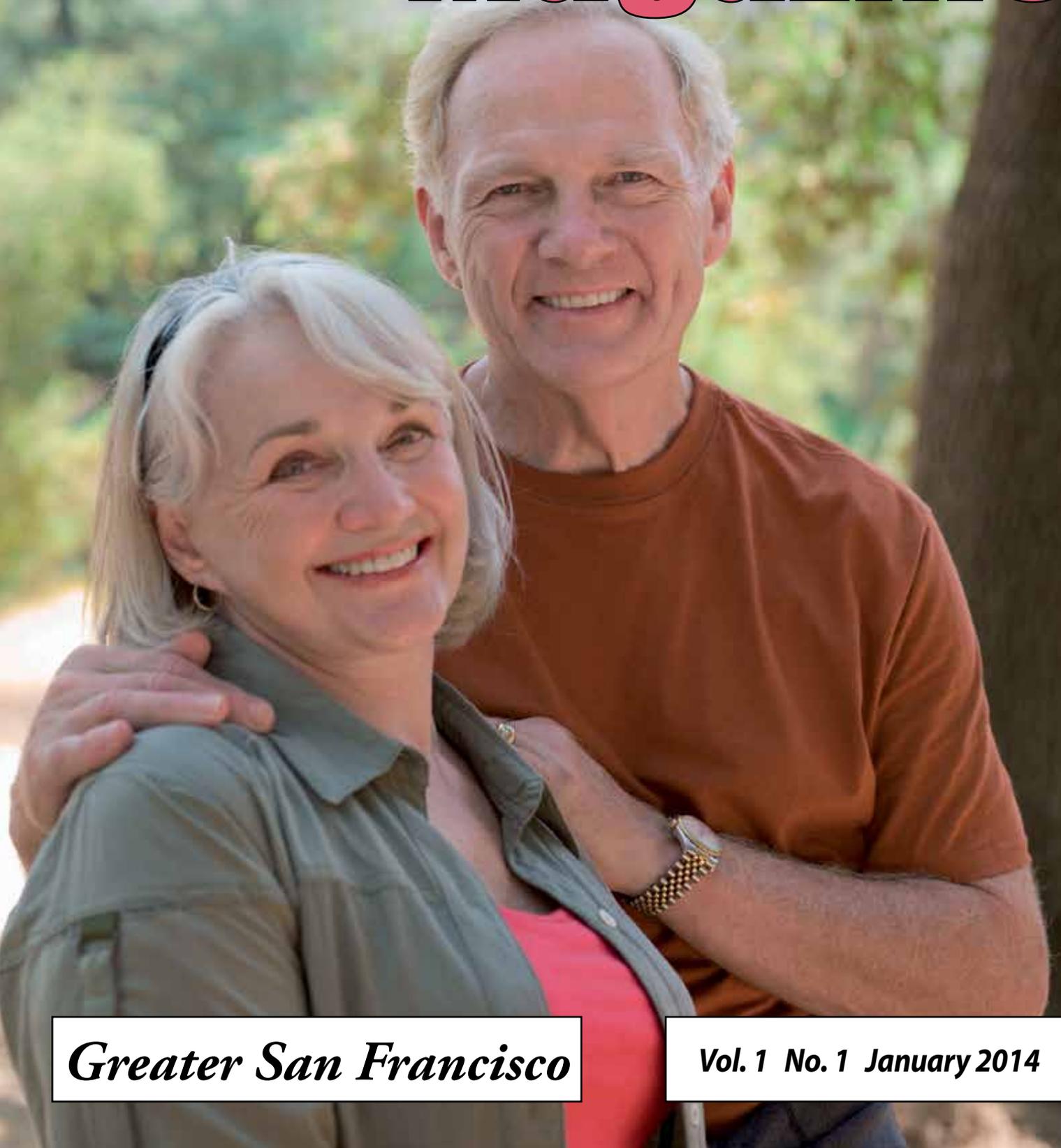


# Mobilehome Magazine



*Greater San Francisco*

*Vol. 1 No. 1 January 2014*

*Happy 2014!*

*From  
Mobilehome  
Magazine*



Happy New Year from Mobilehome Magazine. This issue brings some changes, we hope will enhance your experience with the magazine.

We do appreciate our readers and advertisers. To that end, we are very excited to begin offering you incentives - \$25 gift cards good for discounts at local restaurants. You qualify when you help us locate new parks for the magazine, send us business cards of local businesses, use a local business, or just read the magazine. Please refer to page 4 for details. We can all win! You win by getting a discount on a meal, we win when you help us and advertisers win when you use them! Win-Win-Win.

Frank Wodley, editor of the Magazine, is scheduling a "meet and greet" in the South Land, perhaps in March 2014. If you'd like Frank to visit your park, let us know.

We really believe the magazine can and will make a big difference here in California, and we are only beginning. We have lots on our plate for 2014. Read "What We're Working On" on page 11. We are planning a Mobilehome Cruise among other things. And most importantly because the enforcement of laws is our #1 priority, we need your help to brainstorm ways we can put together a state-wide legal fund and find qualified attorneys.

We hate to be negative, but we must be practical and open. You will notice the magazine is only 16 pages this month. The reason: we have lost advertising because you are not calling or using businesses that advertise in the magazine. No business wants to advertise and see no results. So please, use our advertisers and let them know you appreciate their support of Mobilehome Magazine.

We have done an accounting of all monies donated to Mobilehome Magazine since the beginning of the local magazine (see page 5). Prior to that we were a subscription only magazine at \$15 per year. We changed in order to reach many more homeowners and it has worked very well. We hope to eventually reach 50,000 a month in 2014. We are truly developing a Mobilehome Magazine Community. What better way to have Strength in Numbers and Knowledge is Power!

Finally, please read the Words of Wisdom from Senator Karen Mayne. She spoke at a 2010 meeting of the national mobilehome owner's group in Utah. Her words were moving then, and they still resonate today. Her plea - organize and stay organized. Elect folks that are willing to work and lead. We are all vulnerable and organizing is the only way to protect ourselves.

*The Mobilehome Magazine Staff*

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# We Appreciate Our Readers & Advertisers

Mobilehome Magazine appreciates our readers and advertisers. Without you there would be no magazine. As a show of our appreciation, we will be handing out \$25 gift cards from restaurant.com, until further notice. Help us and perhaps you will receive a \$25 gift card. There are several ways to win.

## How To QUALIFY

1. Get your name in a monthly (calendar month) drawing for a \$25 gift card. Be sure to give us your phone number and email address if you have one. We will call the winner and post their photo (with their permission) in the next magazine.

- *Anyone who calls us, says hi, and chats about their park or the magazine.*
- *Anyone who purchases our Handbook.*
- *Anyone who gives us a donation.*
- *Anyone who sends us a business card or a magazine with advertising.*

2. **Volunteer:** Immediately receive a gift card by mail (no drawing) when you find a volunteer (each receive one \$25 gift card) or volunteer yourself (receive 2-\$25 gift cards) to distribute the magazine in a park that does not receive it currently. Call us for a list of parks in your area.

3. **Use an Advertiser:** Immediately receive a \$25 gift card and get your name in a monthly drawing for 3 more \$25 gift cards every time you use one of our advertisers. (When you sign a contract and pay an advertiser for his product or services. Only one gift card per advertiser. Use another advertiser and get another gift card!)

## ABOUT RESTAURANT.COM

Restaurant.com is the nation's largest dining deals site, offering more than 50,000 deals at thousands of restaurants nationwide. We're also a marketing program for restaurants, a trusted partner for many businesses and a source of extra income for our Independent Consultants. Our programs are designed to help local communities thrive through a 360-degree approach that benefits diners, restaurants and small businesses.

Restaurant.com dining deals are just the beginning! We help strengthen local communities by bringing people, restaurants and small businesses together.

## TIPS ON USING GIFT CERTIFICATES

Step 1. Search restaurant.com by restaurant name, cuisine type, city, or zip code. Our Verified Diner Ratings and Reviews will help you along the way with reviews of diners who have eaten at the restaurant, so you know that pizza passed the test and the tiramisu was truly terrific. You can even quickly find "deals near me" in our mobile app.

Step 2. It's time to dine! Grab your friends and family and head out to the restaurant (Need directions? Try the handy map on our mobile app!). Present your certificate to the server on your mobile phone, or bring a printed copy, and voilà – the savings will appear on your final bill.

Note: Only one gift card may be used per restaurant per month. Usually a restaurant requires the purchase of \$37.50 of food when presenting a \$25 gift card. This means you will spend at least \$12.50 plus tip when using the card. Essentially you receive 60 to 65% off your meal, i.e. the card

DOES NOT pay 100%; however we do feel this is a good deal. Mobilehome Magazine staff are using the cards ourselves.

## IF YOU DON'T HAVE INTERNET

We know many of you don't have the internet and as a consequence can't search the restaurant.com website for local restaurants that accept gift cards. Mobilehome Magazine is happy to advise you.

## BOTTOM LINE

We are continually thinking out of the box. We want Mobilehome magazine to work for all mobilehome owners. You certainly need to be included in the loop of important information. Let's do this together. Please support us and your local businesses who advertise in the Magazine. Tell them you read their ad in Mobilehome Magazine, that COLOR magazine!



# Giving Thanks & Taking Account

We often write that the Magazine is a team effort. That is so true. We, the staff of Mobilehome Magazine, are very thankful for our many supporters. And what better time than now to say thank you!

## OUR DISTRIBUTORS

We have over 100 volunteers distributing the Magazine door to door in their park. 97% ask for no compensation, i.e. they love helping their friends and neighbors! Here is a partial list, in no particular order. Please forgive us if we have left anyone off.

**North Bay:** Joan, Barbara, Bill, Kitty, Martin, Joyce, Chris, Eileen, Joe, Terry, Virginia, Janeen, Lorie, Patricia, Susan, Don, Gloria, Darryl, Diane and Donna.

**San Jose:** Joanne, Lisa, Joan, Donna, Bob, Gayle, Renee, Judy, Dave, John, Jan, Roy, Doug, Shirley, Errolyn, Gloria, Bryan, Barbara and Judith. Special thanks to Phyllis Tripp and Mary Kuykendall.

**Orange County - South L.A.:** George, Bill, Nadona, Peggy, Joanne, Don, Scott, Leonard, Will, Maxine, Tom, Bill, Joanne, Chuck, Dolores, Sharon, Virginia, Jan, Ralph, Kay, Janet, and Sandy. Special thanks to Chris Waring, Binnie Lanahan, Chuck Zenisek and Paul Masminster.

**North San Diego County:** Leanne, Chris, Cal, Letty, Frank, Joan, Bud, Bernie, Carrie, Leanne, Tom, Kim and Kathryn. Special thanks to Lloyd Rochambeau and Trisha Little.

**San Diego:** Robert, Beverley, Ken, Corey, John, Steve, Steffanie, Frankie, Marilyn, Judy, Daniel, Sheldon, Ralph, and Dick. Special thanks to Bill Schlegel, Penny Vaughn and Frankie Bruce.

Without your support, there would be no magazine! The staff of Mobilehome Magazine thank you and we are sure your efforts are much appreciated by your friends in neighbors in your individual parks.

## OUR ARTICLE CONTRIBUTORS

A partial list of our article contributors: Chuck, Bill, Suzanne, Steffanie, Special thanks to Donna Matthews, and Lloyd Rochambeau and Frank Wodley.

## OUR ADVERTISERS

Of course we are indebted to our many, fine advertisers who support our efforts to publish the Magazine. A partial list: AA Remodeling, MS. Tedesco Construction, Barber Insurance, Mr. Plumber, No Nonsense Termite, D&V Pest Control, Super Sound Proofing, Pacific Homes, PACE San Diego, Michael O'Neil. Special thanks to Hughes West-Brook and Weibel Insurance.

## DONATIONS BY AREA

Total contributions for the period 7/1/13 thru 12/8/2013.

AREA	Handbooks	Donations	TOTAL
North Bay	\$426.00	\$819.50	\$1,245.50
San Jose	\$36.00	\$499.75	\$535.75
Orange Co	\$156.00	\$312.50	\$468.50
N.S.D Co	\$210.00	\$305.00	\$515.00
San Diego	\$234.00	\$799.00	\$1,033.00
California	\$174.00	\$1,031.00	\$1,205.00
TOTALS	\$1,236.00	\$3,766.75	\$5,002.75

## DONATIONS BY PARK

Total donations, by park for 7/1/13 thru 12/8/2013.

Name of Park	Total w/ Handbooks
Indian Springs - Desert Hot S	\$500.00
Winchester Ranch - San Jose	\$406.25
Otay Lakes - Chula Vista	\$187.00
Calistoga Springs - Calistoga	\$165.00
Windsor MHP - Windsor	\$154.00
Terry's - Chula Vista	\$142.00
Valley Village - Rohnert Park	\$131.50
Seven Flags - Sonoma	\$126.00
Lakeshore Gardens - Carlsbad	\$106.00
Linda Vista - San Diego	\$106.00
The Cliffs - San Diego	\$92.00

## BOTTOM LINE

The first Local Editions of Mobilehome Magazine were published July 2013. Since then we have published and distributed over 140,000 magazines! That's a bunch!

Of course as we continually write, this is a team effort. We couldn't do it without the help of our distributors and those who write articles for the magazine.

And the support our advertisers are critical. **USE THEM!**

## YOU THE READER

We do Mobilehome Magazine for you! And your participation is critical. How many times have you had an opportunity to control your own destiny in your park? Please use the magazine, please communicate with us and let us know what's happening. Good things will happen! All it takes is a little effort. Have a terrific and prosperous 2014!

## Major Victory For San Marcos Homeowners By Lloyd Rochambeau

Millennium Housing, as the operator of Palomar Estates West mobile home park in San Marcos has had a policy of transferring maintenance and repair responsibility from the park to the individual homeowner. However, three women serving on the San Marcos Mobile-home Residents Association's (SMMRA) Board of Directors have turned back this assault on the residents.

Celeste Becker's mother purchased a mobile home in Palomar Estates East in 1990, with Celeste becoming the owner in 2007. There was and is a 6 foot retaining wall at the front of her mobile home, which is separating from the return wall and embankment which runs alongside of her home. In 2012, Ms. Becker received notice from Haven Management to repair or replace the wall. The wall was undoubtedly constructed to provide a pad for the placement of a mobile home on the space. Neither Ms. Becker nor her mother had the wall built, since the home and wall were there when the home was purchased by the Becker family.

Ms. Becker disagreed with the park and as a result she received a 7 day notice of eviction from Haven Management, followed by 3 more notices. Taking her problem to the SMMRA Board which took exception to the operator and management company's position and resulted in her being joined by Carol Spizzirri (a resident of Palomar Estates West and current Vice-President of SMMRA) and Cindy Strieff (a resident of El Dorado Mobile Home Park and currently President of SMMRA). With Carol taking the lead investigative role, they were able to ferret out the facts and documents to refute the park's erroneous position.

Trips to San Diego involving many hours were productive with the help and cooperation of the County of San Diego. Another trip to the Riverside offices of the HCD and telephone conversations with HCD officials in Sacramento bolstered the defense of the homeowners case.

The three ladies presented 32 pages of documentation with 11 exhibits to the San Marcos City Council with a request to STAY the eviction process until the issue was properly adjudicated. The points that produced this victory were the fact that the City of San Marcos who first claimed no authority to intervene and that the HOA needed to retain an attorney, was quashed when Carol produced a copy of Resolution No.70-484 passed September 1, 1970 to accept responsibility for enforcement of Part 2.1 of Division 13 of the California Health and safety Code for mobile home parks in San Marcos.

The City Building Inspection Department to be the

enforcement agency for the City. In addition, copies of the original lease and subsequent sub-leases, and more importantly, HCD all made the operator of the park responsible for all maintenance and repair of all walls, roads, and structures (not the mobile homes). Lastly, proof of homeowner construction of walls wherein Millennium signed off permission to the homeowner was lacking.

The City Council then directed the Building Inspection Department to inspect the wall, which resulted in a Notice of Violation citation requiring Millennium to repair or replace the retaining wall. Millennium Housing, which is supposedly a non-profit entity, is not yet willing to accept repair and maintenance responsibility for retaining walls in the park which were not installed by the current homeowner.

A drive through Palomar Estates West would reveal a variety of walls at the front of some mobile homes. Some are constructed of different types of decorative rock or stone, even with railroad ties, which would not truly be described as retaining walls. With heights of two to three feet, they serve to separate the street from the yard/space of the mobile home. As such, these walls may well be the responsibility of the homeowners, although proof of responsibility for maintenance signed off by Millennium may be required.

Yet another homeowner in Palomar Estates West was informed that he would be responsible for maintaining the slope behind his home. The area is about 30 feet by 60 feet and he is to be responsible for watering at his expense and to keep the ivy alive. He was told he would need to repair the sprinklers, which he did at a cost of \$95.00, however they are still non-operative and will require about \$500.00 to fix them. Apparently the operator and management company feel it is the resident's responsibility to maintain common areas and structures. What is next? Half of the street in front of your home? Any street lights on your space? These are ridiculous assumptions, but not beyond what one might expect from these folks.

There are other challenges of Millennium Housing's failure to comply with the terms of their agreement with the City which were revealed in this struggle and investigation. This victory demonstrates what SMMRA and mobilehome owners in San Marcos can achieve with unity, persistence and by being proactive. The battle was won, but the fight goes on, or at least it should.

Lloyd Rochambeau, Lakeview Mobile Estates, San Marcos



# Letters To The Editor

Dear Editor,

On behalf of the new Board of Directors for the Lakeshore Gardens Residents Association, I would like to say “thank you” for including us in the distribution of your monthly Mobilehome Magazine over the past three months. In fact, our volunteers deliver them to each of our 383 residents as soon as we receive them and feedback indicates the magazine is well received and viewed as a good source of information on mobile home living. As we enter the New Year, we are interested in the many networking and educational opportunities your publication provides. Our park is under a four-year space rent contract ending in December 2014, with a growing disparity of escalating space rents as compared to regional fair market rents and the consumer price index (CPI). We know from reading your magazine that other mobile home parks are facing the same concerns relative to how we can successfully sustain a desirable quality of life in our retirement years without the fear of losing our homes due to future, unbearable space rent increases.

We believe the membership in our LSG Residents Association will grow in 2014, largely in part to the availability of the Mobilehome Magazine on a monthly basis. We welcome feedback from other parks who can share their success and pitfalls relative to space rent negotiations. Our Board will continue to make donations to your publication as our membership grows.

Thank you, again, for keeping us informed!

Sincerely, Kim Welshons, Board President, Lakeshore Gardens, Carlsbad

Dear Editor:

Every effort is made each and every month to put a new addition of “Mobilehome Magazine” into the hands of mobile home owners; especially those living in parks. I for one presently deliver to every one of the 396 homes in my park. In addition I distribute over 500 issues to parks within my community as well as some parks in adjoining communities.

Why do I take my time and efforts to do this? Very simply, because I care about people. Specifically because I have deep feelings for all that own homes and pay rent in any mobile home park. For too long the laws governing mobile home owners residing in parks have tilted heavily on the side of the park owners. To our thousands of readers; we need your help! I, among other distributors, are willing to continue to service your parks. Presently we only have the ability to place a few

issues in your club houses each month. With your help we could put one into every home in your park. To accomplish this I’m asking you to donate about one hour each month. (This is average time required to put a magazine at every residence in your park.) Think about the tremendous amount of good you would be doing for your entire park. Would you be breaking the laws or your park rules in any way? Definitely not. One of the few laws we as mobile home owners in the state of California that favors us is contained in the MRL ( MOBILE HOME RESIDENCY LAWS ) which gives us the right to congregate and distribute literature so long as it pertains to mobile home living. IT IS NOT SOLICITING !!!

If you are considering delivering the “Mobilehome Magazine” within your park please contact frank@mobile-home-magazine.org or call 800-929-6061. You will be glad you did. REMEMBER.....the magazines are free, i.e. no cost to you or the entire park. Chuck Zenisek, Foothill Terrace, La Verne, California.



Dear Mr. Wodley: Just a note to let you know I’m being “termed out” as president of Terry’s MHP HOA. To be sure, I will continue to serve as your volunteer to distribute and support Mobilehome Magazine. It is, in my opinion, the best “news” ever to come to home owners” doors in the ten years my wife and I have lived here! It is truly opportunity knocking like never before, with a promise of unity, support, friendships and fun! I’m firmly convinced that Its success will make a major difference in our lives.

Now that our local COMPAC group has been dissolved, we’ve lost a lot of contact with our lobbyists in Sacramento, so the timing couldn’t be more perfect for the Magazine. Your articles help to keep us informed, motivated and updated. It provides a way for us in Chula Vista to communicate with all 3500 homes here, as well as throughout San Diego County.

In short, we are poised to no longer be “one wee voice crying in the wilderness”. Thanks for all Mobilehome Magazine does and its potential!

Bill Schlegel, HOA President, Terry’s MHP

PS: Our present Board has offered to continue serving in some capacity, where needed. We’ve named it the “A-Team” (Advisory). How lucky can we be to have such willing hands in “Our Town”! Also, if you live in a park that doesn’t have an HOA, better organize one now: You won’t be sorry!

# Words of Wisdom From Utah Senator Karen Mayne

Karen Mayne is a Democratic member of the Utah Senate, representing the 5th District (map) in West Valley City since her appointment in 2008. She spoke at the 2010 National Meeting in Utah. We published a transcript of her speech in the Jan/Feb 2012 Mobilehome Magazine, pages 12-13. Her words resonated then, and we felt this was a good time to share them again (edited).

Good morning. My name is Karen Mayne. When I think about your situation, I think of dirt and home. They own the dirt and you own the home, and that is going to be the battle until it's not the battle.

Cooperation, partnership and respect is the only way that makes it work. We have some big companies that own some of my big communities and it's a battle all the time and we're up for the battle and we know the battle. They are strong, they are big and they have a lot of money, and they have a lot of lawyers, but that's ok. We know what our responsibility is, we know what we have to do.

The issue is who does what. And it's particular to each one of your communities. Usually when they start things up again (organize), they have had one (resident organization) before and you know people get lack, but when there is a problem, up it bubbles. And I wish it wasn't like that. I wish it was always going, always steady, always involved, always active because that shows strength.

I visit with them (park organizers) and we talk about how we can make this committee productive and make it reasonable and make it active. It's always about the same things... And all these things are local. Thomas "Tip" O'Neill—a longtime Speaker of the House in the U.S. Congress—once declared, "All politics is local."

And it is. Everything is local. If it affects me, I'm at the meeting. If it's a problem for me, I'm at the meeting. Hopefully, maybe, that culture can change. Ok, it's my problem today, but I'm at the meeting because it's your problem now. I'm at the meeting today because my problem was solved but I'm here so that I can help you with yours. And I hope that happens with you.

We were just speaking about in some of our communities in the southern part of Utah, where they are buying the dirt and the home (resident ownership). It's all over, once you have that dirt, then you are secure, you are safe and I hope this translates into all parts of the country.

When you live close together, you got to be good neighbors, you have fights, you have problems, you have managers on you and things like that...it is a netted community. Which is a good thing. It makes you work together, which is a good thing.

Always be organized. If they (park owners) can pick you off, you're dead. If you are organized all the time, they can't do

anything to you because you are strong together. If you are together you are strong, if you are divided, you will fail. And that's what I'm telling you. Because collectively you are a mass. Always, always be organized. Always attend those meetings.

The companies where you own the home, they can count. When you have your meetings, if you only have 5 people, they say there are only 5 people, they don't care, they are not involved I won't cut down that tree or whatever. But if you attend the meetings, if you are there, if you are active, if you are responsive, they will be responsive to you. You know what that is. You are on equal ground, you will get more out of them. They have to address mass. You need to be strong, you need to be active, because if you are not, things will fall apart. The demands that you ask for today, that might take a few months, they will say they have lost interest with that,



Another thing that I would suggest, Always elect capable people, always that those people that work. Have you ever gone to a meeting and one guy blows, and you never see him again. Or he comes and they elect him, and then he's gone. That's not who you need. You need stability, every meeting. What can we reasonably do, responsible because you are dealing with really high powered companies and they know what they are doing. So people that are steady, people that are reasonable, people that are there, people who work, people that are respected in the community, that's who you need.

You know there's a song – united we stand, divided we fall. And if that isn't a truism. I don't know what is. And it doesn't matter what it is. It can be a family, it can be a neighborhood, it can be a state or a nation or whatever. Collectively when we come together we are strong.

There are four people, if they can divide you in half, I've won. As long as those four people, there is four and only one of me, as long as those four people stand together, I have to deal with them. But the minute I come in and I put a wedge between them, I win. Don't let that wedge come! Be brave, be determined.

I'm tough, I'm scary, I've learned in life that if you believe in what you do and if you're right in your mind, they respect you. Even if you're wrong. If they respect that you have the courage and the ability to say "I think this is right, they will respect me because people respect strength, they respect courage, they respect bravery.

This is what I leave you with today. Remember this little blond Senator, Grandma, and remember what I've said.

Thank you very much. Karen Mayne.

# Did You Know?

## MEETINGS WITH MANAGEMENT

Did you know you can request a formal meeting with management? You probably did. However you probably didn't know that the topics of the meeting are very limited. You can discuss maintenance, loss of amenities, rental agreements and rules. That's it! You can't discuss issues with management, harassment, intimidation, interference of sales and the like. Pretty sad! Who made up these laws anyway.

You will find a similar situation with the Ombudsman. Their hands are tied and they can't help with MRL issues as you will read below.

## OFFICE OF THE MOBILEHOME OMBUDSMAN

Here are some little known facts about the Office of the Mobilehome Ombudsman.

a. The sign of the Office of the Ombudsman, as provided by the Department of Housing and Community Development, must be posted by management (798.29). Have you seen it in your park? Surely many parks don't post.

b. You will note that the scope of services offered by the Ombudsman is very limited, they offer assistance with Health and Safety issues, with Unlawful or unfair sales practices, with New Manufactured Home warranties, and Titling issues.

c. The Ombudsman CAN NOT give you assistance with civil code issues - those which are found in the Mobilehome Residency Law (MRL), including but not limited to unfair or illegal management practices, rent or fee increases or disputes, or the enforcement of the MRL.

d. We recently called the Office of the Ombudsman. After listening to a list of several options we did speak with a live person. We asked how they handled a question about the civil code. They said they refer the caller to their website, where the caller could download the MRL. And they advised the caller to get legal advice, because they are not attorneys nor can they help with legal matters.

In our opinion, this is unfortunate. Many believe the Ombudsman can and will help them. We've heard of residents and HOA's sending the Ombudsman a "complaint" only to get back a form letter the Ombudsman does not offer legal help.

We also asked if the Ombudsman referred callers to GSMOL and/or Mobilehome Magazine. They said NO.

Our suggestion: If and when you have an issue, consult the FAQ Handbook. Then read the appropriate section in the MRL. If you still have a question, send us a short email or letter and perhaps we can direct you to someone that can help. Our email address is [frank@mobilehomemagazine.org](mailto:frank@mobilehomemagazine.org).

## MOBILEHOME PARK RENTAL AGREEMENT (LEASE)

When a park is constructed there must be a Conditional Use Permit issued that contained all the standards and requirements of the Mobilehome Park Act, Title #25, authority cited by the Health and Safety Code.. These became the terms and conditions of park tenancy, MRL798.8.

When all these standards and requirements were installed and provided a Permit to Operate was issued. The Base rent was established for the use of the lot, utility installations, park facilities and services, MRL798.12.

This Permit to Operate a mobilehome park must be renewed each year, in accordance with all the provisions of the Health and Safety Code.

When the homeowner contracted to place his/her home investment in the park both park owner and homeowner had a vested interest in the park—co-investors.

The park owner was required to give the homeowner a **written rental agreement** that contained all provisions of tenancy. MRL 798.15 (a-h).

A copy of the Mobilehome Residency Law (MRL) was required to be attached to the rental agreement and incorporated by reference, MRL 798.15 (c).

The rental agreement may include other provisions permitted by law, but need not include specific language contained in state or local laws not a part of this chapter., MRL 798.16. (Title #25, Health and Safety Code, Contract Law, Public Utility Commission laws, the Business and Professional Code, Landlord Tenant laws)

Note: The conditional use permit for your park is their permit to operate. This is part of your terms and conditions of your tenancy.

## DOES MANAGEMENT HAVE TO ABIDE BY RULES AND REGULATIONS?

The answer is yes and no. If the manager lives in the park and is a resident, then yes. However that same manager does not have to abide by the park rules and regulations when acting as a manager and doing park business. This is a loophole park owners know quite well.

## DO YOU HAVE A QUESTION?

Send us your questions. We will pick one or two a month to answer via the Magazine. Then everyone will learn. Also if you have an issue in your park and need guidance, please let us know. We may not have all the answers, but usually we can find someone that can give us a direction to follow.

# Mobile Homes Vs. Urban Villages

We are people who have worked all of our lives for the City we live in. In my case that City is San Jose. I worked, raised my children, did volunteer work, belonged to a church, paid my taxes and in my estimation paid my dues. I have always respected my elders and took care of my mom the last year of her life.

I thought I had earned respect from the youth of San Jose. What a misguided thought that was. I am now considered a person who is holding back growth because I do not want to be tossed out of my home so that some Developer can come in and put in more homes that I cannot afford. The Developer did not realize that all of us old people can make a lot of noise and there are a lot of good people out there who will listen.

San Jose's ambition was to have Urban Villages all over the City. An Urban Village consists of small, confined apartment living. Often these would be in the building where you work. (Don't know about the youth today but I never wanted to live too close to work and have my boss calling me to come in because I was convenient). The Urban Village will have parks (a good thing) Dog parks (we need places to walk our dogs). They want businesses to be below where your work. (Not a good thing). It has not been successful at Santana Row. It is noisy, and can you imagine living above an Italian restaurant and smelling the cooking smells 24/7. I love Italian food but do not want to wake up to the smell of garlic. They want to take away your cars and have you use rapid transit. Except in San Jose ours is not rapid. They want to take any vacant lot and turn it into a garden. (good thing, unless you like growing your own). They were looking to provide homes for the low income but no plan is in place to do so. They were planning homes for the elderly but forgot to put a plan in place. One City official said all the elderly need is 545 square feet of living space. They were going to provide homes for the homeless but forgot to put a plan in

place. They want a safe place for people to walk, bike.

This will increase inflation, gridlock and pollution. They put Urban Villages in Portland and this is the result. People moved away because they did not like the concept.

I live in a beautiful Mobile Home Park and a lot of people don't think we have a right to be here because it is a prime piece of Real Estate. It is the Urban Village the City wants and talks about. We are in a gated Community making it very safe. We have beautiful gardens and grow lots of fruit and vegetables in the summer. We share with one another. It is a great place to walk your dog or even your cat. You can walk all over without worrying about being mugged or run over. We take care of our own. If someone needs something and you have it, you share. We have classes, mahjong, swimming, Widows groups, buncos, holiday celebrations, so no one is left alone. Is this not what all cities want and need? Affordable housing in a beautiful area which is large enough that you can turn around and not so large you cannot care for it.

We should be building more Mobile Home Parks not trying to get rid of them and hide away the elderly. Many of the people here fought to keep you all free, instead of thanks the youth wants to get rid of us. The knowledge, stories and just the fact they worked and earned the right to live their lives out in peace and at a reasonable cost even on a prime piece of Real Estate.

Don't throw us away, we did not throw you away when we were raising you.

All of you Mobile Home Dwellers, stand up and fight for your homes and the right to live out your life in peace. Stand with us and we will stand with you.

Phyllis Tripp, Winchester Ranch, San Jose

## Free Advertising

Yes, you read correctly. For a limited time Mobilehome Magazine is offering FREE ADVERTISING to any local business that serves mobilehome owners. Whether you are a real estate agent, plumber, painter, handyman, contractor, dentist, doctor, pharmacist, grocery store, auto mechanic, or whatever. You can get your free ad simply by sending us your business cards (2). Mail to P.O. Box 3774, Chatsworth, CA. 91313. Then look for your ad in the next MHMag.

### SEND US BUSINESS CARDS

Often times you receive business cards from local businesses you use and trust. Or businesses will pin their business cards to the park bulletin board. We want to

reward these businesses by giving them a free ad in the magazine. We ask you to mail us their business cards, or if you don't have a business card, let us know the business name and we will contact them. If they say sure, I'd love to get a free ad, it's a done deal. You can also hand local businesses a magazine, just to introduce them to us.

### WIN-WIN-WIN

This is a win-win-win. The local business wins by getting a free ad, our readers win by seeing local businesses others know and trust and Mobilehome Magazine wins when businesses know about the benefits of advertising in our magazine.

# Mobilehome Magazine in 2014

We have many ideas for 2014. Here are just a few of them:

- **Mobilehome Magazine Cruise.** Let's put together a 4 day cruise for later in 2014 (May/June) with stops in Catalina and Ensenada Mexico. Rates are approximately \$450 per person. What better way to get to know other mobilehome owners. If you are interested (absolutely no commitment), please let Frank know at frank@mobilehomemagazine.org, or 800-929-6061. Everyone is welcome!
- **Legal Fund.** It is critical that together we do something about enforcement. We would brainstorm how best to do this so that if and when you contribute, you will benefit when you need to use the fund. To that end, we ask for volunteers who would be interested in helping. Call, write or email us.
- **Southern California Trip.** Frank and his wife Rose are considering a trip through the South Land, perhaps in March, with stops in South L.A., Orange County, North San Diego County and San Diego. They would stop at any park that would like to have

a "meet and greet." This would be an opportunity for your park to learn more about the magazine and what's happening in 2014. Now is the time to let us know if you are interested.

- **Attorney List.** Many of you have consulted with and/or used the services of an attorney for mobilehome issues. Please share the name, contact info, and your recommendations with us. It's about time we had a list of good attorneys.
- **Skype.** Skype is a wonderful, free way to communicate with others. Anyone with a computer can use Skype. Anyone with a video camera can use Skype with video. It's really terrific. Anyone wanting to have a personal session with Frank, on Skype, just email Frank at frank@mobilehomemagazine.org. He will be happy to link with you. We may soon be doing conference calls with groups of folks. You can use Skype to call around the world and save lots of money on phone calls.

## Sixteen vs Twenty Pages

You will notice this month your magazine is only 16 pages. We have to try to save money someplace, and it has meant reducing the size of the magazine, at least for now.

### WHAT'S THE DIFFERENCE?

Just compare the December issue with this January issue. It is like night versus day. Four extra pages, i.e. a 20 page magazine, really makes a difference. Four more pages gives you at least another 50% more information. We can do just so much, you have to bear some of the burden.

### WHAT THE COST?

An additional 4 pages costs \$250. That might not seem a lot to you, but when multiplied by 4 or 5 magazines, it adds up. This is where you can make a difference. Readers in any local area that contribute \$250/month will benefit and get a 20 page magazine. We guarantee it!

### EASY WAY VS HARD WAY

So what's the easy way? If every reader gave just a nickle a month, you'd have 20 pages. If 50% gave a dime, you'd have 20 pages. If 20% gave a quarter, you'd have 20 pages.

Or if 10 gave \$25, if 5 gave \$50, or if just 1 person gave \$250, you'd have 20 pages.

### FULL ACCOUNTING

We understand everyone's money these days is tight. But come on! \$2.00/year gets everyone the magazine, period. That's \$.17/month. And the magazine does more than just report what's happening. The magazine is your best chance to make a change! You'll see.

Ultimately it is up to you. We will give a full accounting of any monies received. We know how much each park in each area is giving. And we are happy to share everything with you!

What if donations do not reach \$250 for the month? Simple. We will do 16 pages that month. As soon as donations reach \$250 we will do a 20 page magazine that month.

### AREA VS AREA

Now is your opportunity to show others that you, in your local area, care. Take San Jose. Two folks have donated \$350 to help the San Jose magazine become a reality. And why not? Residents at Winchester Ranch stand to lose hundreds of thousands of dollars. Surely a donation to the Magazine is a good investment if it gets the community organized and working together!

North Bay and San Diego residents have been the most active. Thank you.

# Mobilehome Magazine - Your BEST Investment

At a glance, one would support the non-profit in a heart beat believing the for-profit is only out to make money. And no one running a non-profit gets paid, i.e. they are all volunteers. Certainly another reason to support the non-profit over the for-profit.

You can't always judge a book for its cover. We have some interesting facts to present about non-profits and for-profits. In this article, we will compare the cost of three newsletters published the last several years: GSMOL's The Californian, COMO-CAL's The Voice, and Mobilehome Magazine.

## YOUR COST FOR THE CALIFORNIAN

How much does non-profit GSMOL charge their members for the Californian? Ten years ago we believe \$5.00 of every membership went to the Californian. Today we'd guess perhaps \$8.00 (\$.67/issue) per year. Every member pays 100% of the costs for the Californian because it comes directly out of their membership dues. We estimate today GSMOL publishes 66,000 total copies a year reaching 11,000 members, at a cost of \$88,000 (\$8/member). **That's \$1.33 each.**

## YOUR COST FOR THE VOICE

Non-Profit COMO-CAL's The VOICE was published between 2005 and 2012. It was printed in house, which meant the costs of printing were quite high (\$.04/page). You might ask, "why in house?" Simply because it would be prohibitive to have it printed outside with a commercial printer. Remember each newsletter also had to be collated, stapled, and folded. Each had to be labeled, arranged in zip code order and driven to the post office for mailing. All time consuming jobs.

Because COMO-CAL was a 501(c)3 non-profit, it did get a break at the post office. Each newsletter was mailed bulk mail for approximately \$.17.

So what was the cost to you for COMO-CAL's newsletter: 16 pages cost \$.84, mailing cost \$.17 equalling about **\$1.00 per copy!** Not too much different from the California

## YOUR COST FOR MOBILEHOME MAGAZINE

So what are your costs of Mobilehome Magazine, published by the for profit Wodley Printing? Surely more than either the Californian or The Voice. Actually the cost is ZERO. Although the Magazine is FREE to everyone, we do ask all our readers to pay **17 cents per month** or \$2.00/year to help with expenses. No donations go into anyone's pocket. As per the previous article, \$6,000 was contributed by readers in 2013. That's about 3.4 cents per reader in 2013, not near the \$.17 needed.

## COMPARISON OF COSTS

The two non-profit's produced a newsletter at \$1.33 and \$1.00 each. Mobilehome Magazine's cost to you is 17 cents!

## WHY THE HUGE DIFFERENCE?

There are several reasons for the huge difference:

a. Cost of Printing: COMO-CAL never printed more than 1,500 newsletters. Mobilehome Magazine prints at least 5,000 copies for each magazine published. As quantity increases, costs decrease. Thus the Magazine can be printed at a fraction of the cost of THE VOICE. Of course this is one reason we closed COMO-CAL in lieu of the Magazine.

b. Distribution: Although a non-profit, COMO-CAL's cost to mail was about 17 cents a copy. There were additional costs of collating, folding, stapling, labeling, and sorting.

Mobilehome Magazine incurs no additional costs. Our printer either boxes the magazines, loads them on a pallet and trucks them out, or puts them in Priority Mailing Boxes. The trucking cost is quite low per magazine (however there is an expense getting the magazines to the parks). The cost to mail in boxes is about 9 cents a magazine.

## YOU ARE THE WINNER?

Actually there are many winners. Whether you are a GSMOL member, were a COMO-CAL member or a Mobilehome Magazine reader, **you are all winners!** You win because you receive information at an extremely low cost. We applaud each organization for the hard work they have done.

## WHAT IS THE BETTER INVESTMENT?

It's no contest. The for-profit Mobilehome Magazine is the best investment, hands down, end of story! A bargain at 17 cents. A super bargain at 3.5 cents (avg donation in 2013). A quality magazine full of important information for all to use! Everyone should get it!

## THIS IS ONLY THE BEGINNING

The skies the limit. As Mobilehome Magazine matures, as we get more advertising, and as more readers contribute their fair share and use our advertisers, we will grow stronger. Ultimately we will serve considerably more mobilehome owners at an even lower cost. Ultimately, Mobilehome Magazine will truly be a FREE magazine and we will not have to ask for your donations.

## WE DO ASK FOR YOUR SUPPORT

Together, we have accomplished much in a short time; however we continue to need your help. Your help distributing the magazine, your help in finding new advertisers, and one thing so important, **we need you to support our advertisers who make the Magazine possible.** Without them, there would be no Magazine! We should all be proud of our accomplishments. Thanks again.

# Order Form for FAQ Handbook

The FAQ Handbook, described on the previous page is a "must have." Ordering is simple. Just fill out the form below and send it with a check made out to "Mobilehome Magazine." We will mail your Handbook within 24 hours of receipt of your order.

## SUPPORT MHMAG

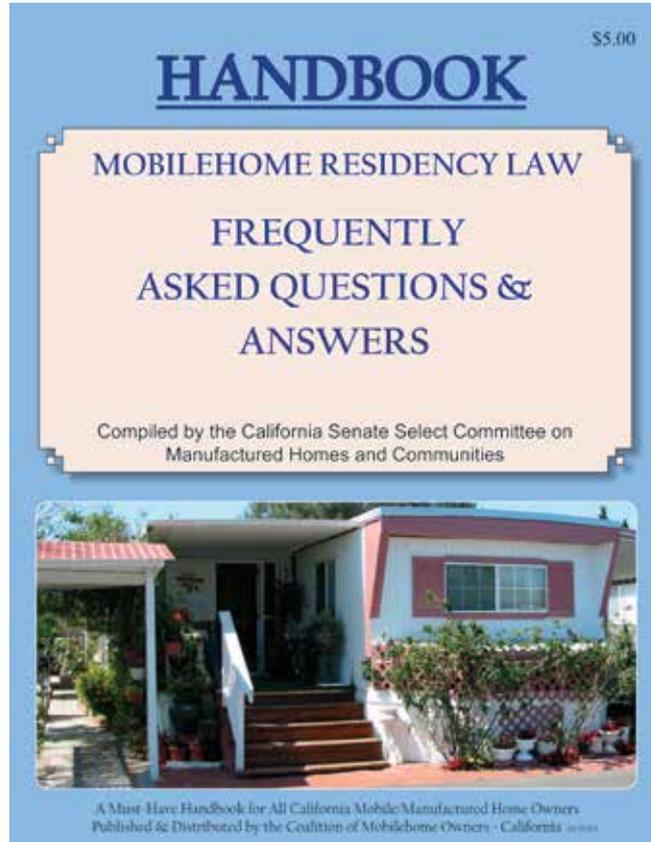
There are several ways you can support Mobilehome Magazine.

### a. Distribute in your park.

Please volunteer to distribute MHMag in your park. Remember the law allows the distribution of the magazine in your park, but only by a park resident. We will pay anyone volunteering to distribute in their park 5 cents per copy. Simply bill us to get reimbursed.

### b. Write an article.

Remember, this is your magazine. Please step up and write an article of interest to other mobilehome owners



- what's happening in your park, successes you may have had, etc.

c. **Please donate.** We publish Mobilehome Magazine on a "shoestring" budget. We appreciate any donations you might send our way and please know 100% of all donations go to support our efforts to educate and inform California mobilehome owners.

d. **Send us your email address.** We soon will have an email network in California to link residents.

e. **Email or write us.** Tell us how we can improve MHMag. What kind of articles would you like to see? And we appreciate your feedback.

f. **Above all, please read Mobilehome Magazine and educate yourself.** You need to know the basics and where to

go to get assistance. We will continue providing you up to date, accurate information.

**THANK YOU FOR YOUR SUPPORT!**

## Order / Donation Form (PLEASE PRINT)

NAME: \_\_\_\_\_ Date \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

SPACE # \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: CA. ZIP: \_\_\_\_\_

PARK NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

- I'll deliver magazines in my park. I need \_\_\_\_\_ magazines.
- Donation Amount: \$ \_\_\_\_\_
- FAQ Handbook: \$6.00 (delivered to you by first class mail)

**Thank You! Your donation helps us continue our work!**

**INCLUDE CHECK OR MONEY ORDER PAYABLE TO "Mobilehome Magazine"**

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1/14



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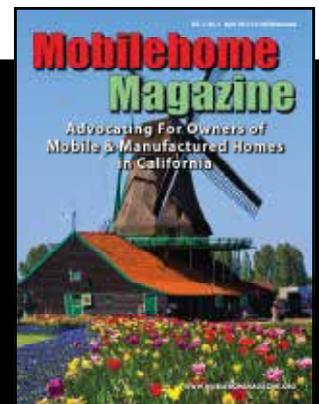
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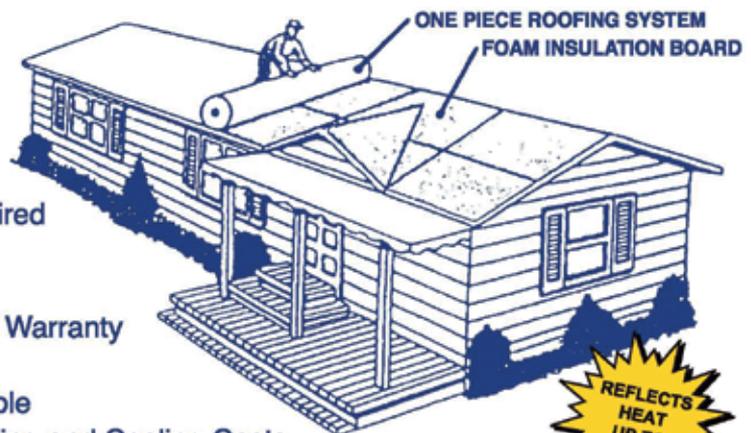
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