

PRESS RELEASE



For Release November 19, 2018, 11 a.m. Eastern

Media Contact: Liz Marshall

lmarshall@mfghome.org, 703-844-0705

MHI Holds Annual National Communities Council Fall Leadership Forum

(CHICAGO, November 19, 2018) -- Over 420 manufactured housing community professionals recently gathered at the Westin Michigan Avenue in Chicago for the [Manufactured Housing Institute's](#) (MHI) 2018 National Communities Council (NCC) Fall Leadership Forum. The NCC meeting offered attendees strategic content that explored new ideas and examined new trends, while being presented a unique perspective not found at any other industry meeting.

The day and a half long event kicked off on Wednesday, November 7 with a reception for attendees to connect and network. As the event continued, it provided participants with high-impact ideas for their businesses through educational sessions and multiple networking opportunities.

During the educational sessions, attendees heard from leading industry experts on challenges facing the business of manufactured housing communities. Speakers included Dr. Henry H. Fishkind, the President of Fishkind & Associates, Inc., Dr. Lesli Gooch, Executive Vice President of Government Affairs & Chief Lobbyist at MHI, and Crystal Washington, a Technology Strategist & Certified Futurist.

With over 30 years of experience in economic analysis and forecasting, Dr. Henry H. Fishkind shared his perspective on the industry with attendees. Having spent a significant time focusing on the trends of the unique category of manufactured home communities, Dr. Fishkind discussed the outlook for the U.S. and for manufactured housing.

Dr. Lesli Gooch, provided an update on legislative, regulatory, and federal issues facing the manufactured housing industry. In the four years she has served with MHI, she has assembled a strong bipartisan team that has secured a number of key legislative and regulatory accomplishments. Presenting just two days after the election, Dr. Gooch explained how the election results will impact the community segment of the industry and how MHI is continuing to advocate for its members.

Crystal Washington, a Technology Strategist & Certified Futurist, works with organizations that want to leverage technology to increase profits and productivity. Crystal presented on the future of social media for manufactured housing and how companies can remain innovative. Attendees left her presentation with ideas on how to use technology for marketing, gaining referrals, and reputation management.

One of the event highlights was the Thursday networking reception at 360 Chicago, where attendees connected with other manufactured housing professionals over spectacular cityscape views.

Represented at this year's event were nine of the top ten largest community owners, along with industry's top lenders, manufacturers and suppliers.

The 2019 National Communities Council Fall Leadership Forum will return to Chicago at the Westin Michigan Avenue, November 13-15, 2019.

The Manufactured Housing Institute is the only national trade organization representing all segments of the factory-built housing industry. MHI members include home builders, retailers, community operators, lenders, suppliers and affiliated state organizations.

For more information, please visit www.manufacturedhousing.org.