

MHI is excited to have **Barbara Nagle**, President of MarketScape Research and Consulting as this year's Annual Meeting keynote luncheon speaker on Monday, September 28. Barb is no stranger to manufactured and modular housing as she has conducted research and provided consulting services to several leading companies in our industry. While her firm has worked with companies like Starbucks, TaylorMade Golf and Wells Fargo, it specializes in the housing industry working with large and small homebuilders, developers and factory built housing producers. Utilizing their customized consumer research techniques as they speak with hundreds of consumers each month, Barb and her team are keeping in touch with homebuyers and monitoring home buying trends in this ever-changing marketplace. Barbara calls the home buying process "the most complex consumer purchase of all." Don't miss the opportunity to hear what Barb has to tell you about today's housing marketplace, the mega trends occurring in the current economy, and the principles that can be drawn from this information to help you compete in today's environment.