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[Test] July i'mPOWERED! NMHOA's Educational Network

1 message

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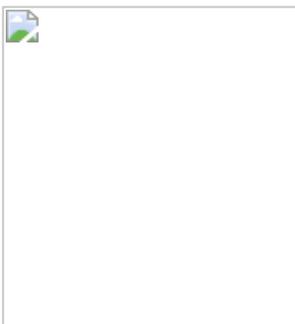


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i'mPOWERED! July 2016



NMHOA's President Tim Sheahan Welcomes You to i'mPOWERED!

Welcome to NMHOA's educational series, i'm**POWERED!** As they say, "knowledge is power," which inspired NMHOA to create a distinctive name for this service that combines the three words I-am-empowered.

The goal of i'm**POWERED!** is to inform and educate so you have the tools to help yourself in dealing with the unique circumstances of manufactured home living.

This month, our featured article

Do you have a question you would like to ask our Executive Director, Dave Anderson, who is also ... pertaining to life in mobile/manufactured home communities? Is there a topic you would like us to feature in a future installment of

i'm**POWERED!**? We want this service to be interactive and incorporate content you feel is most valuable—we welcome your input!

Why join a national association when I have so much to do in my state or community?

Are you a leader in your community association? Are you also a leader in your state association? More than likely you are being kept very busy responding to the challenges facing yourself and your fellow manufactured home owners. You may be asking yourself: How can I consider joining a national association as well when I already have so much to do. We want to suggest at least three ways you can actually i'mPOWER yourself by joining NMHOA.

Gain access to a wide range of knowledge and experience.

Think of NMHOA as your brain trust. In your community or your state, you and the other leaders have likely experienced the same victories and defeats. You have learned the same lessons, developed the same skills, and gained the same experiences. You have all grown as leaders, but you have done so in a way that likely produced not only very similar views, but also similar blind spots and biases.

NMHOA serves as your gateway to a range of new knowledge and experience from home owners in states that have experienced sometimes very different victories and defeats. For one thing, the laws governing manufactured housing in each state are very, very different from each other. Some offer manufactured home owners a right to buy their parks, others do not. Some provide for relocation compensation, others do not. Some establish regulations on rent, others do not. Some layout detailed legal rights and responsibilities for home owners and community owners, while others have virtually nothing at all.

Even those states who share success in solving a certain problem may have dealt with it in very different ways. Is your purchase right a “right of first refusal” or a requirement to “negotiate in good faith”? Are you funding relocation compensation through a home owner fee, a park owner fee, or the state’s general fund? Do you regulate rents through rent control or rent justification? Even those states which guarantee very few legal rights have adopted interesting laws worth emulating, such as Montana’s right to exclude park managers from resident meetings, or North Dakota’s requirement that parks set aside one “green space” lot for every 25 home lots.

Connect with others and provide mutual support.

The number of people living in manufactured homes varies greatly from state to state, but in no state is it a majority of households. The number of allies each state association has built for its work varies from state to state, but in no state is it on the agenda of the majority of housing groups or advocacy groups. We can go right down the line with other measures of our current status – foundation grants, media coverage, legislative authors, and so on – and find similar evidence that, while we may have made progress, manufactured housing is still striving to reach broad, mainstream support.

It can feel isolating to not be able to connect with more people who understand manufactured housing’s benefits, challenges, problems, and solutions. It can be hard to be forever explaining that yes there are a lot of manufactured homes, no people do own their homes, yes they are long-term residents, no they don’t receive public subsidies, and so

on. Sometimes you want to feel that you are immediately understood by other people. You want to have a conversation without having to correct another person's use of the word "trailer," or explain that moving your home is not as easy as attaching a hitch to the back of a truck.

NMHOA offers you not only a connection to other people who understand the issues surrounding manufactured housing, but also the issues you deal with as a leader of your community or state association. NMHOA provides you an opportunity to offer and receive support and advice from people who are uniquely suited to give it.

Magnify the power of your voice and your actions.

The portion of people living in manufactured homes state by state varies from nearly 20% to less than 1%. In some states, manufactured home owners are well organized into community and state associations and have developed an effective voice on issues at the community, local government, and state government levels. In other states, manufactured home owners have little to no formal organization and their voices are fragmented and isolated.

Taken together, over 17 million people live in manufactured housing nationwide, including 6.8 million households, with 43% located in the country's 50,000+ manufactured home parks. They live in every state and are spread across thousands of urban, suburban, and rural communities. They represent every age, race, and political persuasion. If unified and directed toward a single purpose, manufactured home owners have the potential to wield enormous power.

Ask Dave

Q: How can I get people involved with my state or community association?

A: In everyday life, people develop methods for coping with difficult situations that often fall short of actually resolving the underlying issue. If it works, and they're able to manage the situation, they may be content to continue using the same coping method indefinitely. You may be someone who isn't comfortable just managing a bad situation. You may want to resolve it once and for all, but you realize you need the help of others. You've tried convincing other people to act, but it doesn't seem to work. So, how can you get people involved with your community or state association?

There are six things that usually come together to get people to take action:

- First, people come to realize they have a problem and not just a bad situation that develops from time to time.
- Second, the problem begins to produce severe challenges in their day-to-day life.
- Third, an event occurs that dramatically illustrates that the problem is not just one facing them but their entire community or state and that there is an urgent need for action.
- Fourth, a solution to this problem emerges, word of this solution spreads throughout your community or state, and it is embraced by many people.
- Fifth, a decision-making body (a city council, state legislature, etc.) appears to be at least somewhat open to the change and is willing to give your proposed solution a hearing.

- Sixth, once people come to believe that they have a solution that can solve their problem, that other people will support it, and that a decision-making body will give it a hearing, they become willing to do what needs to be done including joining your association.

More than likely you are asking other manufactured home owners to become involved just after number three has happened. Some event that has dramatically escalated the problem. However, because you couldn't get them involved earlier, they may not be as ready as you to make the jump to numbers four, five, and six. They don't know there is a credible solution to their problem and may be prepared to descend into cynicism and despair. They may not believe the city council or state legislature will take them seriously. And, therefore, they are not prepared to do what is necessary, including joining your association.

Events may have opened up an opportunity to shake people out of their coping methods and resolve the problem once and for all, but you need to be prepared to meet that moment. Here are some basic steps:

- Do your research, understand the nature of the problem, and how the proposed solution will resolve this problem.
- Develop a clear, concise message that explains the solution, relates it to people's real lives rather than theoretical situations, and avoids using jargon and technical terms.
- Engage people in real conversations about their problems and this possible solution, be open to changing the proposal based on people's concerns, and share decision making.
- Develop trust by being willing to share what impact this problem or another problem like it had on you, your concerns about first getting involved, and what finally made the difference for you.
- Once they have decided to become involved, offer and expect accountability for anything people commit to do balanced against a realistic understanding that everyone falls short.
- Promote an environment of mutual support that celebrates successes, evaluates failures, and learns lessons on both the individual and group levels.

I hope this provides you with some useful tips for feeling more I'mPOWERED to make change in your community and your state!

NMHOA is here to help you inform, empower, and engage manufactured home owners in the decisions that affect their lives that are being made at the local, state, and federal levels. Please do not hesitate to contact us at: admin@nmhoa.org

The United States Department of Housing and Urban Development (HUD) has jurisdiction over the manufactured housing industry, but not modular homes, whose construction is governed by the individual states. "Manufactured home"

and “manufactured housing” refer to single-family housing that is built completely within a factory using the federal Manufactured Home Construction and Safety Standards, commonly known as the “HUD Code,” implemented on June 15, 1976.

Federal law through the “HUD Code” prohibits states and local governmental units from establishing standards regarding construction or safety of manufactured homes that are different from the federal standards. The Act expressly preempts both state and local law stating:

"Whenever a Federal manufactured home construction and safety standard established under this chapter is in effect, no State of political subdivision of a State shall have any authority either to establish, or to continue in effect, with respect to any manufactured home covered, any standard regarding the construction or safety applicable to the same aspect of performance of such manufactured home which is not identical to the Federal manufactured home construction and safety standard. Federal preemption under this subsection shall be broadly and liberally construed to ensure that disparate State or local requirements or standards do not affect the uniformity and comprehensiveness of the standards promulgated under this section nor the Federal superintendence of the manufactured housing industry as established by this chapter."

The Act directs the HUD Secretary to develop and implement regulations. The HUD regulations promulgated pursuant to this directive likewise preempt state and local law, stating:

"No State manufactured home standard regarding manufactured home construction and safety which covers aspects of the manufactured home governed by the Federal standards shall be established or continue in effect with respect to manufactured homes subject to the Federal standards and these regulations unless it is identical to the Federal standards. No State or locality may establish or enforce any rule or regulation or take any action that stands as an obstacle to the accomplishment and execution of the full purposes and objectives of Congress."

Courts in multiple jurisdictions have acknowledged the preemptive effect of both the Act and its implementing regulations on state and local land use, building and safety statutes, and related regulations. Certainly municipalities have the policy power to adopt regulations to promote public health, safety, and welfare. However, such regulation may not attempt to accomplish what is otherwise preempted, namely regulating the manner of construction of manufactured homes.

As a Member, you have access to more resources. Archives for i'mPOWERED! are kept on [NMHOA's website](#). Log in to i'mPOWERED! from the main menu using the password: MHO2000*

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National Manufactured Home Owners Association

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