

Mid-Atlantic States Convention

Discovery 2010

October 26 & 27, 2010
The Crowne Plaza
Albany, N.Y.

2 Days of Inspiring Business & Personal Growth



Opening Speaker

HUD Secretary Shaun Donovan - *Invited*

As the regulator for the Manufactured Housing Construction Program, manufactured home installation standards, licensing of installers and for FHA programs including manufactured home loans, HUD Secretary Donovan's address could not come at a better time. This Opening Session will offer an opportunity for the grassroots industry members to interact with HUD and to begin working with HUD to encourage and promote this affordable housing option and to find solutions for the many issues facing the manufactured housing industry in 2010.

Keynote Speaker

Jeff Blatnick

Jeff Blatnick, 1984 Olympic Gold Medallist in Greco Roman wrestling and cancer survivor, has been giving powerful presentations for more than 20 years. Jeff, a New York State High School Champion and NCAA Division II National Champion, qualified for his first Olympic Team in 1980, which was boycotted by the US. In 1982, Jeff was diagnosed with Hodgkin's Lymphoma, prompting the removal of his spleen and appendix. After radiation therapy helped to hold the cancer in remission, Jeff won the Gold Medal in the 1984 Olympic Games in Los Angeles, CA. In these adverse times Jeff's presentation will surely inspire everyone.



Timely & Informative Educational Sessions!

- Market and demographic trends, how they impact your business
- Using Social Networking Sites to increase your business
- Resident Screening including background checks and more
- SAFE Act Update and its impact in your state
- Mitigating risk and lowering your insurance costs
- Investing is difficult economic times

Discover new ideas, products and services at the Exhibitor Trade Expo!

- Visit lenders, manufacturers, insurance companies, suppliers and many more service companies

Networking Opportunities

- Welcome Reception in the amazing War Room in the New York State Capitol Building
- Awards Reception and Awards Banquet
- Manufactured Housing's "Got Talent" Contest! Which state will win?

Discover your potential by attending Discovery 2010!

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Schedule of Events

Tuesday, October 26

9 am – 4 pm	Registration
9 am – 1 pm	NeMHA Meeting – Separate registration and fee
8 am – 11 am	Exhibitors' set-up
11 am – 12:45 pm	Exhibits open
1 pm – 2:30 pm	Opening Session – HUD Secretary Shaun Donovan
2:30 pm – 3 pm	Break in Exhibit area
3 pm – 4:30 pm	Educational Sessions I
5:30 pm – 7:00 pm	Welcome Reception - War Room, NYS Capitol*

Wednesday, October 27

9 am – 4 pm	Registration
8:30 am – 9:45 am	Breakfast with Exhibitors
8:30 am – 9:45 am	NYHA Annual Meeting
10 am – 11:30 am	Key Note Address – Jeff Blatnick
12 pm – 1:30 pm	Lunch
1 pm – 2:30 pm	Educational Sessions II
2:30 pm – 3 pm	Break in Exhibit area
3 pm – 4:30 pm	Educational Sessions III
6 pm – 7 pm	Awards Reception
7 pm – 8:30 pm	Awards Banquet
8:30 pm – 9:30 pm	Manufactured Housing's Got Talent Contest

*The Capitol Building is a block from the Hotel. People needing assistance in walking should check the assistance box on the Registration Form. Transportation provided if box is checked. Programs and events subject to change as needed.

Hotel Accommodations

The Crowne Plaza
State & Lodge Street
Albany, NY 12207
518-462-6611

Room rate is \$138 plus applicable taxes, includes self-parking in their garage (value \$10.95 per night) Excludes Valet Parking. The rate is good from October 24 through October 29 for convention guests. Free hotel shuttle service from Albany International Airport or the Amtrak Rail Station in Rensselaer. Call the hotel directly & use the Group Code BGL or NY Housing Association. **Cutoff date 10/01/10.**

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Trade Expo Exhibitors

Showcase your products & services with a booth at the convention. Space is limited and is on a first come, first serve basis. Booth includes a 6' draped table, 2 chairs, wastebasket & electricity if needed. Tabletop displays are appropriate. Exhibit area just outside the meeting rooms and all breaks served in exhibit area. Exhibitors recognized verbally, with signage and in the convention program. Fee includes 1 registration to the convention. Shipping materials to hotel, packages marked clearly as follows: The Crowne Plaza, State & Lodge Streets, Albany, NY 12207, *Hold for; Name of Guest, Mid-Atlantic States Convention, NY Housing Assn., October 26 & 27, 2010.* Authorized packages will be accepted 2 days prior to the convention. Shipping, receiving and handling charges may apply.

Booth fees held at '09 rates:	Members:	Until 10/01/10	\$600 per booth
		After 10/01/10	\$750 per booth
	Non-members:	Until 10/01/10	\$1,200 per booth
		After 10/01/10	\$1,500 per booth

Sponsorship Opportunities

Support our industry in the Northeast by being a 2010 Convention sponsor. Customer loyalty is an essential part of our industry and being a sponsor makes a strong statement to everyone who attends the convention. Sponsors recognized verbally, with signage and in the convention program.

Sponsorship levels held at '09 rates:

Platinum	\$3,000 - Includes 1 registration & full page program ad
Gold	\$2,000 - Includes 1 registration & ½ page program ad
Silver	\$1,000 - Includes 1 registration and ¼ page program ad
Bronze	\$500 - Includes ¼ page program ad

Exclusive Event Sponsor Opportunities: Sponsor a reception, Keynote Speaker, break or educational program. Sponsorships range from \$500 to \$15,000. Event sponsors complimentary registrations, exhibits and advertisements. Contact Nancy Geer at 800-721-HOME or nancy@nyhousing.org for more information.

Advertising Opportunities

The commemorative convention program contains all pertinent convention information about the event and will not only be read by attendees, it will serve as a souvenir & resource taken home. Program ads will be printed in black & white only. The publication will measure 5½" x 8½" to serve as a booklet. Ads must be sent in to specific specifications. Those wishing to submit ads electronically should state whether the document is in PC or Mac and which program was used. Camera-ready artwork must be submitted by 09/20/10. Placement is the run of the booklet unless specifically requested and approved by staff.

Full Page	7 1/2" x 10"	\$500
Half Page Horizontal	7 1/2" x 4 7/8"	\$400
Half Page Vertical	3 5/8" x 4 5/8"	\$400
Quarter Page Horizontal	7 1/2" x 2 3/8"	\$300
Quarter Page Vertical	3 5/8" x 2 1/4"	\$300

Mid-Atlantic States Convention Registration Form

Discovery 2010

October 26-27, 2010
The Crowne Plaza
Albany, N.Y. 12207

Convention Registration

Name _____

Name _____

Company _____

Street _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

I am a member of NY PA NJ MD DE MA CT ME NH VT

I am a non-member I need assistance getting to the Opening Reception

Registration Fees:

Prior to 10/01/10

Member: \$250

Non-member: \$500

After 10/01/10

Member: \$300

Non-member: \$600

Registration fees include all General Sessions, Trade Expo, Educational Sessions and all meal functions.

Fees are non-refundable.

Make checks payable to NY Housing Association.

Exhibitor Registration

We would like to be an Exhibitor at the Convention

Name _____

Company _____

Street _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Exhibitor Fees:

Prior to 10/01/10

Member: \$600

Non-member: \$1,200

After 10/01/10

Member: \$750

Non-member: \$1,500

Fees are non-refundable.

Make checks payable to NY Housing Association.

Sponsorships

We would like to be a Convention Sponsor

Platinum \$3,000 Gold \$2,000 Silver \$1,000 Bronze \$500 Other _____

Event Sponsor – Call me! I'd like to discuss exclusive event sponsorship.

Name _____ Company _____

Phone _____ Email _____

Return with payment to NY Housing Assn., 634 Watervliet Shaker Road, Latham, N.Y. 12110



Discover the rebirth of the factory-built housing industry!

Discover new ideas, products and services!

Discover your own potential!

EDUCATIONAL SESSIONS

Timely and important Educational Sessions are set for the Mid-Atlantic States Convention October 26 & 27, 2010 at The Crowne Plaza in Albany, N.Y. Hundreds of factory-built housing industry members from all over the Northeast will converge on Albany. Two days filled with inspiring speakers, informative seminars and an industry Trade Expo.

The SAFE Act and its impact on Retailers and Community Owners, a session led by Deborah Robertson and Marc Lifset of McGlinchey Stafford LLC. No matter what state an attendee does business in the SAFE Act will have an impact on the way we do business in 2011 and beyond. Attendees will get an update of the SAFE Act administration changing from HUD to the Consumer Credit Protection Bureau. Everyone will want to attend this important update on where the SAFE Act is nationally and in each state.

Emanuel Levy, Executive Director of the Systems Building Research Alliance will inform attendees about the Energy Efficient Manufactured Housing Act of 2010. The Act will provide owners of pre-HUD mobile homes with a \$7500 rebate to purchase a new Energy Star manufactured home. In addition the bill would allow grants of up to \$2500 to cover removal and recycling of the older home. The Alliance is also responsible for the development of the new Frost Free Foundation Designs especially relevant to the Northeast region of the country.

CoreLogic Safe Rent's Robert Lindenfelzer will educate attendees on the importance of resident credit and criminal screening. Bob will discuss pre-resident screening, criminal and sex offender background checks and previous rental history such as evictions and judgments. This educational session is a must for community owners and managers. Learn how to protect your community and its residents.

Boosting Sales with Social Networking is a must session for all segments of the industry. Dawn Highhouse, V.P. of Consumer Service for MHVillage/Datacomp will show attendees how to maximize the increasing business and marketing opportunities on the many popular social networks. You will find out why Facebook is the 4th most visited website in the world and why more than 75% of US adults are active on social networking sites.

Risk management and insurance premium controls are important topics to any business. James Freyer, Jr., Executive Vice President of Haylor Freyer & Coon Insurance will cover money saving tips all owners can use to control risks and lower premiums. This informative educational session is a must attend for all industry segments. Most educational sessions will repeat once throughout the 2-day conference.



New York's Capital Region has attracted visitors for 400 years with historic sites, fabulous attractions, entertaining events and festivals, world-class museums, unique shopping, stunning architecture, delicious restaurants and welcoming accommodations. Here are a few attractions and events that you will want to see and do while you are in Albany in October.

Albany Heritage Visitor's Center - Located in historic Quackenbush Square, one can view a magnificent orientation film in the planetarium and wonderful exhibits tracing the history of New York State's Capital City.

The **New York State Capitol Building** took 32 years to build at a cost of 25 million dollars. It was the most expensive building built in the United States in the 19th century. Capitol tours are free and take you throughout this historic building, passing through the War Room, the Flag Room, the Million Dollar Staircase and the Senate and Assembly Chambers. Tours begin on the lower level of **The Empire State Plaza** at the I Love New York Visitor's Center.

The Empire State Plaza was a vision of Governor Nelson Rockefeller. The Plaza was built not only to serve as government offices, but as a center of arts, culture and community activity.

The New York State Museum (the largest state museum in the county) and the **Empire State Performing Arts Center** (known as The Egg for its unusual and distinctive design) are both located in The Plaza. The Plaza connects the Capitol Building, the Legislative Office Building, the Justice Building, The Egg, Corning Tower (with its free Observation Deck) and other office buildings to the State Museum and State Library above ground with its reflecting pools and sculptures and underground with its atrium filled with shops, banks, restaurants and art displays. All state museums and buildings are free to the public. ID required for security.

Other attractions nearby are the **Albany Aqua Ducks Tours**, **USS Slater Museum** (a World War II US Naval Destroyer Escort), **Albany Institute of History & Art**, the **Watervliet Arsenal Museum**, Lark Street Shopping District, River Front Park on the Hudson River, the University at Albany's College of Nanoscale Science and Engineering, Rensselaer Polytechnic Institute in Troy, Wolf Road Shopping District, Colonie Center Mall, Crossgates Mall and Stuyvesant Plaza. Some regional places of interest are the Baseball Hall of Fame and Fenimore Art museum in Cooperstown, the National Museum of Dance, the National Museum of Horse Racing and the NYS Military Museum in Saratoga and the Franklin D. Roosevelt National Historic Home & Site, the Vanderbilt Mansion and the Culinary Institute of America in the Hudson River Valley. All locations are between 30 minutes to 90 minutes from Albany.