



Finding & Taking

Advantage
of the **Opportunity**



Leading by Example...

To paraphrase an old saying, the successful business person is the one who has done the best he or she could with the existing conditions, rather than waiting for the conditions to change. That seems particularly relevant to today's factory-built housing industry, where current market conditions are particularly challenging and demanding. Yet, there are those individuals within the factory-built housing world who made the most of what they were given, rather than waiting for conditions to improve. They identified the opportunities and took full advantage of them to build progress and success for their companies or organizations and for the industry as a whole. By their example, they set the course for the industry and showed us the way to be successful in spite of existing conditions.

During the 2007 MHI Annual Meeting, held in late October, a special awards ceremony honored four individuals for their outstanding contributions to the factory-built housing industry. Each showcased their leadership by example ■ ■ ■ ■

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Michael O'Brien, CAE (left) receives the MHI's Chairman Award

Michael O'Brien, CAE, MHI's Chief Operating Officer, was presented the prestigious MHI Chairman's Award for his contributions to the industry and the association over the past year. After the unanticipated and sudden departure of MHI President Chris Stinebert to become the president of the American Financial Services Association, O'Brien stepped up to lead the MHI staff and the association during this time of transition. O'Brien's steadfast leadership enabled the association and the industry to keep moving forward on its key goals, while also providing a smooth transition for new MHI President Gail Cardwell. O'Brien's was also honored for his dedicated stewardship of MHI's National Communities Council, the leading voice for land-lease community owners and operators.



Emanuel Levy (center) accepts the Frank Walter Standards Award

Emanuel Levy, director of the Manufactured Housing Research Alliance (MHRA), was presented with the Frank Walter Standards Award for his contributions to the industry's technical activities. Under his direction and with the endorsement of the EPA, MHRA now oversees the Energy Star program for manufactured homes and helped craft a program for widespread adoption of Energy Star construction by the HUD-Code industry, a process currently underway. As a result of his leadership, MHRA has become a major force in the housing industry, spearheading developments in new technologies and manufacturing methods.



Joan Brown (center) is presented the Jim Moore Communications Award

Joan Brown, executive director of the Northwest Housing Alliance, was presented with the Jim Moore Excellence in Communications Award for her dynamic leadership of the Northwest Pride image campaign and her contributions in the field of industry communications. Instead of being deterred by recent market research that challenged industry plans for expanding markets, Brown and her leadership team decided to build a brand around a "better" home, a residentially designed manufactured home that rises above the negative perceptions of "mobile home." They also established guidelines and enforcement mechanisms to qualify those who wish to build and market this new form of manufactured housing. The regional industry alliance recently reaffirmed its mission of market expansion and made a commitment to help the Northwest manufactured housing industry implement its "Advanced Home" concept.



Bill Trottier (center) is recognized as State Association Exec. of the Year

Bill Trottier, executive director of the Arizona Housing Association, was named State Association Executive of the Year in recognition for his tireless efforts representing the manufactured housing industry's interests and promoting the industry in his state. Known industry-wide for his energetic attention to day-to-day activities, Trottier is a leader who inspires and motivates his association members to tackle and successfully conquer most any challenge, including changing public perceptions about manufactured homes. His recent efforts included displaying a manufactured home at the Arizona State Fair

These four individuals have demonstrated in very clear and personal ways that they don't have to wait for industry conditions to change to make a difference. They make the most of the current situation to build progress and success for their organizations and for the factory-built housing industry. Their leadership and dedication are examples for us all. ■



RV/MH Heritage Foundation Inducts Class of 2007

A couple of months ago, the RV/MH Heritage Foundation inducted 10 individuals whose dedication and commitment to their respective industries have set an example for how industries are made.



Mel Adams,

Airexcel RV Products
A past chairman of the Recreational Vehicle Industry Association (RVIA), he has also served as Chairman of the RV

Service Training Council and is recognized as a leading voice for industry education and customer satisfaction. He was a leader in the development of the RVIA-Recreational Vehicle Dealers Association (RVDA) service technician schools. He received the Distinguished Service to the RV Industry Award in 1992.



Jerry W. Britton,

Textron Financial
He has been active in the financing of RV and manufactured housing retailers for over 30 years.

Today he provides floor plan financing for over 800 retailers/dealers and annually finances over \$1 billion in industry products as the largest wholesale lender to the manufactured housing industry.



R.C. Moore,

Dick Moore, Inc.
He is a charter member of the Tennessee Manufactured Housing Association (TMHA) and a member of the TMHA Hall

of Fame. He is the publisher of the housing "Industry Perspective" newsletter and a mentor to other retailers and land-lease community operators. He is active in furthering uniform installation standards statewide in Tennessee.



Billy Simms,

Billy Simms Trailer Town
A long-time RV retailer, he has served on the Board of Directors of the Texas RV Dealers Association and on the dealer councils

for many manufacturers. He is actively involved with a number of consumer organizations to further promote the growth of the industry. He hosts six different RV clubs that meet monthly at his sales center.



Paul Skogebo,

Robert Crist and Company
He is the founder and only president of REDEX, an independent dealer buying group representing over 100 RV retailers.

In addition to operating a RV retailer that is over 70 years old, he has founded multiple RV parks and manufactured housing communities. He has been recognized as RVDA National Dealer of the Year.



Tom Stinnett, Tom

Stinnett RV Freedom Center
He has served as Chairman of the Recreational Vehicle Dealers Association

(RVDA), Co-Chairman of the Go RVing Coalition, and Chairman of the Recreational Vehicle Assistance Corporation. He has built one of the country's larger RV dealerships and advertises "the world's largest showroom." He was selected to represent the U.S. RV industry at the Australian Caravan, RV and Accommodation Industry national conference.

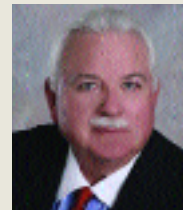


Ronald A. Thomas,

RONA Homes
He is past president and lifetime member of the Ohio Manufactured Housing Association's Board of Directors. He

serves as chairman of the Midwest Manufactured

Housing Association and on the Louisville Show Committee. He spearheaded the enactment of a consumer relations program within the Ohio Attorney General's office.



James P. Visser, Sr.,

The Journal
He is a major promoter of industry trade shows and events via his publication and provides a forum for major organizations to

communicate with the manufactured housing industry. As a sounding board for industry opinion, his publication has provided a vehicle for open discussion and industry growth.



Donald J. Walter,

Starcraft RV Inc.
He is a founding member and Co-Chairman of the Go RVing Coalition and was one of the earliest proponents of regional

and national marketing for the RV industry. He is a past chairman of the RV Indiana Committee and has served for over 20 years on the RVIA Board of Directors and Public Relations Committee. He has made a career ambition to introduce more Americans to the joys of the RV lifestyle.



Jerry Wilson,

Cavalier Homes
He is one of the founders and past chairman of the Alabama Manufactured Housing Institute. He also served as secretary to the

Alabama Manufactured Housing Commission. He is recognized as a 30-year industry leader and mentor to others. He founded and developed two major manufactured housing companies.

Congratulations to each of the ten inductees on their recent induction into the RV/MH Hall of Fame in recognition of their dedicated service and outstanding contributions to the RV/MH industries. Leading by their individual example, they have contributed to the overall growth and direction of their individual companies, as well as the overall recreational vehicle and manufactured housing industries.