for this exciting interactive presentation. Hear and see the facts, the techniques and the steps to community success during the next decade.	Ken Corbin , Ken Corbin & Assoc.
Thurs. 10/11	12:45p - 02:15p	Lunch - AZ national association, CO charities, scholarships, & vets, national issues affecting us, raffles, last chance to visit exhibitors	David Roden - moderator Susan Brenton , National Association of MH COs Ron Cobb , Logan's Crossing
Thurs. 10/11	02:15p - 03:15p	Financing of MHs . For COs to rent or seller-finance (lease-option) . Conventional/retail financing of MH buyers	Spencer Roane, moderator Lend to COs Candice Doolan , 21st Mortgage Curt Hodgson , Legacy Steve Mehrer , Country Place Mortgage Kevin Thrash , American Commerce Bank Lend to Home Buyer Jerry Bretton , Credit Human Chris Turturro , Cascade Financial
Thurs. 10/11	03:15p - 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.)	Larry Mathews - moderator All attendees