



## 2012 MHI NATIONAL COMMUNITIES COUNCIL FORUM Tuesday, April 10

*(Additional Registration Fee Required – See Registration Form)*

**SPONSORED BY**



**7:00 a.m. - 8:00 a.m.**

**Registration**

**8:00 a.m. - 8:15 a.m.**

**Welcome & Opening Remarks**

**Steven Schaub**, *NCC Chairman, Managing Partner & COO of Yes! Communities*

**Paul Bradley**, *ROC USA (2012 Forum Sponsor)*

**8:15 a.m. - 9:15 a.m.**

**Opening General Session**

***Housing Outlook – Dr. David Crowe***

NAHB's Chief Economist, Dr. David Crowe, will provide an overview of the housing market, discuss trends, analyze housing demographics, and offer an economic outlook. Dr. Crowe is responsible for NAHB's forecast of housing and economic trends, survey research and analysis of the home building industry and consumer preferences, and microeconomic analysis of government policies that affect housing.

**9:15 a.m. - 9:30 a.m.**

**Break**

**9:30 a.m. - 10:45 a.m.**

**Concurrent Sessions**

***Aging in Place***

Seniors are expected to live longer and enjoy more active and independent lifestyles. Learn how communities can offer important services and amenities to support the concept of "aging in place."

**Speakers – Steve Lefler and Mike Sullivan**, *Lifestyle Services, Inc.*

***Community Lease-Option Programs***

Learn how you can successfully utilize this alternative financing program. Learn the ins and outs of ensuring SAFE Act compliance and hear from community owners who have found success with this financing tool.

**Moderator – Jim Bramlage**, *Yes! Communities*; **Speakers – Marc Lifset**, *McGlinchey Stafford*; **Jeff Davidson**, *Sun Communities*; **Spencer Roane**, *Pentagon Properties*

**10:45 a.m. - 11:00 a.m.**

**Break**

**11:00 a.m. - 12:15 p.m.**

**Concurrent Sessions**

***Social Media Marketing: Connect with Buyers and Customers on Their Turf***

Social media has become a powerful marketing force, enabling businesses to connect with buyers and customers and to develop relationships that lead to trust and sales. We will explore how to use these tools and measure the effectiveness of your online efforts. **Speaker – Scott Stroud**, *Selling More Homes Media and BuilderRadio.com*

### ***Attracting and Keeping Top Notch Community Management Personnel***

Community management professionals have a direct impact on resident relationships and community quality, safety and appearance. Panelists will discuss ways that community owners can attract and provide support and resources to community management personnel. **Moderator – Mark Weinman, Harford Village; Speakers – David Whitworth, Yes! Communities; Chrissy Jackson ACM®, PHC®, Chrissy Jackson & Associates, Inc.**

**12:15 p.m. - 1:30 p.m.**

#### **Lunch**

**Speaker: Larry Johnson**

Mastering The Storm - How to Stay Positive and Thrive When Times are Turbulent

**1:30 p.m. - 2:45 p.m.**

#### **General Session**

##### ***Key Legal Issues for Communities***

Find out about the simple steps you can take now to protect your community from potential legal and liability problems as panelists provide guidance on a number of key community legal issues. **Moderator – Rob Coldren, Hart King & Coldren; Speakers – Bill Dahlin, Hart King & Coldren; David Eastman, Lutz, Bobo, Telfair, Eastman, Gabel & Lee; Marc Lifset, McGlinchey Stafford**

**2:45 p.m. - 3:00 p.m.**

#### **Break**

**3:00 p.m. - 4:15 p.m.**

#### **Concurrent Sessions**

##### ***Working with Realtors***

This session offers great advice for successfully working with realtors. Learn how establishing connections with local realtors in your community can help you sell homes and fill sites. **Speaker – Joanne Stevens ACM®, CCIM, The Stevens Co. Real Estate & Development**

##### ***Cutting Edge Design Trends for Housing***

Looking to the future, what are the trends in home design? Growing interest in smaller and more affordable housing options and green building designs are two trends to look for. Learn about other trends in home building and design so that you can be poised to attract the homebuyer of the future. **Speaker – Suzanne Felber, The Home Idea Factory**

**4:15 p.m. - 5:30 p.m.**

#### **Concluding General Session**

##### ***Manufacturers Panel***

Representatives from some of the industry's leading manufacturers will discuss their perspectives and thoughts on market trends and industry challenges. **Moderator – David Lentz, American Land Lease; Speakers – Kevin Clayton, Clayton Homes; Tom Pernsteiner, Champion Home Builders; Joe Stegmayer, Cavco Industries**

**6:00 p.m.**

#### **Reception in Exhibit Hall**