

Mobilehome/Manufactured Home

MH *Life*

Advocating for Mobilehome Owners

FEBRUARY 2017

VOLUME 5 NUMBER 2

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From The Staff of Mobilehome Magazine

Welcome back to Manufactured-Home Life Magazine for February 2017. We've had a good response from our January issue that focused on providing basic rights to all mobilehome owners in California, i.e. the Bill of Rights. We hope you have posted it on your park bulletin board. Please let us know how your park manager reacts. Without your feedback, there will be no enforcement.

THE PLAN

We at Mobilehome Magazine (publishers of MH Life, Sacramento Mobilehome Living, ...) are always looking for ways to serve you better. If you've kept up with the magazine over the last two years, you will know we have often promoted a reorganization of advocates in California. The Regional Group Plan (RGP) provides many benefits to the Community and resolves many problems that exist today with advocacy. It puts resources where they will do the most good and builds an efficient organization. And it gets everyone working together toward a common goal. We firmly believe a state-wide organization should be a thing of the past and that individual regions should lead and shoulder the brunt of the work.

THE FIRST STEP

On August 29, 2016, Frank Wodley stepped down as President of COMO-CAL. Replacing Frank were Ken Meng, Sam Meng, and Paul Masminster. Our hope was this would improve relations with GSMOL; however it didn't. We are very excited about the Plan and COMO-CAL simply isn't required, i.e. we're not afraid to close one door to open another. As a consequence, the Board of Directors of COMO-CAL have decided to shut down COMO-CAL, effective December 31, 2016. They are not abandoning anyone and will continue as Mobilehome Magazine staff. This will make for a more efficient organization. Every COMO-CAL member will receive a proration of their dues, so no one loses and everyone wins.

A VOICE FOR THE PEOPLE & FUNDING FOR ALL ADVOCATES

Since its inception, we've always promoted the Magazine as a voice for the people, i.e. your magazine. We continue to believe the magazine is the key to a brighter future for mobilehome owners. To that end, we have decided to **donate magazine profits** to our members, i.e. we want to provide financial support to those who help themselves (join us and become members). Your membership dues of \$20/year allows us to provide you much more. It gets everyone working together and will help unify the Community. Most of all, it **will provide the funds to hire an attorney, a lobbyist and compensate the 'volunteer network' for their time and assistance**. Mobilehome Magazine's free issue has served the Community well, but will be phased out.

We have devoted this issue to explaining our idea, in detail. There is no downside and a huge upside. Already folks are joining and praising The Plan. Don't minimise this opportunity, it won't come again!

We are very excited and there is much to work to do. We are up to the task and we know, with your support, The Plan will be successful. In fact, we guarantee it! Please join us, let's do this together. Send your check for \$20 to Mobilehome Magazine, P.O. Box 3774, Chatsworth, CA 91313. Application on page 13.

The Mobilehome Magazine Staff

We Are At A Crossroads

Our Country is at a crossroads. We've elected a new President unlike any we've elected before. However, we must all be hopeful this new direction will prove to be the right one.

California advocacy is no different. We need a change. We have been publishing magazines for six years. It is time to do more for you. We are at a cross roads. The usual path means mobilehome owners will continue to be harassed, intimidated, bullied, and abused. It means that park managers and owners will continue to take residents homes leaving them with nothing. It means rents will continue to increase and equities decrease. It means some have good reasons to hide in their homes to stay off park managers radar.

Yet, there is another direction, and we call it **The Plan**. Its benefits are huge (page 8-9). Just the fact that it gets everyone working together should be enough for you to support it. It also eliminates waste (\$150,000/year) and streamlines advocacy. It provides a legal fund, a help line, a monthly magazine, a message board, and more.

The total cost to you is only \$20/calendar year, only \$5 more than we were charging for a subscription in Mobilehome Magazine last year.

APATHY, COMPLACENCY

We understand why many residents are apathetic and complacent. Even when you support an advocacy group, nothing much seems to get done. And in many parks, fear prevails. But there is Strength in Numbers.

2017 Is A New BEGINNING

2017 can be a new beginning. It started with the new Bill of Rights in our January issue. Several have posted it on the park bulletin board and have watched to see if management would remove it. This is a start. After all we are all Americans, we have rights. When one manager abuses, it affects us all. We are all in the same boat, whether you believe that or not. Parks change ownership all the time. Are you willing to be apathetic just because you have no problems today. We don't think that is a wise decision.

OUR GOAL IS TO SERVE YOU

Today, Mobilehome Magazine is putting our money where our mouth is. We don't publish magazines for our own benefit, i.e. to make ourselves rich or to look good. We have always been advocates whose goal is the protection of mobilehome owners.

IT'S YOUR CHOICE

Opportunities, especially those that are life changing, come very seldom. We believe this is one of them. It can truly change things for mobilehome owners in California for ever.

We do not intend to send you magazine after magazine in order to convince you The Plan is terrific. Our plan is to send you one, perhaps two magazines, and that's it. If you're not convinced, and don't join, after reading this issue, then you probably won't ever be.

PAYMENT OPTIONS

Pay only \$5: We realize many reading this would like to join, but can't afford \$20 right now. We suggest you send what you can, even \$5. Then send the balance by the end of 2017. We're happy to have you 'on board.'

Pay by check: Most pay by check. Make your check out to Mobilehome Magazine, P.O. Box 3774, Chatsworth, CA 91313. Please use the application to provide us your contact information.

Pay online: Go to www.mobilehomemagazine.org and use PayPal. Provide your park name and phone number if you will.

Pay by phone: Call us at 818-886-6479 and provide us your credit card information. It's simple, quick and secure.

THE PLAN - JOIN US

The Plan will work, we guarantee it. 100% of your dues go to serve you. And we will give you an accounting. Every month you will receive the magazine and know how we are progressing toward our goals. Our eventual goal is 3,000 members in each region (that's only 15% of all homeowners). Then we are unstoppable.



- North Bay, San Jose, Sacramento, Los Angeles, Orange County, North San Diego County, and San Diego.

Problem: *How can we reorganize California advocacy to solve the many problems that exist with it today (divisiveness, competition for members, no one working together, waste of resources, little Community involvement, etc.)*

Solution: The Regional Group Plan (RGP) was the result of our brainstorming. The first of many articles on the new reorganization was published in MH Life Magazine, pages 12-13 in November 2014. The RGP solves many problems experienced under the present form of advocacy. Refer to page 7.

Problem: *How can COMO-CAL better serve the Community? How can it become more efficient and*

do more with little or no resources? **Solution:** Since COMO-CAL and Mobilehome Magazine have always worked hand in hand, the path to better efficiency and service is to shut down COMO-CAL (effective 12/31/2016) and let Mobilehome Magazine take the lead, without the constraints of a non-profit. To that end, in late December 2016, COMO-CAL sent out ballots asking members to vote to continue or close down. The results will be published in March 2017.

Problem: *The \$64 question for all advocates over the years has been: How can we get mobilehome owners involved? How do we fight apathy, complacency and inaction?*

We believe we have finally found the answer. Please read below (Our Recent Break-Through).

Our Recent Break-Through

Advocacy has been in a rut for many, many years leaving mobilehome owners more vulnerable than ever. We at Mobilehome Magazine have done our best to provide information to the community over the years. It has been a struggle, a roller coaster ride, but we have managed to survive, essentially on our own.

We have one regret. We have not been able to motivate the Community into action. And Community involvement is key to any successful advocacy.

The Community must realize advocacy costs money and one person or one organization can't get the job done on their own. It takes a team effort. Today, we want to step up and really make a difference. This is a bold step, but it will work. We guarantee it and Mobilehome Magazine is the key.

Problem: *How do we involve the mobilehome owner Community? How do we get past fear, complacency and apathy?* **Solution:** Mobilehome Magazine, with the support of the community, can provide enough resources (money) to help fund all advocates and volunteers. That would be a huge accomplishment, one we feel is very attainable.

THE MAGAZINE CAN PROVIDE REVENUE

Mobilehome owners, especially seniors on fixed budgets, need to watch their pennies. We understand because we're seniors on fixed budgets too. But do you realize the mobilehome community is throwing away hundreds of thousands of dollars each year? Money that could be used to help protect resident's rights and resident's investments.

Several for-profit companies publish magazines for the mobilehome community and make huge profits off advertising. This is an undisputable fact. Why shouldn't they? Businesses that service the Community know the value of direct advertising and are willing to pay for such service, some spending as much as \$1000 or more for a full page.

Advertising works. As an example, a local Real Estate company in the San Fernando Valley placed two full page ads in one issue of our Magazine. Total cost was \$1000 (\$500 an ad). 3,000 magazines were delivered to perhaps 20 different parks. Shortly thereafter, we observed 10 new listings with this company in just one park! That's a huge response. And every listing closed. In other words, the company made huge profits from just \$1000 of advertising.

HOW MUCH MONEY ARE COMPANIES MAKING?

Probably much more than you would think. One company grosses \$14,000 per month with a magazine that reaches between 3-4,000 homes. That's over \$4 profit per magazine! That could be your money.

In general, companies make about one dollar per magazine, after expenses. Volume matters. One company publishes about 80,000 magazines a month. That translates into a profit of about \$80,000/month or \$1 million a year. You get the idea! There are big profits in magazine advertising. That's why companies do not charge residents. One question. Why shouldn't residents benefit from these huge profits? We feel they can and should! And we have a Plan.

The Plan & It's Implementation

Mobilehome Magazine has successfully reached thousands of homeowners with important information at little or no cost, for many years. However, now we realize that is not enough. We need a way to get past fear, apathy and complacency. We need a way to motivate the Community into action.

Problem: *How do we motivate mobilehome owners to help us help them?* **Solution:** Donate most of the profits from Mobilehome Magazine to help fund advocates and volunteers. It will take a team effort, i.e. a combination of the Regional Group Plan, Mobilehome Magazine funding and Community Support.

COMMUNITY SUPPORT

The time of the free magazine is past. We now realize only residents who have some skin in the game will appreciate our efforts to build a strong advocacy. To that end, we are now asking our readers to join The Plan and support our efforts. Membership is only \$20/calendar year (membership will run from January thru December 31st).

Our goal is to eventually deed a profitable regional magazine to those who have supported it. This won't happen over night, but it can happen. In the meantime, we all need to focus on making each regional magazine profitable. One way is to support our advertisers and not those who advertise in 'the other' magazines. This only makes sense. The more 'your' magazine's profits, the more funds will be available to your Community.

MOBILEHOME MAGAZINE FUNDING

Successful regional magazines will help fund all aspects of advocacy, specifically regional groups, park HOA's, an attorney, a lobbyist, and more. We estimate magazine profits will eventually reach \$1 to \$2/magazine per month. At 3,000 magazines per region, that's \$40,000 per year per region.

We believe there are enough mobilehome owners to make each Region a success (refer to FAQ pages 10-13). A Region with 3,000 members will generate \$60,000 of revenue. Combined with the Magazine's donations, that could swell to \$100,000 per year.

THE REGIONAL PLAN

The Regional Group Plan (RGP) is not new, in fact we've been writing about it and fine tuning it over the last two years. It provides many benefits to the community and regional groups (see page 8-9). And it plays a key roll in The Plan, described herein.



MEMBERSHIP GOAL

The eventual goal is 15% of all homeowners, that's 3,000 members in every region around California. We feel this goal is very attainable. Areas will include (from north to south) Sacramento, North Bay, San Jose, Alameda, Central Coast, Central Inland Empire, Los Angeles, Orange County, San Gabriel Valley, Hemet, Riverside, Palm Springs, North San Diego County and San Diego. All areas will be independent of the others; however they will all be united, working as one for the greater good of all mobilehome owners. For more information, refer to Frequently Asked Questions on pages 9-11.

FIRST THINGS FIRST

Of course, nothing will happen until you join. Just fill out the application on page 13 and send your check for \$20 to Mobilehome Magazine, P.O. Box 3774, Chatsworth, CA 91313. We will provide an accounting at least every six months. Initial dues will go to provide necessary funds to support the magazine, i.e. pay those who distribute the magazine, promote The Plan and secure additional advertising (more revenue = more \$\$).

TIMETABLE

The timetable depends on one factor, **YOU**. If you, your neighbors and friends join now, you will immediately see benefits. Please note, our strategy is to reach as many mobilehome owners as possible with one or two free magazines. Residents that haven't joined at that point may never see the magazine again. We will continue to promote The Plan in other regions. There is much to lose and everything to gain. Ultimately it's all up to you. Join today!



Benefits of The Plan

Mobilehome Magazine 14 years of experience and a long history of dedication to mobilehome owners. We are determined to provide better service to you - the mobilehome owner Community. Our donations will give provide the push needed to start protecting mobile-home owners once again and get the Community involved.

We will lead this new effort (The Plan) and will act as administrator until such time as regions can assume responsibility. We are happy to continue as administrators as long as folks need us.

FINANCIAL BENEFITS

1. First and foremost, The Plan helps fund all who support it, i.e. regional groups, park groups, homeowner associations, etc.
2. It provides fair compensation to all volunteers, including those who distribute the magazine door to door, those that promote The Plan in meetings, etc.)
3. It will provide for a lobbyist for the Community.
4. It will provide for an attorney to service the Community
5. It provides a Legal Fund for all members to help with enforcement.
6. It puts the money where it will do the most good, in the region where it originated.
7. It greatly reduces current overhead costs (waste). This means most of your membership dues are used to protect you and not be spent for some needless expense. The Plan increases financial efficiency, i.e. this means your dollar will go further.

BENEFITS TO CALIFORNIA ADVOCACY

1. The Plan gets everyone (advocates and mobile-home owners) working together. (that's huge in itself)
2. The Plan makes the best and highest use of resources.
3. The Plan focuses on today and the future, rather than on the past.
4. It provides UNITY: All for one and one for all.
5. It uses ALL resources and welcomes all organizations, including GSMOL, the GSMOL volunteer network, MH Life Magazine, Local Groups, Park Groups, etc. We encourage local and park leaders to become leaders in the new Plan.
6. The Plan embraces ALL mobilehome owners who want to be involved, as leaders, followers, volunteers. It excludes no one.
7. It increases networking, sharing and teamwork.
8. It provides for an advisory group to advise Regional Groups and to offer them help.
9. It eliminates competition, among advocates, for members. And reduces negativity, divisiveness, bullying and politics.
10. It provides a strong foundation and guidelines to go forward.
11. It allows local areas to determine their own fate, work on their own issues, and support their own members.
12. It allows everyone to share their problems, and successes.

13. The Plan means less apathy and more participation by mobilehome owners.
14. It gives us all hope for a brighter future!

BENEFITS FOR MEMBERS - VOTING RIGHTS

1. The Plan gives a voice to all mobilehome owners, not just a few. One member, one vote!
2. It recommends elections not just every 4 years, but every year.
3. It provides for elections of advocates based on merit and expertise. It allows all members to vote, not just a selected few, i.e. every member has a vote and a voice.
4. It provides equal representation to all.
5. It provides much needed checks and balances.
6. It provides a plan for the removal of those leaders who are not doing their job.
7. It provides a balance of power. It returns power and control to the people. Power to the People!

BENEFITS FOR MEMBERS

Membership for the calendar year 2017 is \$20. It includes the usual benefits:

1. Monthly issues of your Regional Magazine for the balance of 2017. The sooner you join, the more magazines you will receive. The 'free' magazine will be phased out after two months. If you are reading this now (February), you will get only one more free issue, i.e. March, so join now and be a part of the new Plan. Our goal is to have regional leaders contribute content about local news, and to share problems and solutions.
2. All members in parks with 20 or more members will receive our 36 page Handbook of Frequently Asked questions as a the bonus.
3. Full access to our website (to be determined). All regional magazines will be displayed and will include names and contact information for area leaders. This will encourage networking between regions.
4. The website will display all previous issues of the magazine, going back to 2011. Members will also have access to an index of articles by subject, enabling better searches.

5. Immediately have contact with all parks and park contacts in the Plan. This means you can email or call anyone in the network.
6. Including all previous issues of the Magazine and an **index to all magazine articles**.
7. All Plan members will have access to the Plan's Help Line. (Only specific issues will be handled, such as the Bill of Rights, interference of sales, manager abuse, enforcement of the MRL, etc. See the March 2017 issue for more details.)
8. You will be a part of a group (The Plan) that is making a difference.
9. The Plan will have its own message board, and all members will have access.

BENEFITS TO REGIONAL GROUPS

1. The Plan does not change your group in any way. You keep your name, bylaws, website and Board of Directors. You run your group essentially the same as you have in the past.
2. The Plan provides a Regional Magazine for your use, saving your group both money and time. (Regional Group Leaders may decide on a name for your magazine.)
3. And most of all, The Plan helps fund all regional groups that support and promote The Plan. All for one, one for all.

OTHER BENEFITS & GOALS

1. The Plan increases the efficiency of the distribution on information.
2. It allows us to promote other options of enforcement of the Civil Code Laws, rather than having to hire an attorney and going to court.
3. It provides expertise and consultants for all mobilehome owners.
4. One goal is a viable form of enforcement. The second is to have our park manager honor the new Bill of Rights.
5. The January 2017 Issue suggested a new Bill of Rights to protect a few important rights of mobilehome owners. Our goal is to have managers and park owners honor it. This is a big first step in protecting you.

know many of our readers appreciate our work and want to support it. And we believe everyone should have some skin in the game and do their fair share. So, effective immediately, we ask all readers to join The Plan. Membership is for one calendar year (2017) and expires 12/31/2017.

I want to help to get new members. Will I be compensated?

Answer: Absolutely. We will pay a 10% commission for every new member you sponsor. That's \$2/membership.

What is a sponsor?

Answer: The application for membership has a line to write the name and address of the sponsor. If you want to help build membership, we would suggest requesting additional magazines(for other parks) and inserting applications with your name and address. When readers join, we will send you a 10% commission check. That's \$2 for each member.

What about accounting?

Answer: Mobilehome Magazine pledges to be transparent and provide members an accounting (membership, expenses, revenue) for each Region at least twice a year.

What is the annual cost of one Regional Magazine?

Answer: Today, the cost to publish and distribute a 16 page magazine to 3,000 homes is about \$2000/month or \$24,000 per year. These figures are slightly higher for northern regions due to higher delivery costs.

What is included in the \$2000 cost?

Answer: Printing, shipping to contact in each region, delivery to park contacts, door to door delivery in each park and some promotion of The Plan. The cost to obtain advertising and members, via sponsors, is not included.

Will the editor and publisher be compensated?

Answer. Yes, eventually, just like all that volunteer today.

Is the Magazine profitable today?

Answer: Not quite, but close. In fact, it has been a struggle to deliver free magazines; however, there is an upside. We now have over 5 years of experience publishing and 14 years of advocacy. So we know what works and what doesn't. The Plan works.

How long before the magazine is profitable?

Answer: That varies with area. In the case of Sacramento, the magazine will be profitable after only 1% of all homeowners sign up. For Orange County, the number is about the same. For North San Diego County, the number is higher because we just reintroduced the magazine there. In

any case, if readers support The Plan, profitability will come soon.

How much revenue can The Plan generate?

Answer: It is well within reason for every magazine to eventually generate at least \$1 in profit. Ten regions with 3,000 members will generate \$30,000/month (\$360,000/year) in revenue. That combined with membership dues (\$20 x 30,000 = \$600,000), **total revenue per year would be \$960,000!** That's enough to really impact the Community and lead to better protections of our rights. Remember, \$1 per issue profit is just the start and very attainable. One magazine in Southern California generates over \$4/mag.

How will profits be distributed?

Answer: Details have not yet been decided. We will work with regional leaders and members to determine the best distribution of profits to provide you the best possible service. We do know a portion of profits from each region will be earmarked for an attorney and lobbyist.

BENEFIT QUESTIONS

How will I benefit if I join The Plan?

Answer: The benefits are huge. Both the Community and Regional Groups benefit. And you benefit directly. Refer to pages 8-9.

Will I receive the 36 page Handbook of Frequently Asked Questions Compiled by the Senate Select Committee?

Answer: This will be a bonus for parks that have 20 members or more. The cost to mail Handbooks to individuals is simply too high.

Will benefits decrease with time?

Answer: No. We expect benefits to continue, and perhaps increase with time.

Will there be a legal fund?

Answer: Definitely. Details to follow in the March issue. In general, legal funds will be used for issues that either affect an entire park or an entire region. This will benefit all residents of a park region.

Can I get funds to hire an attorney?

Answer: Litigation services for individuals must be paid by individuals. We will be able to recommend an attorney; however you will have to hire him/her on your own. Many attorneys who represent the mobilehome community charge \$150, which is very reasonable compared to others.

What will the Plan's attorney do?

Answer: The Plan's attorney will be used for consultations (answering members questions), and to write articles of interest to mobilehome owners. The attorney will also handle issues described in the Bill of Rights, interference of sales, and manager abuse .

What about the Help Line?

Answer: The Help Line is available to members only. And only specific subjects will be handled: a) Problems regarding the new Bill of Rights, b) interference of sales, and c) manager abuse (harassment, intimidation, retaliation, etc). Others may be added in the future. See the March issue for details.

How will The Plan be used for networking?

Answer: Definitely. The plan will have a website and each region's magazine will be displayed for all to see. We expect region leaders to provide content - region news, issues, and solutions. Contact information for area leaders and perhaps park leaders will be included for all to see and use.

Will there be a message board?

Answer: Absolutely, in time. We feel communication is very important. Perhaps there will be one message board for all regions, and/or separate message boards for each region. This kind of depends on regional leaders.

What about a lobbyist? We have one today don't we?

Answer: Yes, GSMOL has retained the services of a lobbyist; however, we haven't seen much effort to provide us a viable means of enforcement. We feel that should be priority #1 and the Plan gives us a voice in the matter. In the case of The Plan, the lobbyist will work for all members.

REGIONS / MEMBERSHIP IN CALIFORNIA

What Regions will the Plan include?

Answer: All mobilehome owners can join, no matter where they live. We will take care of them all.

Today, we have regional magazines in Sacramento, Orange County, South L.A. and North San Diego County. The number of mobilehomes in each is roughly 8600, 28,600, 13,600, and 16,600 respectively.

We want to include San Jose (16,900), San Diego (19,500), North Bay (10,000), L.A./High Desert (22,700), Riverside (13,600), Hemet (20,000), Palm Springs (10,600) and the Central Coast (19,700).

What about Regions that are small, like Sacramento?

Answer: Initially we may combine regions like Sacramento and North Bay together. When membership increases to

3,000, we will separate them.

What percentage of mobilehome owners have to join to reach a membership of 3,000?

Answer: The Regions above number 10, with a total number of mobilehomes at 180,000 (that's about 50% of the state-wide total). The average number of mobilehomes in each region is 18,000. At 3,000 members, that means only 17% (1 in 6 homes) have to join to reach all our goals. But each park should strive to join at least 1/3rd of all residents. For example, 67 in a park of 200 space, 33 in a park of 100 spaces, etc. You get the idea. Distributions of funds will be determined by numbers of residents in each park.

What's with the 3,000 number?

Answer: The minimum number of magazines we can print for any area is 3,000. There is no upper limit, so as many over the 3,000 can join.

This all sounds too good to be true. How will it ever happen?

Answer: Support from the Community of mobilehome owners is the only way The Plan will be successful. Let reason prevail. The benefits are dramatic. The cost is minimal. We can only present a step by step plan. You have to make it happen.

How many regions to we envision?

Answer: Our goal is five (5) regions up and running in 2017. Eventually, we envision twelve or more. Each will have their own magazine, and will share in profits derived from their area's magazine and membership dues.

Will this be a competition?

Answer: It is not a competition, this is serious business. And we will not promote negativity. The goal of The Plan is to get everyone working for the same goal and working together.

However, competition would make it more interesting. For example, which area can get the most members by the end of 2017.

Will there be guidelines for those promoting the Plan?

Answer: Yes. We suggest every advocate take a Pledge to be a) Open, b) Transparent, c) Responsive to their membership, d) Willing to work with all other advocates, anywhere in California (that means communicate with them, brainstorm solutions to problems and share information and knowledge), e) Not criticize or bad mouth, or engage in character assassination.

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Join The Plan - 2017

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SPONSOR'S NAME & ADDRESS (If any): _____

2017 Membership in The Plan (\$20). \$ _____

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2/2017

THANK YOU FOR YOUR SUPPORT!

Distribution of Literature in MH Parks - It's Our Right!

Although this may seem like a frivolous issue, believe me "Distribution of Information" is at the very foundation of the tenant's rights (in our case, mobilehome owner rights). Many park owners do not want an exchange of information by residents or advocates. As an example, prior to January 2011 all parks were required to give a copy of the Mobilehome Residency Law (MRL) to all residents. Today, you must ask management for a copy. Did you?

Most park owners want management's voice to prevail. Don't get me wrong, there are some excellent managers who are professional, respectful of residents and know the law. But in my experience, many managers don't know the law, and are poor managers. And often they are new to their job because of frequent turn-over.

WHY THIS ISSUE AT THIS TIME

Postage is a big portion of the total cost (upwards of \$2,000 per issue, that's about 34 cents a magazine) to get the magazine to you. This is impossible and park owners know it.

In order to exist, MHMag is being hand distributed in many parks. To that end, I've personally called many managers of parks in the San Fernando Valley, Simi Valley, Santa Clarita and Canyon Country. My question: "What is your policy regarding distribution of literature in your park." Many answer "I don't know," or "we don't allow solicitation" or "the tubes are for park use only".... Some say "sure, in fact we have a residents organization in the park and they distribute information to residents."

NO SOLICITATION -THE PARK OWNER'S STRATEGY TO STOP LEGAL DISTRIBUTION OF INFORMATION

The first thing you see when driving into most if not all mobilehome parks is a sign saying "solicitation prohibited." In criminal law, solicitation most commonly refers to either the act of offering goods or services, or the act of attempting to purchase such goods or services, i.e. it is meant for door to door salesmen coming into the park.

Do you think your park owner is really concerned about someone coming into the park and "soliciting?" Many parks have signs: "Private Property - No Trespassing" Shouldn't that be enough? Many park owners use "no solicitation" to stop the LEGAL distribution of information by advocates and residents. Why? Because they are afraid residents will begin to understand their

rights and NOT ACCEPT everything management does or says.

Of course no one wants someone coming to their door selling something. But residents have a right to receive honest, accurate information about mobilehome issues.

FREEDOM OF SPEECH

Freedom of speech is guaranteed by the first amendment, which prohibits abridging the freedom of speech, infringing on the freedom of the press, or interfering with the right to peaceably assemble. It is also your right as a mobilehome owner renting a space for your home.

In California, your right to "freedom of speech" is guaranteed by a provision in The Mobilehome Residency Law (798.51 (a)3) as follows: (a) No provision contained in any mobilehome park rental agreement, rule, or regulation shall deny or prohibit the right of any homeowner or resident in the park to do any of the following: (3) **Canvass and petition homeowners and residents for noncommercial purposes relating to mobilehome living**, election to public office, or the initiative, referendum, or recall processes, at reasonable hours and in a reasonable manner, **including the distribution or circulation of information.**

OTHER PUBLICATIONS IN MOBILEHOME PARKS

Many parks have a newsletter, either published by a HOA, recreational committee or the like. Many contain advertising. One company's magazine goes into over 400 parks. It contains 35-50% advertising.

All of these publications are distributed, usually without management interference. Why doesn't management cite "no solicitation" in these cases? It is simple. Few write about residents rights. In fact, many are written by park management and used as the "Park" newsletter. Bottom line: it's not about advertising, it's about CONTENT.

DISTRIBUTION OF MOBILEHOME MAGAZINE

As with its predecessor THE VOICE (2004-2012), MH Life Magazine provides valuable information to owners of mobile/manufactured homes. We are not a SOLICITATION and are really no different from the publications mentioned above. We are not subversive, we do not attack specific owners or parks, but we do try to educate residents about their rights.

A Message From A Park Manager

As a park manager, I am confronted every day with a variety of issues, including parking problems, late payment of rent, 7 day notices, 14 day notices, 3 day notices to pay or quit, new Rules and Regulations, the use of common areas, solicitation, pet issues, neighbor disputes, new legislation which change the law, the distribution of the Mobilehome Residency Law, utility issues, etc. The list goes on and on. I have both a responsibility to run the park, and serve the residents. For that reason it is critical that I understand the laws governing life in mobilehome parks, namely the Mobilehome Residency Law, Title 25 (Health and Safety), etc. When a resident comes to me, I either need to know what I'm talking about or I need to know where and how to find answers.

It is also important that I understand what's happening in other parks here, in my specific area and around California. Although my park owner provides training, there is still much for me to learn and understand and there is simply not enough time to research and keep up to date. Bottom line, current, accurate information is important. Keep in mind that as of January 2011, the Mobilehome Residency Law is not distributed automatically to residents. That's why I welcome Mobilehome Magazine which comes directly to my door (by hand distribution).

I understand that some managers won't allow the distribution of Mobilehome Magazine in their park. Perhaps they feel the magazine is a solicitation, which is not allowed by law. I'd suggest park managers have an open mind. The magazine is not a solicitation, nor does it attack managers or park owners. I feel park manager's can and will benefit from the magazine. When issues arise,

Managers have another source of information. They are able to see issues from another point of view. And often times the magazine supports their policies.

Also the magazine promotes a Handbook of Frequently Asked Questions. The 58 Frequently Asked Questions and Answers were compiled by the Senate Select Committee on Manufactured Housing in Sacramento. The Handbook enables managers and residents to better understand the laws by presenting them in a simple, readable format.

Every manager and mobilehome owners should have a copy! Now regarding a couple issues in some parks, namely harassment and intimidation. If you feel that you are being harassed then write a letter to the manager and set up a meeting with the manager and ask for someone to arbitrate. If there is intimidation, then I would write to the owner's and set up a meeting with the manager and the owner if possible. If you have a clubhouse, by law the owners address and phone number must be posted for access by the resident.

I'm told that the magazine will be sent directly to many managers through California. I think that is a good idea and hope other managers will welcome the magazine as I have.

Finally, the reason why I support and write for Mobilehome Magazine is to promote a better relationship between managers and residents. Understanding the laws promotes harmony, with less confrontations. That makes my job easier and makes my residents happier. Let's all work together.

A Final Word

You're probably tired of reading the word The Plan; however we wouldn't write about it if we didn't believe in it. It can be a reality, but we need to do this together.

LET REASON PREVAIL

Name one advocate that has communicated more or provided you more information at essentially no cost to you. We don't think you can. We've served you for 14 years. Remember Clay Butler's testimonial: **Hands down the absolute best mobile home newsletter out there. Worth the price of membership just for that alone. Started by Frank Wodley and run people who actually live in a mobile home park like yourselves. I urge you to become a member.** Today we have much more experience,

and we reach far more folks. We have brainstormed a 'better mouse trap.'

We've just gone through a contentious election and Donald Trump was elected because Americans want change. We wish him all the best, because if he succeeds, we succeed. Who wouldn't want that? (We're not political, don't get us wrong.)

All we ask is you 'let reason prevail.' Advocacy isn't cheap, but it can be if we have the numbers and everyone does a little.

Don't silence our voice. Don't give up on us. We haven't given up on you. Remember your \$20 goes directly to help you. And it accomplishes so much!

W

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