



**KENTUCKY**  
**MANUFACTURED HOUSING**  
**INSTITUTE**

**Member**  
**Success Kit**

**“The Voice of the Manufactured  
and Modular Housing  
Industries in Kentucky”**

# WELCOME

**WELCOME HOME** to a family of like-minded individuals who support one another, and positively promote the manufactured and modular industry. We're so glad to have you!

Our goal is to provide this Member Success Kit so that you will have a clear idea as to how to make the most of your membership and realize your return on your investment by joining KMHI.

We strongly believe that as you take advantage of your membership, and the many opportunities that it brings it will provide support and success for your business. We want you to feel right at home as part of our family, if there is ever anything we can do to help you, let us know!

## **OUR WORK**

By partnering with individuals and organizations across the Commonwealth, KMHI and our members are bringing increased housing choices to Kentucky.

## **ADVOCACY**

Our organization is dedicated to championing the needs and rights of our members across the nation, as well as at state and local levels. Through tireless advocacy efforts, we strive to ensure our members' voices are heard and their interests are represented in policymaking arenas, fostering positive change and empowerment within our communities.

## **OUR MEMBERS**

We are fortunate to have a vast membership from retailers, community owners, lenders, developers, manufacturers, service and part suppliers, installers, insurance companies, and more.

# MEET THE TEAM



**Logan Hanes, CKD**

Executive Director

☎ o: 502.223.0490  
c: 270.556.3183

✉ lhanes@kmhi.org



**Debbie Gordon**

Finance Manager

☎ o: 502.223.0490

✉ dgordon@kmhi.org



**Heather Perkins**

Director of Communications  
and Operations

☎ o: 502.223.0490  
c: 502.319.2843

✉ hperkins@kmhi.org

📍 2170 US 127 South  
Frankfort, KY 40601

🌐 kmhi.org  
kentuckymanufacturedhomes.com

☎ 502.223.0490

**Follow Us on  
Social Media**





# CHECKLIST



## **JOIN KMHI**

We are thrilled to have you on board. To make the most of your membership, please consider following these steps:



## **ATTEND AN EVENT**

- Annual Conference
- Continuing Education
- Louisville Show
- Quarterly Meeting



## **JOIN A COMMITTEE**

The best way to stay informed and have your voice heard is by joining a committee. Learn more on page 5.



## **ATTEND A TRAINING**

Continuing Education courses are not limited to installers, they provide updates and more.



## **PROMOTE YOUR BUSINESS**

- Find a Professional
- Networking
- Lead Generation
- Sponsorships



## **APPLY FOR AN AWARD**

Do you know someone worthy of an industry award? Award nominations available in 8 categories. Learn more on page 9.



## **BUSINESS REFERRALS**

Amplify your business reach and accelerate growth through trusted referrals from fellow members.



## **ACCESS MEMBER BENEFITS**

See a growing list of member benefits such as discounts.



# CODE OF ETHICS



## **GOLDEN RULE**

Treat all professional and personal relationships how you would want to be treated.



## **HONESTY**

To achieve respect towards my work and self I must first exude honesty through my words and actions. I must employ accuracy and truth in advertising and sales of products.



## **TEAM**

I will work with fellow members and KMHI staff together as a united team with the same goal in mind to spread awareness and improve our industry for those to come.



## **ADVOCACY**

I will continue to promote KMHI as the voice for factor-built housing in Kentucky. I provide a voice for communities, manufacturers, retailers, transport/installers, service providers and lenders.



## **EXPERTISE**

I will advance the profession through development, research, and education. I will build a mutual understanding, credibility, and relationships among a wide array of institutions, organizations and audiences.



## **INDEPENDENCE**

I will refrain from any acts that would bring discredit to the manufactured/modular housing industry or KMHI.



## **LOYALTY**

I am faithful to those I represent while honoring my obligation to serve the public. I will maintain a clean and courteous sales center and/or community.

# KMHI COMMITTEES

We offer a variety of committees for you to join and participate in:

Education, Special Programs, and Conference Committee  
Legislative, Regulation, and Communities Division Committee  
Political Action Committee  
Past Chairpersons' Council

Participating in a committee is a fantastic opportunity to enhance your skills, build connections with other members, and contribute to shaping the association's initiatives. Take a look at the committees, and feel free to contact us for any inquiries regarding the appointment process or how to become a committee member. We are excited to have you share your expertise and knowledge.

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Being a part of KMHI and joining the Education/Special Events Committee has given me tremendous networking opportunities.

- Committee Member

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# EDUCATION, SPECIAL PROGRAMS & CONFERENCE COMMITTEE

## MISSION

1. To maintain a proactive plan for the elimination of discriminatory and exclusionary zoning and land use policy related to manufactured housing on state, county, and municipal levels and to guide and assist the KMHI staff and such consultants and counsel that may be engaged by the association.
2. To provide opportunities for KMHI members and non-members that will enhance their education level and improve the professionalism of the industry.
3. To develop programs/activities that will directly or indirectly increase the number of manufactured and modular homes sold in Kentucky by improving the industry's image, promoting its products and services, and creating a better understanding of manufactured and modular homes.
4. To develop internal projects within the industry as well as programs for the public elected and appointed officials and others.
5. To produce an opportunity for KMHI members and others in the industry to come together for information, education, general business, fellowship, and networking that will be beneficial to those in attendance and to the association as a whole. To schedule, plan, and conduct the KMHI Annual Conference and Annual General Membership meeting - which are generally combined.

## GOALS/OBJECTIVES

- Provide industry positions and policy to staff and consultants engaged to work with staff and committee.
- Target strategic areas (rural and urban), communicate with cities and counties and educate the membership and public.
- Promote state zoning law and model zoning ordinance provisions and develop proactive plans to influence KAPA, KLC, KACo and other organizations.
- Recommend legal action where necessary and help follow up on action.
- Promotion and conduct of general education seminars, and training courses.
- Research, program development, and market identification Work with consultants on public relations/awareness and information services.
- Host Annual Conference and Annual General Membership meeting - which are generally combined.
- Increase retailer involvement.
- Maintain a strong sponsor base.
- Recommend site selection at least two years in advance.

## QUESTIONS ?

**Alex Morgan**  
Committee Chair  
P: 270-763-7047  
E: alex.morgan@claytonhomes.com

**Heather Perkins**  
KMHI Director of Communications & Operations  
P: 502-223-0490  
E: hperkins@kmhi.org



# LEGISLATIVE, REGULATION & COMMUNITIES DIVISION COMMITTEE

## MISSION

1. To review and recommend action to support, oppose, or take proactive positions in regard to state and national legislation, including but not limited to initiating approved projects when in the judgement of the Board - such projects are deemed necessary and in the best interest of the industry and economically priced housing.
2. To watch over, maintain, and recommend needed change to all regulations, state and federal, that affect the manufactured and modular housing industry (SFM and Department of Housing, Buildings and Construction licensing and certification requirements, installation standards, safety and construction standards, lending practices) enabling the industry to prosper in a regulated environment.
3. To work with KMHI leadership and staff to enhance acceptable revisions to state and local regulation, when needed, for land lease communities and manufactured home rental properties. To further enable members to be professional and to manage their communities in a positive and profitable manner, and to provide an excellent living experience for their residents.
4. To assist, when needed, on local of state zoning and land use issues and to stay alert to local issues and make recommendations if necessary.

## GOALS/OBJECTIVES

- Build a positive relationship with General Assembly members.
- Be alert to and communicate with KMHI members about legislative issues.
- Recommend position on issues to Board.
- Review status of zoning enabling act, other tax laws, title insurance law, mortgage broker law, and other laws related to manufactured and modular housing.
- Monitor federal legislation.
- Review all existing state regulations affecting manufactured and modular housing, including community regulations Compare and recommend any necessary elimination or changes to regulations.
- Seek input from membership HUD, MHI, Department of Housing, Buildings and Construction, State Fire Marshal, and Cabinet for Health Services.
- Provide KMHI assistance to members concerning compliance with regulation and law.
- Promote well-maintained, safe, sanitary and attractive communities in Kentucky.

## QUESTIONS ?

**Jerry McCartney**  
Committee Chair  
P: 270-559-6677  
E: [jmccartney@championhomes.com](mailto:jmccartney@championhomes.com)

**Logan Hanes**  
KMHI Executive Director  
P: 502-223-0490  
E: [lhane@kmhi.org](mailto:lhane@kmhi.org)

# POLITICAL ACTION COMMITTEE

## MISSION

1. To provide support to the candidacy of legislative and other elected government officials that have the same philosophy on political issues as the industry and that have an understanding of the business environment and particularly manufactured and modular housing.

## GOALS/OBJECTIVES

- Report previous activities and review candidates for election to General Assembly.
- Management of PAC funds.
- Implementation of PAC rules, policies, and procedures.
- Conduct PAC fundraiser in coordination with other committees or Board of Directors and to adopt and implement a plan to raise funds.
- Recommend Federal campaign contributions to National MHI-PAC.



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KMHI is so helpful when it comes to governmental affairs... We are able to come together as a louder and more united voice to make a difference.

- Committee Member

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## QUESTIONS ?

**Jimmy Marksberry**  
Committee Chair  
P: 270-971-1704  
E: jimmy@exit107homes.com

**Logan Hanes**  
KMHI Executive Director  
P: 502-223-0490  
E: lhanes@kmhi.org





# AWARDS

The following awards are given each year at our Annual Conference, to take place in June:

- **COMMUNITY OF THE YEAR**
- **CERTIFIED INSTALLER OF THE YEAR**
- **MANUFACTURER OF THE YEAR**
- **MANUFACTURER'S REP. OF THE YEAR**
- **RETAILER OF THE YEAR**
- **RETAIL SALESPERSON OF THE YEAR**
- **SERVICE/SUPPLIER REP. OF THE YEAR**
- **HALL OF FAME**

Nominees must be/have been an active participant in any segment of the Kentucky Manufactured Housing Industry for a minimum of 20 years.

Nomination Forms will be sent out each year early spring, via email so keep an eye on your email to submit your nominee. Nomination Forms should include a one-page supporting letter and picture(s).

## HOW TO SUBMIT YOUR NOMINEE



E-MAIL

Heather Perkins  
hperkins@kmhi.org



FAX

502.223.7305



MAIL

KMHI  
Attn: State Awards  
2170 US 127 South  
Frankfort, KY 40601

Winners are promoted on our website.

Scan QR code for application.

SCAN  
ME!







# SCHOLARSHIP OPPORTUNITIES



## Trade and Apprenticeship Students

Five Scholarships Available - \$1,000 each

# 5

Awarded to individuals who are currently attending or will be attending a technical center, trade school, or enrolling in an apprenticeship program centered around the construction industry.

## Manufactured Home Residents

Two Scholarships Available - \$1,000 each

# 2

Awarded to graduating seniors, GED recipients, or students who are currently enrolled in college, technical school, or trade school. Eligible participants must live in a modular or manufactured home.

Applications are due April 15th each year.

Scan QR Code for the Scholarship Application.

Visit [kmhi.org](http://kmhi.org) to view past winners.

Click "Resources" on the top menu bar.

Then click "Scholarship Opportunities".

SCAN ME



## HOW TO SUBMIT YOUR APPLICATION:



E-MAIL

Heather Perkins  
[hperkins@kmhi.org](mailto:hperkins@kmhi.org)



FAX

502.223.7305



MAIL

KMHI  
Attn: Scholarship Application  
2170 US 127 South  
Frankfort, KY 40601

# BENEFITS

When you become a part of KMHI, you unlock exclusive benefits like members-only perks, specialized advertising, networking prospects, and increased visibility for both you and your business. KMHI is currently thriving more than ever.



## MARKETING

- Website Advertising
- Event Sponsorship
- Manufacturedhomes.com



## NETWORKING

- KMHI Quarterly Meetings
- KMHI Annual Conference
- Access to National MHI Programs & Services



## LEADERSHIP

- KMHI Committees
- Task Force Opportunities



## TRAINING

- Education & Training Opportunities
- Industry News & Updates



## LAW/ADVOCACY

- Legal Affairs in the Industry
- Local Government Relations
- State Legislative Lobbying
- State Administrative Advocacy
- Ordinance Initiatives



## ASSISTANCE

- Building Codes, Zoning & Land Use Assistance
- Programs to Encourage Home Loan Opportunities



## DISCOUNTS

- Good Rx Prescription Savings Card
- Discounted Colonial Life Insurance Rates
- Staples Discount
- Dell Discount
- Goodyear Discount
- Member to Member Discount Program
- And More to Come



# SAVE TODAY



Prescription Savings Card



Up to 10% Discount



5% discount



Up to 30% Discount



Access to 30,000+  
National and Local  
Employee Discounts

Enterprise, Hertz,  
Priceline, Carnival,  
Adidas Oakley, Sonos,  
Phillips, Garmin, Casper,  
and much more.



Free MH Insider  
Magazine 6 Times a Year



5% off Alternative Foundation Systems 1100/1102  
10% off ABS Pier Pads  
10% off ABS Cap Board/Wedges



Accident Insurance  
Cancer Insurance  
Critical Illness Insurance  
Dental Insurance  
Hospital Confinement Indemnity Insurance  
Term Life Insurance  
Whole Life Insurance

Email Heather Perkins at [hperkins@kmhi.org](mailto:hperkins@kmhi.org) for discount codes.

**Is your company interested in offering a member benefit? Contact us today!**



# EVENTS



**THE LOUISVILLE SHOW**

**1/17/2024**

**5-HOUR CONTINUING EDUCATION - ZOOM**

**2/13/24**

**MARCH QUARTERLY MEETING - FRANKFORT, KY**

**3/6/24**

**5-HOUR CONTINUING EDUCATION - PRESTONSBURG, KY**

**3/26/24**

**5-HOUR CONTINUING EDUCATION - HOPKINSVILLE, KY**

**5/21/24**

**KMHI ANNUAL CONFERENCE - COVINGTON, KY**

**6/11/24 - 6/13/24**

**JUNE QUARTERLY MEETING**

**5-HOUR CONTINUING EDUCATION - SOMERSET, KY**

**7/9/24**

**5-HOUR CONTINUING EDUCATION - FRANKFORT, KY**

**8/6/24**

**SEPTEMBER QUARTERLY MEETING - FRANKFORT, KY**

**9/17/24**

**K4C CAREER DAYS EVENT - SHELBYVILLE, KY**

**9/17/24 - 9/18/24**

**KENTUCKY LEAGUE OF CITIES CONFERENCE - TBD**

**9/24/24**

**5-HOUR CONTINUING EDUCATION - FRANKFORT, KY**

**11/12/24**

**5-HOUR CONTINUING EDUCATION - ZOOM**

**12/10/24**

**DECEMBER QUARTERLY MEETING - LEXINGTON, KY**

**12/11/24**

## Digital Membership Badge

Feel free to share that you are a KMHI member by adding this digital badge to your email signature, social media and website.

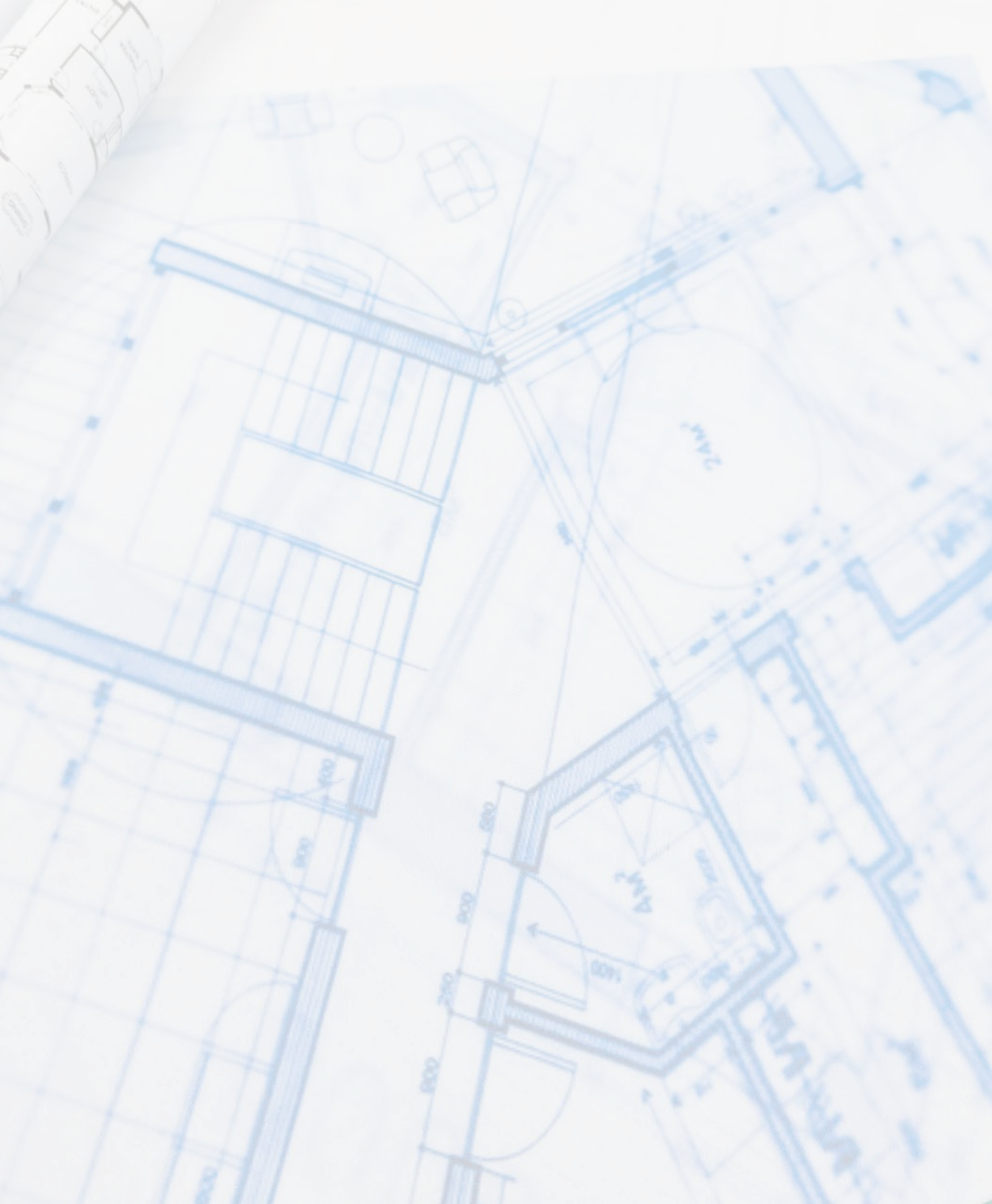


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Understand that you're not alone. Whether you're a retailer, installer, homeowner, manufacturer, banking. We're not alone. We've come together at KMHI to build a strong industry.

- Member





74M<sup>2</sup>

44M<sup>2</sup>

1000  
2600  
680  
1400