

2021 FMHA Annual Convention

"WE'RE BETTER TOGETHER"

JUNE 17-18, 2021 | HYATT REGENCY | SARASOTA, FL

CONVENTION WORKSHOPS

Thursday, June 17, 2021

1:00 pm- 3:45 pm **Featured Workshop – All Things COVID-19**

Now that some of the COVID-19 dust has settled, we will take a long, hard look at how the residual effects of the Coronavirus impacts your business. We will cover topics such as liability protection for your business, employment law and benefits focusing on requiring employees to be vaccinated and if vaccines are required, who will cover the cost. During the 2021 Legislative Session, lawmakers will be spending most of their time discussing liability protection for businesses. FMHA will discuss, in length, ways to protect your business and employees and the new laws that passed.

Friday, June 18, 2021

9:15 am – 10:00 am **Keynote Speaker: Elliot Eisenberg, PhD, The Bowtie Economist**

Elliot Eisenberg is an internationally acclaimed economist and public speaker specializing in making the minutia of economics fun, relevant and educational. Eisenberg, a former Senior Economist with the National Association of Home Builders in Washington, D.C., is the creator of the multifamily stock index (the first nationally recognized index to track the total return of public firms principally involved in the ownership and management of apartments), the author of more than eighty-five articles, serves on the Expert Advisory Board of Mortgage Market Guide and is a regular consultant to several large real estate professional associations, hedge funds and investment advisory groups. His research and opinions have been featured in Bloomberg, Business Week, Bureau of National Affairs, Forbes, Fortune, and many other publications. He is a regularly featured guest on cable news programs, talk and public radio.

10:45 am – 11:45 am **Workshop 1 – Staffing Up! Finding Qualified Employees**

Lisa Cashulette, FMHA Workforce Development Coordinator

Whether you are running a factory or a community, finding and retaining quality team members is key to your organization's success. FMHA has heard over and over from members about the difficulty of finding workers for the manufactured home industry. Join us for this workshop that will cover a variety of resources available to help your organization strengthen its employment pipeline. We'll discuss opportunities with career and technical education programs, how to make the most of statewide resources, and how to tap into your team's personal networks to find people who are ready to switch jobs.

We'll be doing several short (and easy!) exercises during the session, so you'll leave with actionable information you can try out after the Convention.

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...Friday, June 18, 2021 Continued

10:45 am - 11:45 am Workshop 2 - Easy and Effective Automation Turns Leads into Sales

Steve Shultz, Open Leads

Lead management applications can be one of the most powerful tools in any sales office. A quality lead management application or CRM (Customer Relationship Management) can streamline and automate much of your sales process, but many are complicated and quite frankly, hard to use. This seminar will cut to the chase and offer insight into the "Best Practices" of sales automation. We will give you a step by step understanding of the best way to set up your application and how to utilize it to generate more sales.

We will discuss some of the errors that a lot of sales offices make and how to avoid them. On the other side, we will give you great examples of how to set up automated email responses as well as the ins and outs of drip email campaigns. All attendees will receive a booklet on Tips and Tricks as well as numerous examples of successful autoresponders and drip email campaigns.

This will be a fun-filled session, as we pull back the curtain and demonstrate that CRMs are not as complicated to use once they are in place. In fact, we will show you how to use the power of a CRM to make your sales process simpler so you can do what you do best, SELL!

1:30 pm - 3:30 pm Workshop 3 - The Art of Marketing: It's in the Details

Rick Robinson, ManufacturedHomes.com

Sales and marketing professionals this workshop is for you! Make sure your marketing isn't just treading water by learning how to create the best online impression to potential buyers. Building a better website and implementing a marketing strategy are at the core but this interactive workshop dives a little deeper into the best practices for implementing photography, videos, social media advertising and other valuable marketing tips. It's time to make your marketing shine!

1:30 pm - 3:30 pm Workshop 4 - Ask the Lawyers

David Eastman, FMHA General Counsel, Moderator

A panel of FMHA's most experienced attorneys will discuss changes and trends in community regulation, local government activities and the latest legal cases. From there, it's up to attendees to ask questions and control the conversation. This workshop is a perennial favorite and is loaded with value. FMHA encourages members to submit topics, issues and questions early to make sure they are covered in this two-hour workshop.