

North Carolina MANUFACTURED HOUSING NEWS

The official magazine of the NCMHA



NCMHA Addresses Joint Legislative Housing Committee

HUD Limits Inspection Requirements for Many Hinged Roof Systems

Industry Mourns the Passing of Two Leaders

The North Carolina Manufactured Housing News is published 6 times a year as a benefit of membership in NCMHA, 4911 Departure Drive, Raleigh, NC 27616

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For more information on the chapter in your area please contact the Association office at 919.872.2740.

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Return to the Basics

My message, this issue, comes at a time of great uncertainty for the economy as well as our industry. Unfortunately, no one, from my knowledge, has uncovered a silver bullet that will help increase our sales, expand retail or wholesale finance or correct the dire problems that we now face. However, I believe by working together, we will find solutions we need to head into the future.



Parrish

One way I believe we can help each other through these tough times is by sharing our personal experiences in hopes that it will lead to more dialogue and knowledge sharing between members.

In my own community business, we have seen our vacancies rise to levels not previously seen as job losses increase and residents lose their ability to pay their rent. To combat this problem, we have redoubled our efforts and are now focusing on the basic fundamentals of our business. I want to share with you the steps we have taken to once again increase traffic and help flourish in this struggling economy.

Before the downturn, we did not think much about our marketing and had become complacent and let simple newspaper ads and word-of-mouth drive our success. The increase in vacancies has caused us to rethink everything and our return to the basics has proven successful.

One effort that we recently accomplished is surveyed the community to look for areas in neglect and find where we can make basic improvements that will help retain and attract residents. We have replaced signage, repaired and purchased new playground equipment and stepped up our efforts to make sure that the entire community is neat and clean.

We have improved our resident contact by reaching out to our current residents through mailings and personal conversations to ensure that they refer us to their friends and co-workers. We have placed new roadside signage advertising specials to increase our drive-by traffic. Our current ads have been tweaked to ensure their effectiveness and we have added redesigned brochures to attract new traffic. Our website has been updated and we have expanded our web-based advertising to reach new prospects. We have "hit the road" to talk to local businesses and groups to ask them to display our cards and flyers.

As you roll up your sleeves and go to work, you may not find yourself enlightened from my experiences, but please consider my message and refocus your efforts on the basics that make your business successful.

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Welcome New Members

The following members have been approved by the Board of Directors since the last issue of The North Carolina Manufactured Housing News.

**FACTORY EXPO
HOME CENTER
Lillington, NC**

**FRONT LINE HOMES
Louisburg, NC**

**MRC HOMES, INC
King, NC**

**I believe by working
together, we will find
solutions we need to
head into the future.**

NCMHA Addresses Joint Legislative Housing Committee

In January, NCMHA was invited to make a presentation on manufactured and modular homes to the Joint Legislative Housing Committee.

NCMHA President, Chris Parrish, presented the committee information about today's manufactured and modular industry including the following: What NCMHA is and who we represent; what manufactured and modular housing is; industry statistics; homeowner profiles; photos of a variety of single and multi-family homes, commercial uses of factory built housing, and interior shots; the cur-

rent state of industry; how the state can help through consumer lending assistance, funding recourses for our homes and industry, and equal/fair regulations. The presentation concluded with questions from the group.

The information helped to educate the attendees which included a majority of state legislators and helped to open their eyes to what factory-built housing is today. The presentation also helped to demonstrate the wide range that the industry offers and the consumers that purchase factory-built housing.



Chris Parrish, NCMHA President, addresses the Joint Legislative Housing Committee about the state of the industry and how legislators can help.

STAN TAYLOR INSURANCE

Manufactured Housing Specialist

<p>Retailers</p> <ul style="list-style-type: none"> • Inventory Insurance • General Liability • Autos • Builder's Risk • Umbrella • Worker's Compensation • Bonds 	<p>Modular Builders</p> <ul style="list-style-type: none"> • Builder's Risk • General Liability • Modular Set-up Bonds
<p>Community Owners</p> <ul style="list-style-type: none"> • General Liability • Rentals • Worker's Compensation 	<p>Service/Set-Up Contractors</p> <ul style="list-style-type: none"> • Liability • Toters • Property • Bonds

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Contact: Dell Averette
P.O. Box 18106 • Raleigh, NC 27619
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Update on Relaxation of 16' Wide Time Restrictions

Late last year, members of the NCMHA Executive Committee and staff attended the Safety and Emerging Issues Committee. This Committee (within the NCDOT Board) is responsible for handling various transportation requests.

As you may recall, this meeting has been part of an ongoing discussion with the North Carolina Department of Transportation (NCDOT) and North Carolina Highway Patrol officials on relaxing some of the time restrictions on 16' wide movements. The only item on the Committee's agenda was NCMHA's request.

The issues that NCMHA are trying to change regarding the 16' wide movements include the following: allowing movement of 16' wides Monday-Saturday from 8:00 a.m. or 8:30 a.m. until 2:30 p.m.; allowing for annual permits from manufacturer to retailer/distributor (currently all 16' wide moves are single trip permits); allowing a transporter to "finish the route" after 2:30 p.m. if transporting out of state

The DOT Board recently voted on this proposal and it passed unanimously. The industry should now expect to have an implementation date of April 1.

HUD Limits Inspection Requirements for Many Hinged Roof Systems

Recently, HUD formally approved a “generic” Alternative Construction Letter for certain hinged-roof/ridge-box assemblies that will no longer require costly and administratively burdensome on-site AC inspections. The AC Letter covers three specific designs that are based on the most commonly used double-hinged and ridge-box roof assemblies. The AC Letter is available for use as a template by any manufacturer that chooses to use one of the three approved designs under the alternative construction provisions of the HUD-Code and enforcement regulations. While manufacturers

are still required to receive an AC Letter for these roof assemblies, the template will streamline and accelerate the AC approval process. It is also important to note that this action does not preempt state and local jurisdictions from requiring these assemblies to be included in home inspections under their state installation programs.

This AC approval is the result of efforts initiated by MHI in response to HUD’s directives that imposed AC requirements on hinged-roof/ridge-box assemblies that MHI and its members did not believe were justified.

Eliminating these mandatory inspection requirements will reduce overall costs of constructing and completing the homes by up to \$1000 or more. It also removes administrative obstacles such as inspection scheduling problems that have significantly discouraged retailers and home buyers from ordering homes with steeper roof pitches which are preferred by home buyers and help dispel negative stereotypes about manufactured housing.

For more information, log on to www.manufacturedhousing.org.

New Secretary Brings Long Standing Commitment to Affordable Housing

MHI applauds President-elect Obama for his selection of Shaun Donovan as the next Secretary of the U.S. Department of Housing and Urban Development (HUD). Donovan served as the Commissioner of Housing Preservation and Development in New York City and was managing director of Prudential Mortgage Capital Company’s FHA lending and affordable housing investments. He was also a visiting scholar at New York University and Deputy Assistant Secretary for Multifamily Housing at HUD until 2001.

“We are very pleased with President-elect Obama’s choice for the next HUD Secretary. Shaun Donovan has a long-standing commitment to affordable housing and the important role FHA plays in financing the affordable housing sector,” said Gail Cardwell, MHI President.

The Senate will conduct confirmation hearings on Mr. Donovan’s appointment. MHI has communicated with the Obama transition team and will request a meeting with the new Secretary upon his arrival.



The 2009 National Congress & Expo for Manufactured and Modular Housing will be held April 14-16, 2009 at the Paris Hotel in Las Vegas, Nevada. We hope to see you there!

The National Congress & Expo is the largest annual national tradeshow for the manufactured housing and modular housing industry sectors. This is the premiere opportunity to network with over 1200 industry leaders, including hundreds of community owners and operators, hundreds of builders and developers, and dozens of manufacturers!

<http://www.congressandexpo.com/2009>

Special Message from Insurance Commissioner: HUD's NEW Model Installation Standard

HUD has established 3285 *Manufactured Home Installation Standards* as the new model installation standards to provide uniform installations for manufactured homes throughout the United States. Effective January 1, 2009, all new homes must be set up and inspected in accordance with this new standard. Used homes do not fall under the new standard and may still be set up using the installation manual which originally came with the home, or by using our generic installation standards in the *NC Regulations for Manufactured Homes, 2004 Edition*. The installation manuals for all

new homes, including new homes currently displayed on dealer lots, have been revised or replaced with installation manuals which meet the new requirements of the 3285 *Manufactured Home Installation Standards*. This is a transitional period for everyone to learn and incorporate the new requirements of their installations. **We have asked all inspectors to realize that this is a transition period, and that their inspections should be somewhat lenient during the early stages of this transitional period.** Everyone should quickly become familiar with the new installation requirements so this transitional period

can be as short as possible.

Below are some of the major changes in the new standards which my staff has assembled for your review. Information regarding HUD's New Model Installation Standards - 3285 *Manufactured Home Installation Standards* and its implementation is posted on our Website at: http://www.ncdoi.com/OSFM/ManufacturedBuilding/MBD_fed_man_program.asp.

Here are some of the major changes in the 3285 *Manufactured Home Installation Standards*.

1. § 3285.1 Administration - 3285 *Manufactured Home Installation*

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Call for Nominations for the Scott Morton Educational Trust Fund!

The Scott Morton Educational Trust Fund awards scholarships based on a combination of need and merit to graduating high school seniors; adults attending college, junior college or technical school; or to students with special educational gifts or needs. Applicants must be nominated by an employee of a NC-MHA member firm. Awards are for one year, but scholarship recipients will be eligible for consideration for renewal if they make satisfactory progress in their studies.

For more information or an application packet, please contact Bobbi Peterman at 1.800.849.6311 or e-mail bobbi@nc-mha.org.

Deadline for Applications:
April 13, 2009

New Continuing Education Law and Administration Requirement

Rule 11 NCAC 08.1415(a) in part, requires that, for license year beginning, July 1, 2009, all North Carolina manufactured housing licensed salespersons and set-up contractors that were originally licensed on or before July 1, 2004, or whose first license year was 2004 (licensed between July 1, 2004 and June 30, 2005), must have completed an approved Law and Administration course in order to renew their license. All licensees who first became licensed after July 1, 2004 must complete an approved Law and Administration course within five years of their original license date. For example, if you were originally licensed in September 2006, you must have completed an approved Law and Administration course in order to renew for the license year beginning July 1, 2011.

All North Carolina Continuing Education course sponsors are urged to make all prospective students for your courses aware of the Law and Administration requirement.

If you have any further questions, contact the North Carolina Department of Insurance at 919.661.5880.

Last month marked a new era for our government entities. Our nation has seen the first African American being sworn into office, this is the first time a woman has served as Governor of our great state of North Carolina, and after over 20 years, we now have a new state Insurance Commissioner. With all the new changes, you can be sure that we are ready to begin work with all the new legislators and regulators at the national, state and local levels.



Lovin

On a national level, we will be working with Manufactured Housing Institute (MHI) on key provisions outlined by the housing industry, which are included in the final economic stimulus package. These provisions include: Refundable First-Time Home Buyer Credit, "Making Work Pay" Tax Credit, 5-Year Carryback of Net Operating Losses for Small Businesses and the Extension of Enhanced Small Business Expensing. These provisions will have a major impact on our industry as well as our customers.

On the state level, we are already gearing up for another busy legislative session. There will be a number of hot topics on the table that will affect us and we will be counting on all of you to be advocates. With such an important year, it's even more imperative that you attend various meetings and events, especially our annual Legislative Day. This event is usually held in the midst of the legislative session and allows members to socialize with their legislators and talk to them one-on-one about issues that are affecting our industry. I hope that you mark your calendar to attend!

On the local level, I am very happy to report that the North Carolina Court of Appeals unanimously ruled against Pasquotank County's ordinance that prohibited manufactured homes older than 10 years. The Court ruled it was beyond their authority. This ruling marks a big win for our zoning efforts. Local governments no longer have the authority to restrict the placement of our homes due to the age of construction. As many of you know this is something that we have fought with many counties and municipalities across the state about.

Finally, I wanted to mention the staff changes that have recently occurred in NCMHA. Our Director of Communication, Laura Hourigan, recently left us to take another position. She will be missed by many of us, but I wanted to assure you that we are continuing to provide you with the high level of service that you have come to expect from the NCMHA staff over the years.

CORRECTION

We would like to make a correction to the article in the November 2008 issue of the North Carolina Manufactured Housing News entitled, "North Carolina State Fair Display House Changes People's Perceptions about Factory-Built Housing." The manufacturer listed should have stated Cavalier Home Builders.

Calendar of Events

The following is a list of events that NCMHA will be hosting in the coming months including Board of Directors dates. Please mark your calendars and plan on attending!

March 12, 2009

Modular Roundtable
Raleigh, NC

March 18, 2009

Registered Housing
Specialist Seminar and State
Test
Hendersonville, NC

April 8, 2009

Registered Housing
Specialist Seminar and State
Test
Wilmington, NC

April 9, 2009

NCMHA Board of Directors
Meeting
Raleigh, NC

May 13, 2009

Registered Housing
Specialist Seminar and State
Test
Raleigh, NC

May 27, 2009

NCMHA Board of Directors
Meeting - Legislative Day
Raleigh, NC

CertifiedGreen Modular Home Program™ Built Green with ENERGY STAR®

It's fitting to introduce the CertifiedGreen Modular Home program now — at the moment when a new president and administration, committed to improving the environment and getting the economy back on track, assumes the mantle of leadership.

CertifiedGreen was created by the National Modular Housing Council in cooperation with the Systems Building Research Alliance (SBRA) to showcase the inherently green nature of factory building: the efficient way that our homes are built, the use and reuse of materials and the general conservation of resources that are hallmarks of modular construction.

CertifiedGreen is a national program for qualifying new homes that comply with the National Green Building Standard, a consensus document developed by the International Code Council in cooperation with the National Association of Home Builders. CertifiedGreen was designed by and for the benefit of the modular industry, with the support and guidance of a group of modular builders and affiliates, expressly to meet the needs of modular home builders and to seamlessly fit with factory building.

With the National Green Building Standard as the program's technical basis, CertifiedGreen



homes meet a widely recognized benchmark for green building. However, we've taken the added *continued on page 14*

At U.S. Bank, you're more than just another Retailer.

Outstanding service — and your business — is our priority.
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**Every day,
Every Retailer,
Every transaction.**

To find out more about the U.S. Bank difference, call U.S. Bank Manufactured Housing Finance at (866) 300-8345.

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Tax Credits for Green Building and Energy Star

There is a federal program for all housing types for a \$2,000 tax credit (each home) if you build to at least 50% above the IECC guidelines. This program is not used very much because, in most cases, it would cost you more than \$2,000 to build 50% above the IECC. There is a move to increase the credit to \$5,000. Information about the increase is expected later this year. If that happens, we may see more companies take advantage of the program.

There are also some consumer programs available. Duke and Progress Energy have a 5% rebate for any type of Energy Star Program. There is a \$500 cash rebate for HUD homes that upgrade to Heat Pumps. Also, the State Energy Office is working with power companies on several different programs that they hope to have implemented this year. Again, for consumers.

NCMHA worked with the State Energy Office to get a bill introduced this legislative session that will give manufacturers a \$1,000 tax credit if you build a federal energy efficient home and \$2,000 if you build a state certified energy efficient home. NCMHA will continue to push for this legislation during this legislative session.

Welcome Message from Insurance Commissioner Wayne Goodwin

On January 10th, the N.C. Department of Insurance saw its first administration change in 24 years, and I am honored to have been elected your new Commissioner of Insurance. I was fortunate enough to travel around the state and meet with many of the Department's constituents during my campaign, and I look forward to continuing the relationship that the Department has with each of you.



Goodwin

Before I was elected as the next Commissioner of Insurance, I made several promises detailing how I would spend my time in office. I want to assure you that I will work tirelessly to prove to you that these promises were not simply campaign rhetoric that would fall to the wayside, but real initiatives that I will take steps to develop and grow over the next four years and beyond. While we are currently in the initial stages of developing several initiatives on the insurance side of business at the Department, we will continue our outstanding work through our Office of State Fire Marshal.

I am proud to serve as your State Fire Marshal, overseeing OSFM and the duties that fall under its jurisdiction, some of which include:

- educating North Carolinians about safety issues such as child safety seats, fire protection, natural disaster preparation and other family safety issues
- interpreting the state's building codes and suggesting new and improved codes to further protect citizens
- licensing manufactured building setup contractors, dealers, salespeople and manufacturers
- obtaining and maintaining insurance coverage for all state-owned buildings, including such items as the Battleship North Carolina in Wilmington and the campuses of the state university system

When it comes to our Manufactured Building Division, things will continue "business as usual." Hazel Stephenson, the deputy commissioner over the Division, and the rest of the Division's staff are available to answer any questions you may have about your license status or other regulatory requirements. To contact them directly, call 919.661.5880 or visit www.ncdoi.com/osfm.

Again, I'm honored and excited to be the Department's new Commissioner of Insurance, and I look forward to working with you over the next four years. Should you have any questions about the Department, please feel free to contact us, and someone on staff will help you. For a full listing of the Department's divisions and staff directories, visit www.ncdoi.com.

General Contractor's Seminars

The Professional Development Committee has coordinated with Contractor's Seminars to offer a one day General Contractor's Course to the membership. A member can attend any of Contractor's Seminars regularly scheduled course for a discounted membership price. For more information, contact Bobbi Peterman at 919.872.2740.

March 7, 2009
Hilton/RTP
Durham, NC

March 10, 2009
Hampton Inn/Mooresville
Mooresville, NC

March 12, 2009
Crowne Plaza Resort (formerly
Holiday Inn Sun Spree)
Asheville, NC

April 4, 2009
Hilton/RTP
Durham, NC

April 7, 2009
Hampton Inn/Mooresville
Mooresville, NC

April 11, 2009
Crowne Plaza Resort (formerly
Holiday Inn Sun Spree)
Asheville, NC

Note: All dates on calendar are tentative.

HUD Suspends Enforcement of Ground Anchor and Manufactured Pier Galvanization Requirements

On Monday, January 12, HUD informed MHI it will be suspending national enforcement of the galvanization requirements for anchor systems and manufactured piers that would have become effective February 2, under the new Model Manufactured Home Installation Standards (MMHIS), until the Manufactured Housing Consensus Committee reviews the matter further.

HUD is taking this action in response to an appeal made by MHI based on the lack of a demonstrated need for such a requirement to apply to the installation of all manufactured housing nationwide. MHI has maintained that weatherization requirements for HUD Suspends Enforcement of Ground An-

chor and Manufactured Pier Galvanization Requirements anchor and pier systems should be based on local and regional conditions rather than a one size fits all approach as currently contained in the MMHIS. MHI has therefore been in discussions with HUD, requesting states be allowed to determine what, if any, minimum galvanization requirements are warranted in their own jurisdictions until the MHCC is able to recommend more practical standards that account for regional climatic and soil differences.

According to Bill Matchner, Associate Deputy Assistant Secretary, Office of Regulatory Affairs and Manufactured Housing, to SAA's and Primary Inspection Agencies (PIA), "HUD has decided

to temporarily suspend national enforcement of the weatherization and corrosion protection requirements for piers and anchor systems found in CFR 3285.308 and 402 due to take effect on February 2, 2009. These requirements are currently under review by a workgroup of the Manufactured Housing Consensus Committee (MHCC) and HUD will reconsider its decision once the MHCC has voted on any recommendations received from the current review process. While HUD has decided to temporarily suspend these requirements, states are free to make their own decisions with regard to galvanization or other weatherization and corrosion protection requirements for pier and anchor systems.

HUD'S NEW MODEL INSTALLATION STANDARD

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tion Standards only applies to new homes.

2. § 3285.6 Final leveling of manufactured home - New leveling rules require there to be no more than 1/4-inch difference between adjacent pier supports.

3. § 3285.102 Installation of manufactured homes in flood hazard areas - HUD has adopted minimum installation standards for homes located in Flood Hazard Areas.

4. § 3285.203 Site Drainage - Drainage slope around house must slope a minimum of 1/2 inch per foot away from the foundation for the first ten feet.

5. § 3285.203 Site Drainage. (f) Gutters and downspouts - If gutters are installed, the drainage must be diverted away from the house.

6. § 3285.204 Ground moisture control - If the space under the home is to be enclosed with skirting

or other materials, a 6-millimeter vapor retarder must be installed to cover the entire ground under the home.

7. § 3285.304 Pier configuration (b) Caps - Minimum thickness of solid concrete pier cap blocks has been increased to 4 inches for all piers.

8. § 3285.306 Design procedures for concrete block piers - Maximum pier heights are now lower; 36 inches for single stacked, 36 to 67 inches for double stacked. All piers higher than 67 inches must be engineered and single-stacked, mate-line and perimeter piers must be 54 inches.

9. § 3285.312 Footings - Minimum thickness of poured-in-place concrete footings has been increased to 6 inches of 3000 psi concrete.

~~**10. § 3285.402 Ground anchor installations** - All ground anchors must be galvanized or equivalent.~~

NOTE: This requirement is currently on hold for further review by HUD.

11. § 3285.603 Water supply - A pressure-reducing valve must be installed when the local water supply pressure exceeds 80 psi.

12. § 3285.603 Water supply (e) Testing procedures - The water system must be inspected and tested for leaks after the site is completed.

13. § 3285.604 Drainage system (d) Testing procedures - New on-site testing procedures have been established and mandated by HUD.

14. § 3285.606 Ductwork connections (e) - Minimum width of strapping for flexible duct work must be at least 1/2 inch wider than the spacing of the metal spirals encasing the duct.

If you have any questions, please contact my Manufactured Building Division staff at 919.661.5880.

Weather Radio Bill Re-Introduced in Congress

A bill to require that a weather radio receiver be supplied with each manufactured home “delivered for sale” in the United States has again been introduced in Congress. The bill -- H.R. 320 -- was introduced in the House of Representatives on January 8, 2009 by Rep. Brad Ellsworth (D-IN). Similar legislation was introduced in the Senate and House of representatives during the 110th Congress, but was not enacted.

As was extensively reported during 2008, MHARR had difficulties with various aspects of the bill that was considered by the 110th Congress. The bill as now re-introduced does contain certain changes advanced by MHARR that were included in an amended version of the original 2008 bill. This includes a liability provision which would exempt the “function, op-

eration, performance, capabilities, or utilization” of any such weather radio to the notice and correction requirements of section 615 of the National Manufactured Housing Construction and Safety Standards Act of 1974, as amended (i.e., Subpart I), the repurchase or correction requirements of section 613 of that law, and mandatory development by the Manufactured Housing Consensus Committee (MHCC) of the weather radio standard required by the bill. Unfortunately, though, the bill’s sponsors in the 110th Congress rejected efforts to afford industry members immunity from other types of civil liability in connection with the required radios. Thus, as re-introduced, the bill would still leave manufacturers, retailers and possibly other industry members subject to potential civil negligence or product liability

based on the function, operation, performance capabilities, or use of the radio by the home-owner or even others foreseeably using the home. Further, the bill, by its very nature, discriminates against and singles out manufactured housing for a specific mandate, while tornadoes and other types of violent weather affect all types of homes and routinely cause damage to all types of structures.

Significantly, when the original version of this bill was introduced in the 110th Congress, a huge response by state-level industry representatives -- and particularly those in large production and shipment states -- to their congressional representatives in Washington, D.C. was effective in slowing the pace of activity on this legislation.

MHARR Presses for HUD Code Parity in Economic Legislation

As stimulus and other economic legislation is being prepared and considered by Congress at a rapid pace, MHARR is focusing on ensuring -- to the maximum extent possible -- that HUD Code manufactured housing is accorded parity with other types of residential construction in any and all initiatives that affect housing, home financing and other related issues. Absent such parity, manufactured housing could be placed at an economic disadvantage in relation to other types of residential construction, along with the millions of Americans who depend on manufactured housing as the leading source of affordable home-ownership. Consequently, MHARR is actively monitoring ac-

tivities in Congress while advancing the concept -- both generally and in connection with specific legislation -- that manufactured housing, manufactured housing producers and manufactured housing consumers must be accorded treatment that is equal to other types of housing.

Moreover, as MHARR has reported previously (see, January 2009 MHARR Viewpoint) there continues to be considerable confusion among decision-makers in Washington, D.C. as to what constitutes a “manufactured home” or “manufactured housing,” due to the overlapping representation of the manufactured housing and modular industries in Washington, D.C. under the rubric of “factory-built” housing. MHARR’s objective is to

ensure legislative parity specifically for HUD Code manufactured homes. Unfortunately, though, as MHARR’s ongoing monitoring and analysis has disclosed, language referring simply to “manufactured homes” in past legislation and initiatives has not only failed to benefit or protect the HUD Code manufactured housing industry, but has actually been counter-productive. Accordingly, with the volume of economic legislation that is anticipated in the current Congress, MHARR has developed specific provisions to address and remedy this confusion.

For more information, contact Manufactured Housing Association for Regulatory Reform at 202.783.4087.

Snapshot: NCMHA Sales and Marketing Seminar Series

NCMHA is offering a free sales seminar to all members in 2009. The first event was held on February 5, 2009, in Greensboro, NC. Attendees were offered the tools they need to expand their business, broaden networking contacts, and elevate professional knowledge.

The next seminar is scheduled for March 24, 2009 in New Bern, NC. Don't miss out on this important event! Call Bobbi Peterman at 919.872.2740 to reserve your spot today!



WANT ADS

Use "Want Ads" in the NORTH CAROLINA MANUFACTURED HOUSING NEWS to buy, sell, trade...hire new employees or even find a job. \$15 for the first 3 lines and then \$3 for each line after that. Contact NCMHA at 919.872.2740 to place yours today!

Mobile Home Parks/Communities

Several available in major areas
Call Robert Palmer Co. @
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Experienced handyman or repairman wanted for variety of repairs for mobile homes. Morganton, NC area. Call (877) 270-3485.

El Dorado Mobile Home Park,
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Industry Mourns the Passing of Two Leaders

The industry recently mourned the passing of two of its leaders, Ralph L. Johnston, Sr., former NCMHA President and former state Insurance Commissioner Jim Long.



Johnston

Ralph L. Johnston, Sr. of Fayetteville, NC, passed away on Wednesday, November 19, 2008 at the Cape Fear Medical Center.

Johnston was one of the first pioneers in the state for the industry. He started numerous businesses in the 1950's known as Ralph's Used Car dealership and Ralph's Mobile Home. He was the owner and operator of Mobile Home Sales Corporation, before his retirement.

Johnston was a former president of the North Carolina Manufactured Housing Institute and held numerous positions in the association. He received the James E. LaVasque award, which is the highest honor presented

by the association. He was a former director of Wachovia Bank and also member of the Loyal Moose Lodge and Master Mason. Johnston was also a noble of the mystic shrine for over 50 years.

He is survived by his wife of 66 1/2 years, Mary P. Johnston; one son, Ralph E. Johnston Jr., and his wife Lisa, of Acworth, GA; two grandchildren, Lisa Jo Doltittle and her husband Ben, and Christopher Lee Johnston and his wife Aimee; and four great-grandchildren Caleb Doltittle, Loryn Doltittle, Elijah Doltittle and Adyson Doltittle.

Jim Long was a long supporter of the industry. He passed away on January 21, 2009, a month after ending his 24-year run as the industry's top regulator and less than two weeks after suffering a stroke before a legislative meeting.

Long served six terms as insurance commissioner. He was the longest-serving member of the Council of State, a panel of 10 state-wide elected officials, before he retired.

Like his father and grandfather before him, Long had represented Alamance County in the General Assembly - in the 1970s - and wore his trademark red tie as a tribute to his father, George.



Long

Long also served as the general counsel to the House Speaker Liston Ramsey in the early 1980s before being elected insurance commissioner in 1984.

Long, who also was the State Fire Marshal, regulated homeowner, life and health insurance companies in the state, going after companies that he accused of harming consumers. He also was a critic of the ultimately unsuccessful effort of Blue Cross Blue Shield of North Carolina to become a for-profit company.

Long decided not to run for re-election last year and endorsed assistant commissioner Wayne Goodwin, who ended up winning the general election.

"He was a mentor and friend to all of us, and we will miss him more than words can express," Goodwin said in a prepared statement. "As our family grieves, we will try to find comfort knowing that through our work we can honor Commissioner Long's legacy of serving the people of our state that he so loved."

In addition to his wife, Long is survived by two children and several grandchildren.

Appointment of HUD Non-Career Manufactured Housing Program Administrator

As President Obama's administration begins to complete senior level appointments at HUD, we expect focus to be directed towards the appointment of the non-career administrator of HUD's Manufactured Housing Program. This individual is responsible for overseeing implementation of the program under the Manufactured Housing Improvement Act (MHIA). Currently there are no candidates officially slated for consideration by the Administration.

While MHI has already begun the process of identifying a candidate/s, we are seeking your input in this important effort. The candidate/s should have significant industry experience, favorable views of manufactured housing, strong management skills, and relevant experience with federal programs. A Democrat candidate/s could also be beneficial.

We would appreciate your consideration of potential candidates you, your board, or your association believe would serve the industry well and providing us with the relevant information. Contact MHI with any questions at 703.558.0654 or jinks@mfghome.org



Zoning Issues Across the State

Tyrrell County- The County Commissioners have begun the process of rewriting their zoning laws, which have been in place since 1977. NCMHA has been serving as a “consultant” with the county on manufactured and modular housing issues. They are in the beginning stages of the revision. However, from what we have learned, it seems that the manufactured and modular industry will be treated fairly.

City of Raeford- The City Planning Department has begun rewriting its zoning ordinance to allow homes in rental communities to be replaced. Currently the ordinance does not allow any home to be replaced once the home is moved from the lot. NCMHA has had several conversations with the planning director and has offered advice.

Perquimans County- The County Planning Board is currently reviewing and rewriting its zoning ordinance. NCMHA has provided the county with our Suggested Land Use Policy Guide and has worked extensively with the planning director. NCMHA has been asked to attend a Commissioner’s workshop on March 23rd.

Vance County- Vance County has begun rewriting its zoning ordinance for manufactured home parks. NCMHA staff has been working with the planning department to come to an agreement that the county and the industry can be happy with.

PRESIDENT’S COLUMN

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In doing this, I think you will find yourself reenergized and ready to tackle today’s challenges.

Use NCMHA and its members as a component of your return to the basics. No group works harder for the industry than NCMHA and you will need the association’s resources and the advice and experience of its members to survive and flourish during this challenging period. Also during this period, NCMHA becomes even more vital to its members as the staff and board work tirelessly to better the industry and pilot us towards calmer waters and out of the turbulent seas we currently face.

In closing, my hope is that each member will continue to share and work with each other to help our industry during the current difficulties. Remember our industry meets the basic necessity of providing shelter and there will be a place for us no matter how tough the economic climate. We need to all work together to ensure that we are positioned to best meet the housing needs of today and the future.

CERTIFIED GREEN MODULAR

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step of requiring that all CertifiedGreen homes qualify for the ENERGY STAR® label, the best guarantee of consistent and superior energy performance and one of the nation’s most recognized and respected brands.

For more information, download the Program Guide and read about CertifiedGreen (www.CertifiedGreenModular.org). The Program Guide contains all of the information needed to participate in the program.

If you have additional questions or would like to hear more about CertifiedGreen, please don’t hesitate to contact SBRA, the organization designated as program administrator. (Systems Building Research Alliance, 2109 Broadway, Suite 200, New York, NY 10023, Emanuel Levy, CertifiedGreen National Coordinator, 212.496.0900, elevy@research-alliance.org).

HUD CODE November 2008

	Through November 2008			Through November 2007	
	Shipments	Market Share	Percentage Change	Shipments	Market Share
New England	1,201	1.6	-32.3%	1,773	2.0
Middle Atlantic	3,426	4.4	-26.6%	4,668	5.2
East North Central	4,193	5.4	-26.6%	5,714	6.4
West North Central	3,532	4.6	-12.9%	4,054	4.5
South Atlantic	16,663	21.5	-17.5%	20,207	22.5
East South Central	12,840	16.6	-12.1%	14,600	16.3
West South Central	22,284	28.8	5.1%	21,206	23.6
Mountain	6,483	8.4	-19.0%	8,006	8.9
Pacific	5,499	7.1	-33.1%	8,223	9.2

	Through November 2008			Through November 2007		
	Shipments	Market Share	Percentage Change	Shipments	Market Share	Rank
1. Texas	10,399	13.4	2.6%	10,133	11.3	1
2. Louisiana	7,307	9.4	17.0%	6,243	7.0	2
3. Mississippi	4,257	5.5	-8.8%	4,670	5.2	4
4. Florida	4,082	5.3	-29.5%	5,788	6.4	3
5. North Carolina	3,880	5.0	-6.5%	4,151	4.6	6
6. Alabama	3,322	4.3	-4.0%	3,459	3.9	7
7. Kentucky	2,776	3.6	-16.4%	3,320	3.7	8
8. California	2,708	3.5	-40.4%	4,546	5.1	5
9. Oklahoma	2,693	3.5	-4.5%	2,820	3.1	12
10. Tennessee	2,485	3.2	-21.1%	3,151	3.5	9
	43,909	56.7	-9.1%	48,281	53.8	

North Carolina Product Mix November 2008

Shipments			Production		
Single-Section	Multi-Section	Total Shipments	Single-Section	Multi-Section	Total Shipments
66	142	208	64	156	220

North Carolina	2007	2008	% Change
Home Production	329	220	-33.1%
Home Shipments	343	208	-39.4%

MODULAR Third Quarter 2008

Shipments of Modular Homes by State Ranked from Highest to Lowest Third Quarter 2008		
	Modular Shipments	% of Total
North Carolina	655	11.3%
Pennsylvania	540	9.3%
New York	507	8.7%
Virginia	299	5.2%
Michigan	295	5.1%
Wisconsin	220	3.8%
Iowa	212	3.7%
New Jersey	167	2.9%
Minnesota	163	2.8%
Massachusetts	160	2.8%
Colorado	156	2.7%
Maine	143	2.5%
Illinois	142	2.4%
South Carolina	138	2.4%
Indiana	136	2.3%
New Hampshire	117	2.0%
Florida	116	2.0%
Ohio	113	1.9%
Maryland	106	1.8%
Missouri	86	1.5%
Connecticut	80	1.4%
Nebraska	69	1.2%
Texas	64	1.1%
West Virginia	60	1.0%
Delaware	50	0.9%
Georgia	40	0.7%
Tennessee	38	0.7%
Vermont	30	0.5%
Rhode Island	20	0.3%

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