

## 2024 Manufactured Housing & Outdoor Hospitality Convention & Golf Tournament

June 19 - 21, 2024

Hilton Phoenix Tapatio Cliffs Resort, Phoenix

***Don't Miss Our Great Lineup of Speakers and Topics for all  
owners and managers of Manufactured Housing  
Communities, RV parks, Glamping, and Camping!***



**Keynote Speaker: John “The Ex-Disney Guy” Formica will give secrets to create a Disney-like successful culture and magical Customer Experience Today!**

***Join MHCA and AZ ARVC at the Hilton Point Tapatio Cliffs, 11111 N. 7 Street, Phoenix for our 3-day Convention! We begin with the Annual Golf Tournament on June 19 at the beautiful Lookout Mountain Golf Club (located at the Hilton) and finish the day with an Opening Reception and a Cracker Barrel!***

***June 20 we will start with continental breakfast and registration at 7:30 am, followed by a day of great speakers, sponsors and exhibitors! There is a special Welcoming Reception in the Exhibit Hall from 5:00 pm to 6:30 pm. Last year we had 61 Sponsors & Exhibitors!***

***June 21 will be a full day of classes. All registrations include continental breakfast, lunch and snacks.***



## June 19 - 21, 2024 • Hilton Phoenix Tapatio Cliffs Resort, Phoenix

### Wednesday, June 19

6:45 am - 7:30 am **Golf Registration** at Lookout Mountain Golf Club at the Hilton Phoenix Tapatio Cliffs Resort  
7:30 am **Golf Tournament** Begins, Followed by Lunch at the Golf Club  
2:00 pm - 4:00 pm **Tour of ZenniHome**; Meet bus at front door of hotel - you must pre-register!  
6:00 pm - 7:00 pm **Opening Reception *Sponsored by CAVCO Park Models***  
7:00 pm - 8:30 pm **Cracker Barrel**: For RV Park & Campground personnel: meet with others in the industry!

**Our Sponsors will offer "Mini Sessions", an opportunity for you to learn more about the products and/or services offered by the Sponsor. Each sponsor will be given 20 - 30 minutes to present and answer your questions!**

### Thursday, June 20

7:30 am - 5:00 pm **Registration**  
7:30 am - 8:30 am **Continental Breakfast; Visit Exhibits *Sponsored by MHVillage***  
8:30 am - 9:15 am **Let's Get Started!**  
9:15 am - 10:15 am **If Walt Disney Ran Your Park...What Would it Look Like?** Keynote Speaker *John "The Ex-Disney Guy" Formica* will help you create a magical a Disney-like culture in your park. ***Sponsored by RHP Properties***

10:15 am - 11:00 am **Visit Exhibits**  
11:00 am - 12:00 pm **Concurrent Sessions - Pick Your Favorite!**  
**Keeping Your Amenities Updated:** *Kathleen Walsh, Advanced Outdoors*  
**Selling & Creating the MH Lifestyle:** *Kerin MacWilliams*  
**RV Park Data in Arizona: What You Need to Know:** *Walter Johnson, Valley View of Duncan*  
**Mini Sessions: "The Triple Threat: Tech That Saves Time, Costs Less & Helps Grow Your Business" by Yardi Breeze and Rent Manager will speak on "Thriving in Tight Times: Best Practices for Boosting NOI in Manufactured Housing Communities"**

12:00 pm - 1:30 pm **Lunch/AZ ARVC Annual Meeting/Visit Exhibits *Sponsored by Newbook***  
1:30 pm - 2:25 pm **Concurrent Sessions - Choose One:**  
**Create a "Whistle While You Work" Environment - Build Magical Teams!:** *John "The Ex-Disney Guy" Formica* for this presentation on employer-employee relations.  
**Low Cost Marketing for Your MHC:** *Darren Krolewski of MHVillage*  
**Avoiding Premises Liability:** *Attorney Scott Baluha* will speak on property issues, especially in RV parks and campgrounds.  
**Mini Sessions: AccessParks will present "Leveraging Recent Demographic Changes to Make Broadband Wi-Fi a Profit Center" followed by "Stream Revenue Into Your Park - Revenue You Generate is Value You Create!" presented by It's All About Satellites.**

2:25 pm - 3:10 pm **Visit Exhibits**  
3:10 pm - 4:00 pm **Concurrent Sessions - Choose One:**  
**Update from the Constables:** *Constable Scott Blake, President of the Arizona Constables Association*  
**AI for the MH Industry:** *Darren Krolewski, MH Village*  
**Designing & Financing RV Destinations for the Next Generation of Guests:** *Ed Bridgman*  
**Mini Sessions: ManageAmerica will present "Water: How to Maximize Recovery and Minimize Usage", followed by "Approaches to Onsite Wastewater Solutions" by E-Z Treat**

4:00 pm - 4:45 pm **Concurrent Sessions - Choose One:**  
**Handling Confidential Data**  
**Fair Housing & Modifications to Homes:** *Attorney Scott Baluha*  
**Marketing & Branding for RV Resorts & Glamping:** *Mike Harrison of CRR*  
**Mini Sessions: ADA Compliance Consultants and Roadrunner Paving & Asphalt will each present.**

4:45 pm - 5:00 pm **Ask a Question, Any Question:** Bring your questions for the experts!  
5:00 pm - 6:30 pm **Welcoming Party:** Your opportunity to meet with more of the exhibitors, network with peers and enjoy drinks and food! ***Sponsored by MAR Companies***

*Thursday qualifies for 6 hours of continuing education for MHC manager training.*

## Friday, June 21

- 7:30 am - 8:30 am **Registration; Continental Breakfast**
- 8:30 am - 9:30 am **Fantastical Thinking Failures - Why Build It and They Will Come is Only True in Hollywood:** *Kathleen Walsh, Advanced Outdoor*
- 9:30 am - 10:15 am **Visit Exhibits**
- 10:15 am - 11:00 am **Concurrent Sessions - Choose One:**  
**MHC Data in Arizona and Why it Matters to You:** *Walter Johnson, Valley View of Duncan and MHCA Board Member*  
**Updating Your Forms: Rental Agreement or Rules?** *Attorney Scott Baluha*  
**Insurance 101 with Ashley Michalson** - *Ashley Michalson, Leavitt Recreation Insurance*  
**Mini Sessions**
- 11:05 am - 12:00 pm **Turning a Park Around:** Have you purchased a park which need many improvements (and perhaps some evictions) or had one of those managers who can turn a nice park into one not so nice in a few months? *Attorney Doug Nelson of Evans, Dove, Nelson, Fish & Grier PLC and Neal Haney, NTH Property Management*  
**7 Step Guide to Rent Collection:** *Mark Rody of MAR Communities*  
**Creating Last Memories at Your Park so that your customers come back year after year and are telling their friends.** *Steve Stafford of Camp Jellystone.*  
**Mini Sessions**
- 12:00 pm - 1:15 pm **Lunch/MHCA Annual Meeting *Sponsored by CAVCO Industries***
- 1:30 pm - 2:15 pm **Concurrent Sessions - Choose One:**  
**Your Kids Inherited What?** *Attorney Doug Nelson*  
**Emergency Situation Awareness & Preparedness:** *Attorney Scott Baluha and Cindy Smith of Saunders & Amos*
- 2:15 pm - 2:30 pm **Break/Enjoy a Snack!**
- 2:30 pm - 3:15pm **Concurrent Sessions - Choose One:**  
**How to Handle Complaints - From Verbal to Legal:** *Attorney Scott Baluha*  
**How to Implement, Apply and Enforce the Right of First Refusal to Purchase Resale Homes:** *Attorney John Buric*  
**Great Management Skills!** *Mike Harrison of CRR*
- 3:20 pm - 4:15 pm **Concurrent Sessions - Choose One:**  
**Roundtable Discussion for Owners**  
**Liability for Harassment (especially for Managers):** *Attorneys Scott Baluha and Josh Black*  
**Routine Maintenance Schedule for Your Park:** *Neal Haney*
- 4:15 pm - 5:00 pm **Ask a Question, Any Question:** Bring your questions for the experts!

*Friday qualifies for 6 hours of continuing education for MHC manager training.*

**Complete information on the Convention schedule, speakers, topics, sponsors and exhibitors is available on the Convention app for your phone:**

<https://apps4org.com/2024-azmhrv-annual-conference/>



**For more info, contact [info@azmhca.com](mailto:info@azmhca.com) or call 480-345-4202 or 480-351-7178**



**Reserve Your Hotel Room at the Hilton Phoenix Tapatio Cliffs Resort by May 20, 2024 to get our Special Rates**

Hotel rooms are \$139 per night plus tax and a \$25 per day resort fee and a one-time \$14 bell/housekeeping fee. It includes high-speed internet for 2 devices; complimentary self and valet parking; 20% discount on select spa services at Tocaloma Spa & Salon; admission for up to 4 people into Falls Water Village; a 15% discount on apparel in the Golf Pro Shoppe; tennis/pickleball court for 2 guests for one hour; and unlimited local and 800-number phone calls. The Hilton Phoenix Tapatio Cliffs Resort has a golf course; 4 different restaurants; spa; and much more. Plan on coming early and/or staying after the Convention for more fun!

**Don't Miss the Annual MHCA Golf Tournament!**

Lookout Mountain Golf Club is located at the hotel and has spectacular views! It's a nine-time winner of the Golf Digest Four Star Award, has been recognized as one of America's Best Golf Courses by Zagat, and has been chosen as one of Arizona's Top 10 Golf Courses by readers of Arizona Business Magazine. Plan on joining us June 19 to tee-off at 7:30 am (registration begins at 6:45 am) and be sure to stay for lunch afterwards!



***June 19: Special Tour of ZenniHome***

ZenniHomes are factory-built buildings, 320 or 640 square feet, manufactured in Page, AZ. Watch the bed that falls from the ceiling, the moving wall if you need more room, and more! You may remember Arizona State Senator Bob Worsley (also the founder of SkyMall). Bob is a co-founder of Zenni Home. The bus will leave the hotel at 2:00 pm for their show lot in Mesa - please pre-register for this trip!

**The 2024 Manufactured Housing Communities & Outdoor Hospitality Convention  
& Golf Tournament  
Hilton Phoenix Tapatio Cliffs Resort • June 19 - 21, 2024**

Community/Company: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web Site: \_\_\_\_\_

If you do not wish us to release the above information to exhibitors, please check here:

1st Attendee: \_\_\_\_\_ Title: \_\_\_\_\_

Register for: \_\_\_ Opening Party & Classes June 19, 20 & 21 \_\_\_ Classes on June 20 & 21 Only  
\_\_\_ Classes on June 20 Only \_\_\_ Classes June 21 Only \_\_\_ Golf Tournament \_\_\_ Tour on June 19

2nd Attendee: \_\_\_\_\_ Title: \_\_\_\_\_

Register for: \_\_\_ Opening Party & Classes June 19, 20 & 21 \_\_\_ Classes on June 20 & 21 Only  
\_\_\_ Classes on June 20 Only \_\_\_ Classes June 21 Only \_\_\_ Golf Tournament \_\_\_ Tour on June 19

3rd Attendee: \_\_\_\_\_ Title: \_\_\_\_\_

Register for: \_\_\_ Opening Party & Classes June 19, 20 & 21 \_\_\_ Classes on June 20 & 21 Only  
\_\_\_ Classes on June 20 Only \_\_\_ Classes June 21 Only \_\_\_ Golf Tournament \_\_\_ Tour on June 19

Any Special Dietary Needs? \_\_\_\_\_

**Registration Fees: Please remit to address or email below**

*If payment is received by MHCA on or before May 31, 2024:*

MHCA & AZ ARVC Members - Convention Registration - 2 Days \$349 per person x \_\_\_ = \$ \_\_\_\_\_

MHCA & AZ ARVC Members - Convention Registration - 1 Day \$199 per person x \_\_\_ = \$ \_\_\_\_\_

Non-Members - Convention Registration \$495 per person x \_\_\_ = \$ \_\_\_\_\_

*If payment is received by MHCA after May 31, 2024:*

MHCA & AZ ARVC Members - Convention Registration - 2 Days \$369 per person x \_\_\_ = \$ \_\_\_\_\_

MHCA & AZ ARVC Members - Convention Registration - 1 Day \$219 per person x \_\_\_ = \$ \_\_\_\_\_

Non-Members - Convention Registration \$495 per person x \_\_\_ = \$ \_\_\_\_\_

Convention Notebook with schedule, handouts \$ 40.00 each x \_\_\_ = \$ \_\_\_\_\_

**(IF YOU DO NOT WANT TO USE THE ON-LINE PROGRAM, which includes handouts, pre-order the notebook)**

Golf Tournament \$150 per person x \_\_\_ = \$ \_\_\_\_\_

Golf Tournament - Sponsor a Hole! \$200 \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

Visa  MasterCard  Amex Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Cardholder Name: \_\_\_\_\_ 3 or 4 Digit Code \_\_\_\_\_

Billing Address (If different than above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Signature: \_\_\_\_\_

Cancellation Policy: Full refunds (less a \$25 administrative fee) will be given on any cancellation received by 5:00 p.m. on May 24, 2024. No refunds thereafter.

Please Send to: MHCA, 2158 N. Gilbert Rd., #116, Mesa, AZ 85203 or email to [info@azmhca.com](mailto:info@azmhca.com)  
For more info, call 480-345-4202 or 800-351-3350 or 480-351-7178 or [info@azmhca.com](mailto:info@azmhca.com) or [info@azarvc.org](mailto:info@azarvc.org)