



PEOPLE

IDEAS

SOLUTIONS

STRONGER
COMMUNITIES



SECO

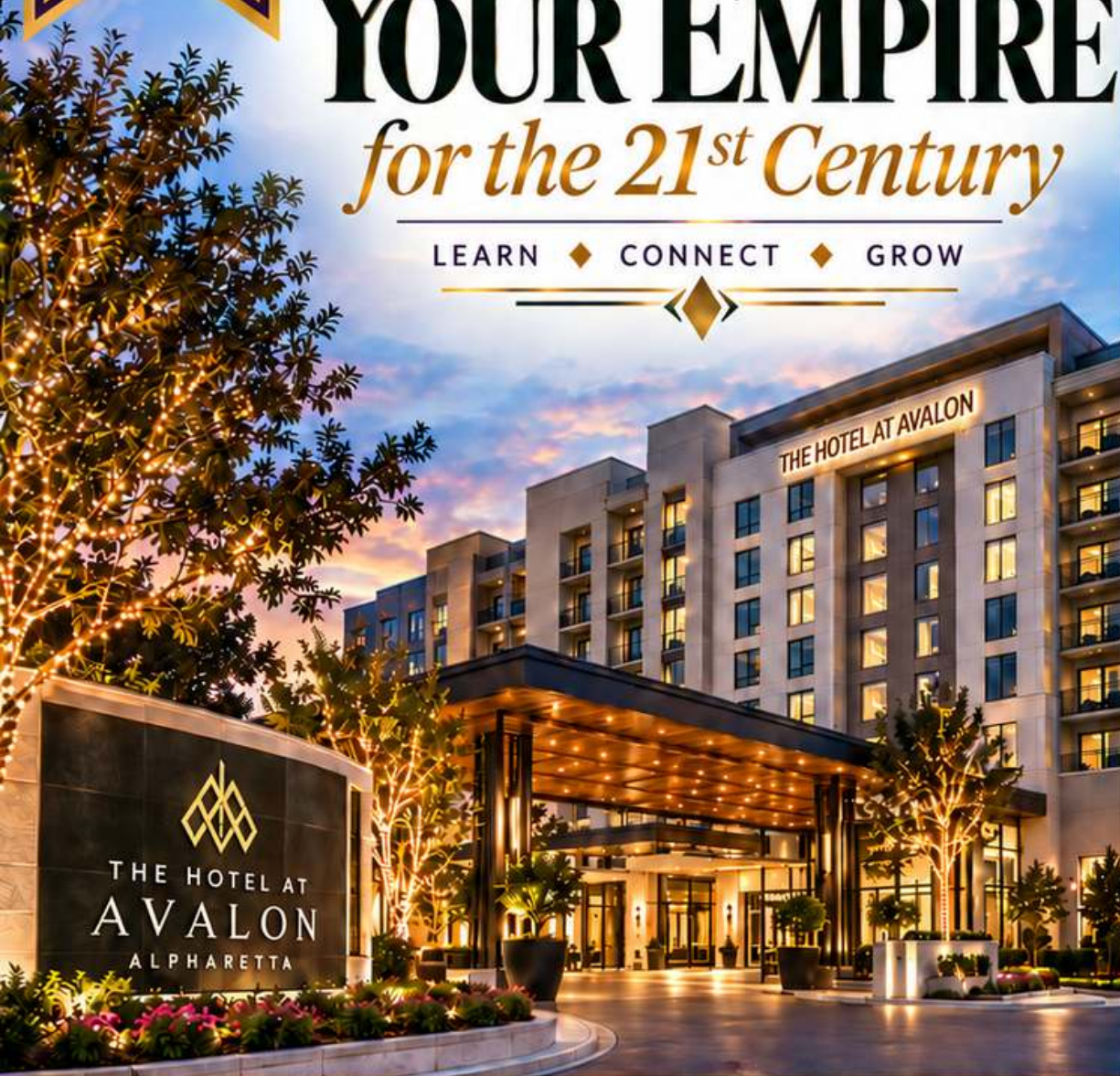
For Community Owners, By Community Owners

CONFERENCE 2026

MANAGING YOUR EMPIRE

for the 21st Century

LEARN ♦ CONNECT ♦ GROW



OCTOBER 6 – 8, 2026

THE HOTEL AT AVALON
ALPHARETTA, GEORGIA



Welcome to SECO26!



We're thrilled to welcome you to The Hotel at Avalon in Alpharetta, Georgia, for SECO26! Whether this is your first SECO or you've been attending for years, we're glad you're here and excited to bring our manufactured housing community together once again.

This year's theme, Managing Your Empire, is all about giving community owners the ideas, connections, and practical tools to build stronger communities and stronger businesses. Over the next few days, you'll have plenty of opportunities to learn from industry experts — and, just as importantly, from one another.

This year's lineup includes sessions exploring AI, cybersecurity, and other issues shaping our industry, along with focused sessions featuring community owners sharing what they're doing, what's working, and what they've learned along the way. We're also excited to bring back our popular roundtable discussions, creating even more opportunities to exchange ideas and learn from your peers.

Of course, some of the best parts of SECO happen outside the sessions. This year, you'll also have the opportunity to tour four display homes from Live Oak Homes and Clayton Homes—two single-section and two multi-section homes. Take time to meet someone new, reconnect with old friends, visit with our sponsors and exhibitors, and enjoy everything our new home at Avalon has to offer. And be prepared for a little fun along the way with our special guest, Mentalist Terry Ward.

There's nothing quite like bringing community owners, managers, and industry supporters together in one place. We hope you leave SECO26 with new ideas, new connections, and renewed excitement for what's ahead.

Welcome to SECO26! Let's Manage Your Empire!



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NATIONAL CONFERENCE OF
COMMUNITY OWNERS
For Community Owners, By Community Owners

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For Community Owners, By Community Owners

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 **YARDI breeze®**



For Wi-Fi Access: Join SECO26 / Code SECO26

THE HISTORY OF SECO

SECO began with a simple idea: bring community owners together to learn from one another.

About 15 years ago, about a dozen Southeastern community owners gathered to discuss the challenges and opportunities in their industry. Those early conversations sparked something none of them could have predicted — a movement that would bring together hundreds of community owners from across the U.S. and Canada.

Later that first year, more than 50 community owners gathered in Atlanta. As word spread about the practical, no-nonsense education and genuine camaraderie, the conference grew annually through contributions from additional Southeast owners. What began as a regional meetup now draws community owners from more than 35 states each year.

SECO is a nonprofit 501(c)(3) serving small and mid-size manufactured home community owners from the U.S. and Canada. All programming is planned by and for community owners. Unlike many industry events dominated by vendor pitches, SECO remains true to its founding principle: **a conference built by community owners, for community owners.**





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SECO MISSION STATEMENT

Educate, inform, and inspire manufactured home community owners.

OBJECTIVES

- Encourage community owner networking and education
- Promote community-series-home (CSH) acquisition, financing, and sales
- Facilitate community acquisition, financing, sales, and management
- Provide affordable housing
- Improve the community segment of the manufactured housing industry as responsible business owners and professional managers.

ELEMENTS

- Small and mid-size community owners and managers
- Panel discussions by operators
- Specialized individual presentations
- Vendors & Sponsors
- 501(c)(3) dedicated to community education

We are in this together and everyone has something important to share!

PUTTING OUR MISSION INTO ACTION

At SECO26, we're proud to present two \$2,500 donations to local veterans organizations in support of the communities they serve. Join us during the SECO26 Welcome as we recognize this year's recipients.



Presenting Sponsor



Manufacturing Partners

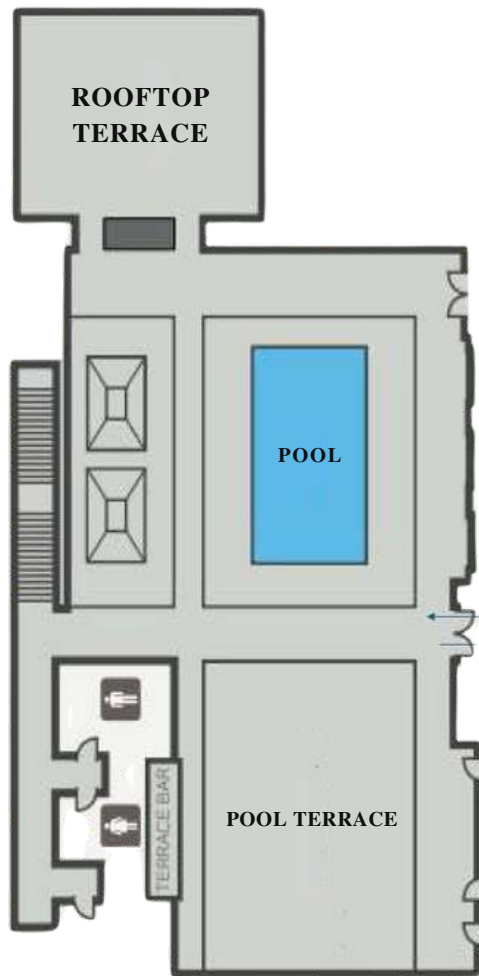




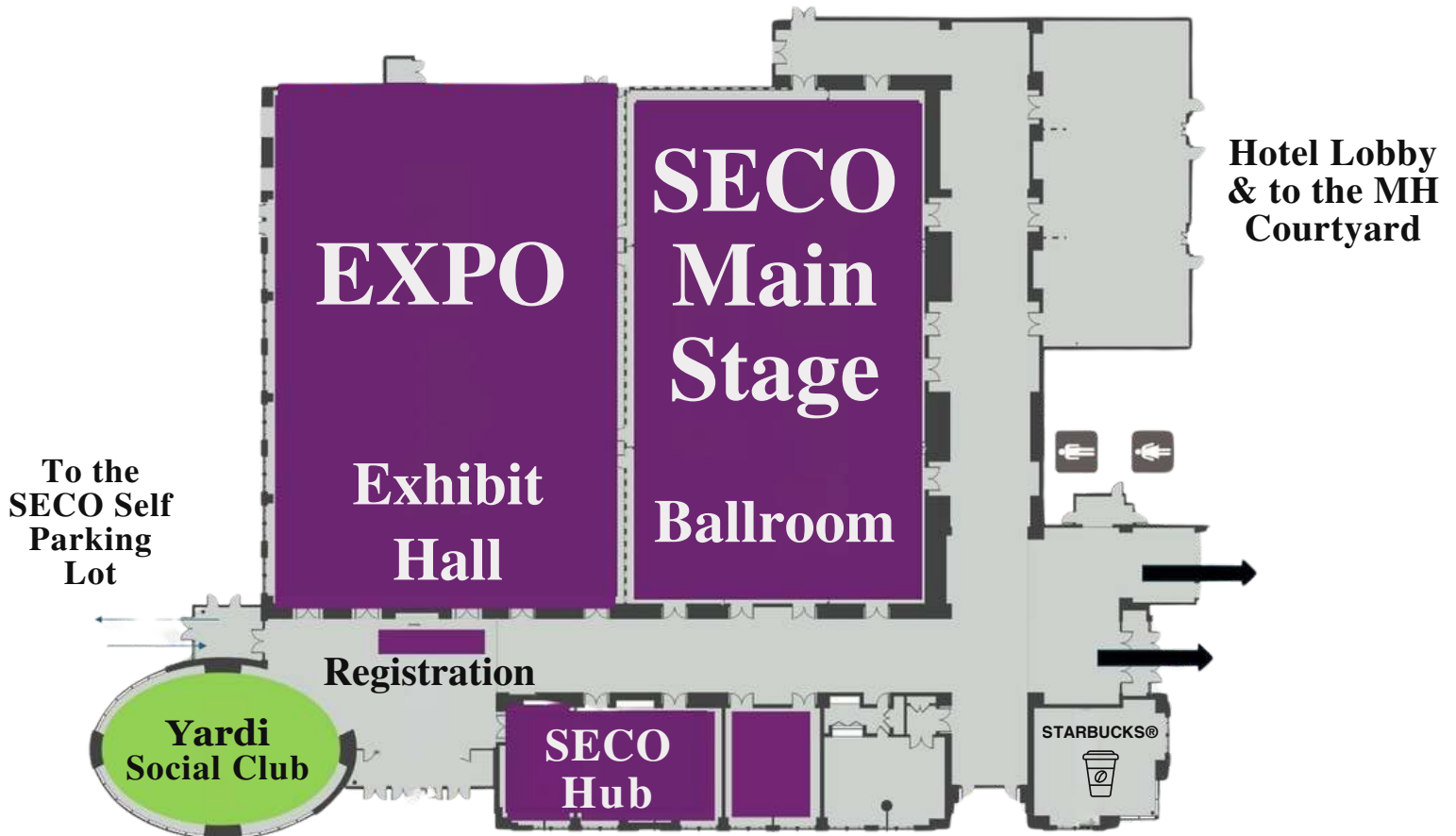
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EVENT LAYOUT

Second Floor Terrace



Exterior Stairs to
access MH Courtyard
from the Pool Terrace



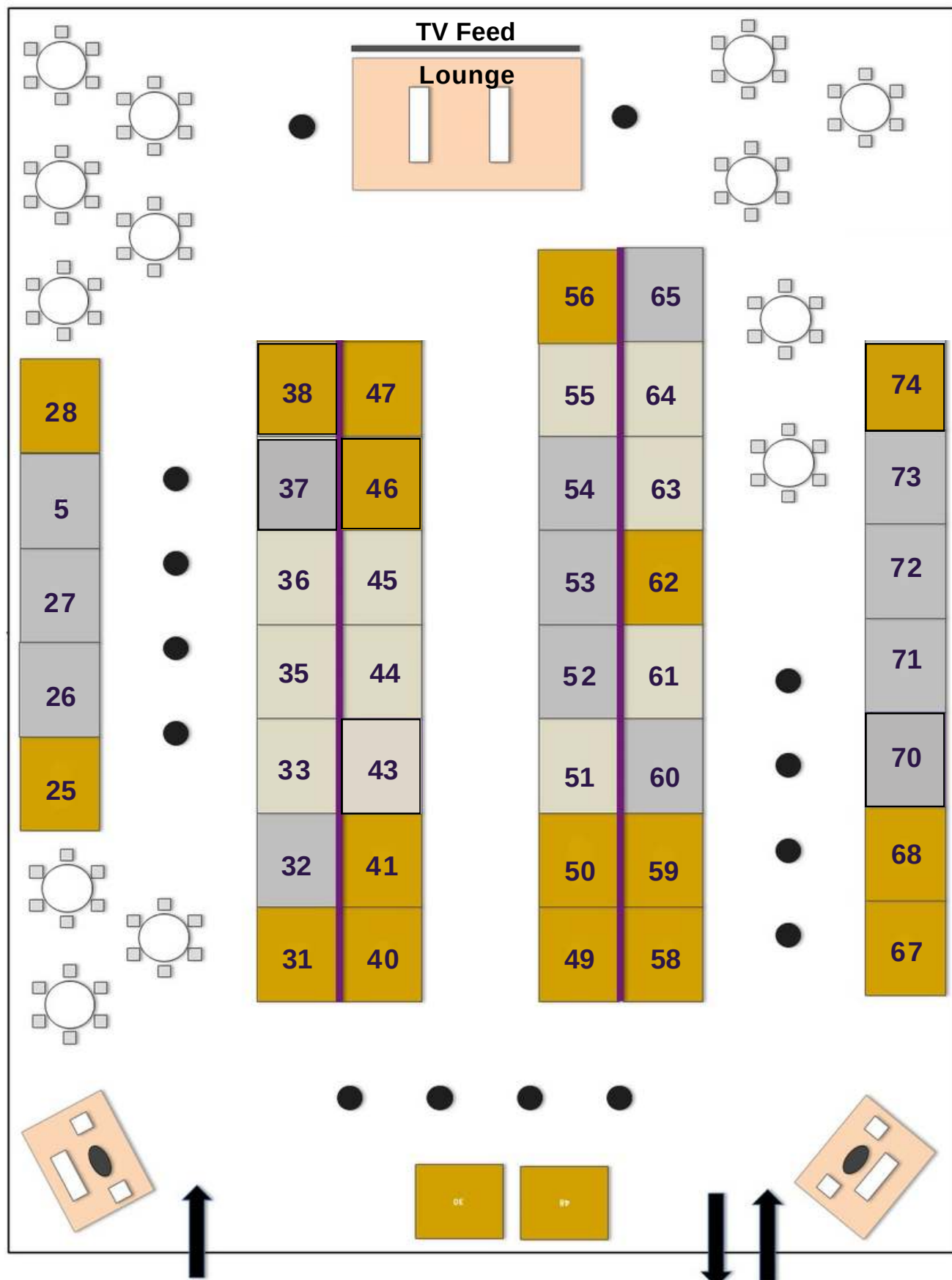
EXHIBITOR DIRECTORY

EXHIBITORS BY BOOTH

5	Madison SPECS	41	autoMHatic Financial	58	Yardi
25	CoverTree	43	IT In Flow	59	LeaseTrack
26	Clayton Homes	44	Park Lane Financial	60	American Commerce Bank
27	Timberline Construction	45	Entrata	61	Sunstone Real Estate
28	Mobile Insurance	46	GreenMellen	62	B.A.C.H. Development
30	Lower Mortgage	47	Access Parks	63	FirstBank
31	Schechner Lifson Corp.	48	MHVillage	64	Triad
32	Tree IQ	49	Lyons Industries, Inc.	65	Blevins, Inc.
33	HandyTrac Systems	50	Metron	67	PetScreening
34	GreenMellen	51	Legacy Housing	68	Rent Manager
35	The MHP Broker	52	WAMH	70	Yale Realty Advisors
36	Efformance • Mailfuze	53	Whova Help Desk	71	Vanderbilt Mortgage
37	Northpoint Commercial	54	ShowSearch	72	Domos
38	Manage America	55	ABT Water Management	73	Occupi
40	StyleCrest	56	CORT	74	Cascade Financial

EXHIBITORS A-Z

55	ABT Water Management	33	HandyTrac Systems	68	Rent Manager
47	Access Parks	43	IT In Flow	31	Schechner Lifson Corp.
60	American Commerce Bank	59	LeaseTrack	54	ShowSearch
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65	Blevins, Inc.	30	Lower Mortgage	35	The MHP Broker
74	Cascade Financial	5	Madison SPECS	27	Timberline Construction
26	Clayton Homes	38	Manage America	32	TreeIQ
56	CORT	50	Metron	64	Triad Financial
25	CoverTree	48	MHVillage	71	Vanderbilt Mortgage
72	Domos	28	Mobile Insurance	52	WAMH
36	Efformance • Mailfuze	37	Northpoint Commercial	53	Whova Help Desk
45	Entrata	73	Occupi	70	Yale Realty Advisors
63	FirstBank	44	Park Lane Financial	58	Yardi
46	GreenMellen	67	PetScreening		



Avalon Way (Street in front of hotel)

ENTRANCE
To the
MH Courtyard



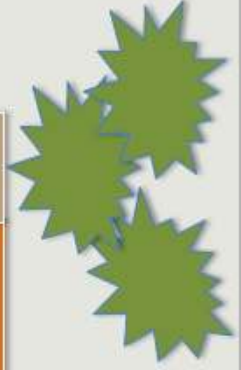
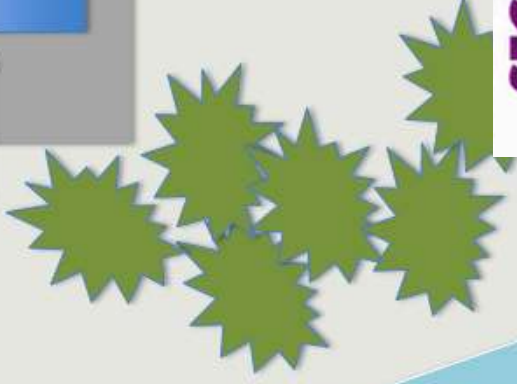
16' x 76'
Slugger



16' x 70'
Harborview

Hotel

Pool on Second
Level Terrace



Avalon
Parking Deck

28' x 56'
Firebird

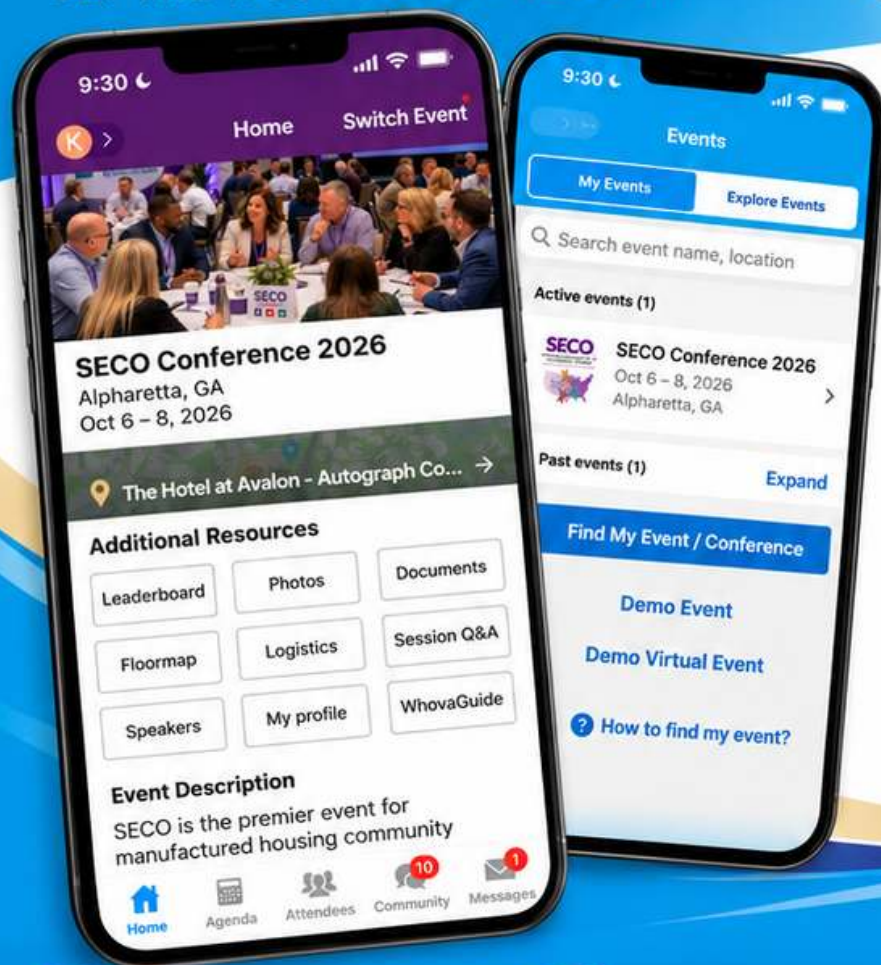


SECO 2026
Manufactured Home Courtyard
Hotel at Avalon

Whova

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GET THE MOST OUT OF SECO26!



Why join Whova?

View the full **agenda**

Learn about the **speakers**

Get important **logistics info**
like parking, hotel details, and more

View and share **event photos**

Get real-time **updates & notifications**

Network with other attendees

Ask **questions** and leave **comments**

Suggest **roundtable topics**

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SECO26 AGENDA

10.06.2026

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TUESDAY



SECO
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REGISTRATION & BREAKFAST

7:00 AM - 9:00 AM

SECO26 WELCOME & CONFERENCE KICKOFF

Sponsored by Yardi Breeze with the SECO26
Planning Team & Tuesday's Emcee Terry Ward

9:00 AM - 9:40 AM

EVERYTHING CHANGED. THE BASICS STILL MATTER.

Mickey Mellen, GreenMellen

9:40 AM - 10:20 AM

PROTECTING YOUR COMMUNITY & YOUR BOTTOM LINE

Kurt Kelley, Mobile Insurance

10:20 AM - 11:00 AM

MEET OUR EXHIBITORS, SPONSORS, & MANUFACTURERS

11:00 AM - 12:00 PM

LUNCH (ON YOUR OWN)

12:00 PM - 1:00 PM

VISIT EXHIBITORS & SPONSORS

1:00 PM - 2:00 PM

MENTALIST TERRY WARD

2:00 PM - 2:10 PM

RUN YOUR COMMUNITY ON CLAUDE

Arvin Anderson, Arvin Anderson Enterprises LLC

2:10 PM - 2:50 PM

MEET SOPHI: LIVE DEMO OF AN AI-BASED COMMUNITY PHONE ANSWERING SYSTEM

Joe Brock, BRK Digital

3:00 PM - 3:20 PM

HOW I MANAGE TWO COMMUNITIES REMOTELY & WORK FULL-TIME

Hannah McClure, Top Shelf Properties

3:30 PM - 3:45 PM

ENSURE CITY HALL IS HAPPY: *PRAEMONITUS PRAEMUNITUS*

Steve Case, Oak Haven MHC, LLC

3:45 PM - 4:00 PM

VISIT EXHIBITORS & SPONSORS

4:00 PM - 5:00 PM

SECO SOCIAL CLUB: WHERE MAGIC HAPPENS!

WITH MENTALIST TERRY WARD (COURTYARD)

HOSTED BY CLAYTON & LIVE OAK HOMES

LIVE DEMO WITH AUSTIN LESLEY AT 5:00 PM

5:00 PM - 7:30 PM

ROUNDTABLES

6:30 PM - 7:30 PM

WhoVa



AGENDA AVAILABLE ON THE WHOVA APP! CODE: JOINSECO26



Tuesday Evening in the Courtyard

SECO Social Club

Where MAGIC Happens!

Unwind in the courtyard with food, drinks, and conversation. Before touring the display homes, hear directly from the builders as they showcase the latest designs, features, and innovations in manufactured housing.

Austin Lesley will give a live demo while Mentalist Terry Ward brings close-up magic to the evening as you mingle and explore.



*Hosted by Our
Home Manufacturers!*

WEDNESDAY



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REGISTRATION & BREAKFAST**7:00 AM - 9:00 AM****DAILY KICKOFF WITH KURT KELLEY****9 AM - 9:20 AM****BEYOND THE PROMPT: FROM PROCESS TO PERFORMANCE WITH AI & AUTOMATION**

Curtis Dudley, IT in Flow LLC

9:20 AM - 10:00 AM**THE OPERATIONS BEHIND THE RETURNS: HOW TO DRIVE NOI AND PROPERTY VALUE IN MH**

Michelle Oppelt, Open Management

10:00 AM - 10:20 AM**AVOIDING THE NEXT CLAIM: COMMUNITY OWNER LIABILITY REDUCTION**

Victoria Cowart, PetScreening; Nick Lefke, TreeIQ

10:20 AM - 10:50 AM**CAMPUS LIVING REIMAGINED: THE NEXT GENERATION OF STUDENT**

Buck Starr- Legacy Homes of Auburn

10:50 AM - 11:10 AM**ARE RV PARKS IN YOUR FUTURE?**

John Gelzer, Equity; Bryce McMurry, Kaliber Mgmt.

11:10 AM - 11:30 AM**LUNCH (ON YOUR OWN)****11:30 AM - 12:30 PM****VISIT EXHIBITORS & DISPLAY HOMES****12:30 PM - 1:30 PM****DON'T GET HACKED! PROTECTING YOUR BUSINESS IN A DIGITAL WORLD**

Jim Dougherty, Bennett Thrasher

1:30 PM - 2:15 PM**ASK US ANYTHING: AI OPEN FORUM**

Mickey Mellen, Arvin Anderson, Curtis Dudley, Jim Dougherty

2:15 PM - 2:55 PM**BEYOND LOT RENT: ADDING SELF-STORAGE TO YOUR INVESTMENT**

Steve Case, Oak Haven MHC, LLC

2:55 PM - 3:15 PM**THINK SMALL, LIVE LARGE: DO YOU REALLY NEED 1000 LOTS?**

Kim Shultz-Rainford, Affordable Casa Group

3:15 PM - 3:25 PM**FROM FIRST PURCHASE TO PORTFOLIO GROWTH: ONE COMMUNITY**

Anthony Todd Quire, ATQ, LLC

3:25 PM - 3:45 PM**MARKET WATCH: WHAT EVERY COMMUNITY OWNER SHOULD KNOW**

Charles Castellano, Yale Realty & Advisors

3:45 PM - 4:00 PM**SECO SOCIAL CLUB: WHERE CONNECTIONS HAPPEN!**

Co-Hosted by Yardi

4:00 PM - 6:00 PM**ROUNDTABLES****6:00 PM - 7:00 PM**

Wednesday Evening in the Expo Hall

SECO Social Club

Where Connections Happen!

Step into the **SECO Social Club**, where the Expo becomes the place to connect! Mingle with fellow attendees, visit with sponsors and exhibitors, make new connections, and catch up with old friends—all while enjoying complimentary beverages and heavy appetizers.



CO-HOSTED BY



SECO26 AGENDA

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10.08.2026

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THURSDAY



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PASTRIES & COFFEE

7:30 AM - 8:30 AM

LEASE-OPTION WORKSHOP: FAST TRACK EDITION

8:30 AM - 11:30 AM

Spencer Roane: Lease-option structures, real-world transaction examples, contracts, handling defaults, and using AI to model deals

8:30 AM - 9:15 AM

Louis Levenson, Esq.: Legal considerations, including contracts, compliance, defaults, and evictions

9:15 AM - 9:45 AM

Travas Platz: Financing options for manufactured home and community acquisitions

9:45 AM - 10:00 AM

Maryuri Barberan: Ordering new single- and double-wide homes, including floorplans, specifications, home costs, and on-site expenses

10:00 AM - 10:15 AM

Kara Mathis: Marketing homes and reaching buyers through social media, flyers, digital advertising, and other promotional tools

10:15 AM - 10:30 AM

César Mascorro, Jr.: Sales strategies and working with prospective buyers

10:30 AM - 10:50 AM

Michael Momayezi: Processing applications, qualifying prospects, and moving buyers through the approval process

10:50 AM - 11:05 AM

Community Owners: Hear firsthand experiences from community owners using lease-option strategies and bring your questions for an open discussion.

11:05 AM - 11:30 AM

WRAP UP SESSION

11:30 AM - 12:00 PM

AGENDA AVAILABLE ON THE WHOVA APP! CODE: JOINSECO26



LEASE-OPTION WORKSHOP

FAST TRACK EDITION



EIGHT HOURS OF MATERIAL. | THREE HOURS. | ONE PRACTICAL ROADMAP.

Whether you're looking to fill vacant sites, replace aging homes, or build a stronger home sales program, the SECO26 Lease-Option Workshop takes you through the process from start to finish.

This fast-paced, three-hour course brings together community owners and industry professionals to cover the real-world pieces of a successful lease-option program—from selecting and ordering new homes to financing, legal considerations, marketing, sales, buyer qualification, defaults, and portfolio analysis.

WHAT YOU'LL LEARN

STRUCTURE & STRATEGY

Spencer Roane shares lease-option structures, real-world transaction examples, contracts, handling defaults, and using AI to model deals and analyze your portfolio.

FINANCING

Learn about financing options for manufactured homes and community acquisitions.



MARKETING & LEAD GENERATION

Kara Mathis shares practical ways to market available homes and reach prospective buyers through social media, flyers, digital advertising, and other promotional channels.

APPLICATIONS & QUALIFICATION

Michael Momayezi walks through processing applications, qualifying prospects, and moving approved buyers forward.

LEGAL CONSIDERATIONS

Attorney Louis Levenson explains contracts, compliance, defaults, evictions, and other legal considerations community owners need to understand.

ORDERING & SETTING HOMES

Maryuri Barberan walks through ordering new single- and double-wide homes, including floorplans, specifications, home costs, and onsite expenses.

SALES

Cesar Mascorro Jr. shares sales strategies and how to work with prospective buyers from initial interest through the decision-making process.

COMMUNITY OWNER TESTIMONIALS + Q&A

Hear firsthand from community owners using lease-option strategies, then bring your own questions for an open discussion.



THE BIGGER PICTURE:

MH2X

SECO's grassroots initiative encourages community owners to help increase manufactured home production by filling vacant sites and replacing aging homes with new manufactured homes.

Stronger communities. Higher production. Greater opportunities.

SPEAKERS



Anthony Quire has been involved in real estate ownership for more than 15 years, with experience in buying, selling, and conducting due diligence across multiple sectors, including apartment communities, single-family homes, and manufactured housing communities. For the past five years, he has also been involved in franchising, purchasing, operating, and managing the day-to-day operations of eight Subway restaurants, one of the world's largest restaurant franchise brands. He remains actively involved in the daily operations of ten manufactured housing communities. Anthony has a passion for serving others and strives to put God first in everything he does. He is married with two daughters, and is actively involved in several ministries.



Arvin Anderson is the founder of The Ops Room, where he teaches business owners to run their companies on Claude. His focus is simple: most owners are the bottleneck in their own business, and he builds the systems that run the parts of the business that don't need them. A business coach and AI strategist, Arvin turns Claude into an operating system that handles the day-to-day, so owners get back to the work only they can do.



Austin Lesley is the third generation in his family to be in the manufactured home business. He has been around the industry since he was born. His dad owned dealerships while Austin was growing up, so he was involved in nearly every aspect of the business through his late teens. Since then, Austin has managed dealerships for Clayton Homes, selling more than 100 homes per year on average. For the last eight years, he and his business partner have been acquiring manufactured home communities. During that time, they have continued to set up an average of 300 homes per year for numerous communities and dealerships. They now have their own dealership and move their own homes, as well as handling all of the infill for their communities.



Bryce McMurry is the Principal Owner of Kaliber Management, where he oversees a portfolio of more than 1,000 rental units across mobile home parks, RV parks, and apartments. He leads acquisitions and development, provides strategic direction, and manages a 50-person real estate, construction, and operations team. A licensed home builder, Bryce has purchased, designed, built, and sold more than \$50 million in commercial and residential real estate across 100+ properties. He also serves as a Lieutenant Colonel in the U.S. Army Special Forces (Green Beret) and holds a Bachelor of Science in Entrepreneurial Studies from the University of New Mexico.



Buck Starr is a native of Auburn, Alabama and has been actively investing in the manufactured housing asset class for over 25 years. He followed his family business, which began in 1970 with the development of multiple student-based MH communities in the Auburn area. In 2020, he opened a retail sales center, Legacy Homes of Auburn, servicing the surrounding MHC communities. Over the past 20 years, Buck has developed and managed communities that focus on specific needs within the local market. With a focus on providing affordable student housing in the Manufactured Home and RV space, Buck has created multiple niche communities that have thrived for their targeted residents.

SPEAKERS



César Mascorro, Jr. is the Founder and President of MH Sales Mastery, the Professional Development Platform for the Manufactured Housing Industry. With over 14 years in retail manufactured home sales and over 30 years in single family housing combined, he brings hands-on expertise in what it takes to win in today's market. He and his team have worked with retailers, community operators, manufacturers and lenders nationwide, and even MHI, to modernize sales and operations strategies, systems, and processes, strengthen teams, and drive profitability by aligning with today's buyer expectations. Known for his direct, high-energy approach, César delivers practical insights that challenge outdated methods and elevate the customer experience.



Charles Castellano is Regional Director of the Southeast U.S. at Yale, specializing in new business development and Manufactured Housing Community (MHC) and Recreational Vehicle (RV) transactions. He builds relationships with owners and operators across the Southeast through industry conferences and community visits. In 2023, Charles reached \$250 million in total production and has successfully closed deals across seven states. He has also contributed to MHInsider on affordable housing and played a key role in recruiting and expanding Yale's team. Previously, he gained experience in transaction management, market research, and property underwriting. Charles holds a bachelor's degree in International Relations and Real Estate from the University of Denver and is a licensed real estate sales associate in Florida.



Curtis Dudley is CEO of IT In Flow LLC, an IT and operations consultant who helps businesses across multiple property types implement modern technology and automate their processes. He specializes in helping organizations document their operational processes, configure and implement the right systems, and build the reporting and data foundation needed to run efficiently. With more than 30 years of experience applying technology to property operations, starting with his family's property management business and later as CIO for All County Property Management, Curtis has a rare combination of hands-on operator experience and deep technical expertise. He holds a B.S. in Computer Systems Engineering and is a frequent conference speaker.



Hannah McClure has a tenured background in software and user experience design, research, and process implementation. She has spent the past decade researching, analyzing deals, and networking within the mobile home community industry. Since Top Shelf's first mobile home community acquisition in 2020, she has developed highly effective processes and strategies for successful remote mobile home community operations.



Jim Dougherty is a Partner at Bennett Thrasher and leads the Technology Services service line. Jim has 20+ years of experience as an IT practitioner supporting business across market segments spanning SMB's up to publicly traded enterprise scale companies. Jim's experience includes hands-on infrastructure design, deployment, and support including Layer 2/3 network principles, Active Directory domain architecture, and local and organization-wide policy enforcement. Prior to joining Bennett Thrasher, Jim was the Chief Operating Officer of an Atlanta-based IT consulting and support company for 6 years. In addition to overseeing the day-to-day operation of the Technology Services group, Jim provides fractional IT Director services, cybersecurity assessments based on the NIST 2.0 cybersecurity framework (CSF), disaster recovery plan development and testing, and general technology consulting.

SPEAKERS



Joe Brock is an entrepreneur and technology professional specializing in AI automation, real estate, and business strategy. He is Co-Founder of BRK Digital and Quartz Group, Managing Member at StarStream Solar, and a commercial real estate broker. Joe is a graduate of the University of Arizona.



John Gelzer is CEO and principal of Equity Management Company. John oversees a diverse commercial estate portfolio including multi-family, manufactured housing, hotel, office, industrial, land, and retail assets. As an attorney, he also works as in-house counsel.



Kara Mathis is a marketing and digital communications professional specializing in the manufactured housing industry. She works with community owners to market available homes, strengthen their online presence, and reach prospective buyers through social media, digital advertising, local SEO, and other promotional channels. She focuses on practical, results-driven marketing that helps communities connect available homes with qualified buyers. She is also an active member of Women Advancing Manufactured Housing (WAMH).



Kim Shultz-Rainford is a former corporate professional with a background in cash management, accounting, and strategic planning. After selling more than 65 manufactured homes, she transitioned into community ownership in 2013. Since then, Kim has improved community living conditions, infrastructure, capacity, and profitability while adding and selling homes through owner financing. She currently owns two manufactured home communities in the Dallas/Fort Worth area with her husband. Kim holds a B.A. from the University of Texas at Arlington and an M.B.A. from Texas A&M University–Commerce and is a licensed Texas retailer. She is a member of the Texas Manufactured Housing Association and serves on the SECO Planning Committee and Veterans Assistance Program Committee. She is also a founding member of Women Advancing Manufactured Housing (WAMH).



Kurt Kelley is the President of Mobile Insurance, the industry's leader in insurance programs for MH communities, retailers, and setup contractors. Kurt is an honors graduate from both the University of Colorado and the University of Oklahoma Law School. As a board-certified criminal attorney, his understanding of contractual agreements, LLCs, and commercial insurance brings an invaluable skillset to Mobile Insurance. Kurt's perspective and years of experience working in the MH Industry makes him a crucial member to any real estate investor's team.

SPEAKERS



Louis Levenson, Esq. has practiced law since 1978 and brings decades of courtroom and judicial experience to SECO26. He has served as a part-time Magistrate Judge in Fulton County, Georgia since 1984 and has extensive experience hearing residential and commercial landlord-tenant matters. Over the course of his judicial service, he has presided over more than 100,000 non-jury dispossession and eviction cases, as well as numerous jury trials. A graduate of Emory University School of Law and former Fulbright Scholar, Levenson is also a longtime instructor for Georgia's continuing judicial education programs. At SECO26, he'll share his knowledge and insights on evictions, dispossession proceedings, and other legal considerations manufactured housing community owners should understand.



Maryuri Barberan is comptroller and executive vice president of Pentagon Properties, Inc., which owns and manages four communities comprising about 500 lots in Georgia and Texas, and has sold over 550 new and previously owned manufactured homes via Lease-Option contracts over the past 32 years. Exceptionally low default rates are achieved with new Community Series Homes (CSH) and very thorough underwriting of L-O "buyers". She is a member of the Executive Committee for SECO which attracts upwards of 200 small and mid-size community owners annually. She is also a member of the Veterans Assistance Program Committee and is a founding member of Women Advancing Manufactured Housing (WAMH). Maryuri holds a B.S. degree in real estate and finance from Georgia State University.



Michael Momayezi recently joined Pentagon Properties, where he supports company operations and works with the SECO team to document the organization's history and continued growth. A graduate of the University of Georgia, Michael brings a diverse background in program development, research, and strategic initiatives. At SECO26, he will share insight into the application process for Pentagon Properties' Lease-Option program, including the steps that help move prospective residents from initial interest toward homeownership.



Michelle Oppelt is the CEO of Open Management, a national property and asset management platform overseeing more than 6,000 manufactured housing community lots and a \$300 million real estate portfolio. Under her leadership, the company has maintained a 98%+ portfolio-wide collections rate and infilled nearly 1,000 manufactured homes. With nearly 20 years of experience founding, building, and scaling companies, Michelle believes sustainable growth requires strong people, clear processes, consistent execution, and accountability. She brings an owner-operator mindset to community management, combining data-driven decision-making with a focus on positive experiences for residents, clients, and team members. A proud mom of four, Michelle credits motherhood with shaping her approach to leadership, particularly adaptability, resilience, empathy, and building teams invested in shared success.



Mickey Mellen joined forces with Ali Green to form GreenMellen back in 2009. Since then, he's served as the Technical Managing Partner for the agency, helping their clients with all manner of technical and business advice. A frequent speaker and sharer of knowledge, Mickey has also led the Atlanta-based A Brighter Web meetup since 2012 and blogs daily on his personal website. With nearly two decades of experience using WordPress, Mickey is an active supporter of the WordPress Community, and is a graduate of the altMBA program. Mickey lives in Marietta with his wife, Kelly, and their two daughters.

SPEAKERS



Nick Lefke has worked for over two decades where tree risk becomes reality: in manufactured housing communities, RV resorts, outdoor hospitality properties, golf courses, and multi-site portfolios across the country. As the founder of NPS Tree Experts, Nick and his team managed millions of dollars in tree removal, pruning, storm response, and long-term canopy maintenance for some of the nation's largest property owners. They responded to FEMA hurricane sites, derechos, tornadoes, ice storms, and countless emergency calls where a single fallen tree disrupted operations, damaged infrastructure, and created unexpected financial exposure. Over hundreds of projects, Nick began to notice something that changed the trajectory of his career. The most expensive trees weren't the ones that failed during a storm. They were the ones everyone wished they had identified years earlier.



Spencer Roane, president of Pentagon Properties, Inc., owns and manages four land lease communities in Georgia and Texas. His firm has sold over 500 new & previously-owned manufactured homes in his communities over the past 25 years via Lease-Option contracts. Spencer is a member of the Georgia Manufactured Housing Association where he served as an officer and member of the board of directors. He served on the National Communities Council (NCC) and the Disaster Housing Task Force of the Manufactured Housing Institute (MHI). He is one of the organizers of the Southeast Community Owners (SECO) conference which attracts hundreds of small and mid-size community owners annually. Spencer holds a B.S. degree in Electrical Engineering, a M.S. degree in Industrial Management, and both Mortgage Loan Originator and Mortgage Broker S.A.F.E. Act licenses. Spencer was inducted into the RVMH Hall of Fame in 2017.



Steve Case has been a real estate investor in RV properties, manufactured home communities, multi-family, and self-storage for nearly three decades, early on pursuing a series of "turnaround parks" that required extensive hands-on effort in the relocation of homes, home infill, utility upgrades, and operational re-engineering. In 2003, Case founded Mobile Home University to serve as an educational and training platform for those who wanted to come into the industry and later co-founded SECO in 2008. Steve was inducted into the RV/MH Hall of Fame in 2026.



Travas Platz is a commercial banking professional with 25 years of experience in commercial banking and specialized expertise in mobile home and manufactured housing lending. As Market Executive for American Commerce Bank in Johns Creek, Georgia, he works with business owners, investors, and commercial real estate clients to provide tailored financing solutions and build long-term relationships. Outside of banking, Travas enjoys spending time with family and friends, traveling, fishing, and following college football. He also enjoys exploring new places and staying active in the communities where he lives and works. His combination of industry experience and a relationship-focused approach has made building lasting connections with clients and business partners an important part of his career.



Victoria Cowart, CPM, NAAEI Faculty, is Vice President of Education at PetScreening and a seasoned property management professional with experience across HOAs, manufactured housing, and multifamily communities. Cowart, a recent Hall of Fame inductee in South Carolina, holds a degree in Human Resource Management, is a Certified Property Manager (CPM) through the Institute of Real Estate Management (IREM) and has been certified to facilitate Adult Mental Health First Aid certification trainings by the National Council for Mental Wellbeing. She is a passionate advocate for education in the rental housing industry, operational excellence, pets, assistance animals, and team wellness.



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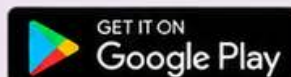
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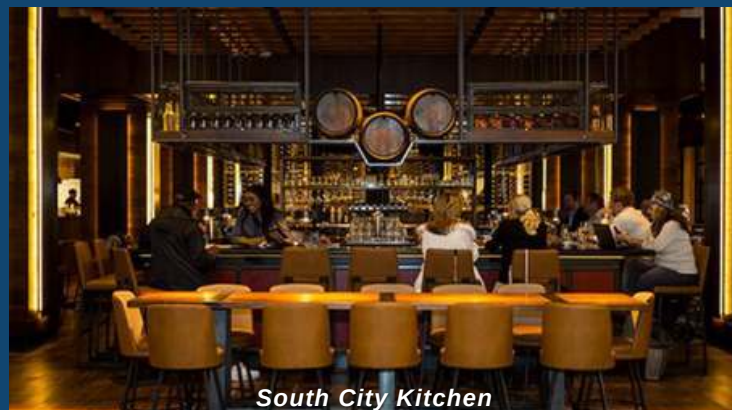
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Paid 3/1 · 11:37 AM

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Lot 07 · R. Nguyen

Paid 3/2 · 8:12 AM

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Lot 31 · T. Boyd

Paid 3/3 · 4:48 PM

\$740.00

✓ Logged automatically · Nothing entered by hand

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We are incredibly grateful for each of you and for the community that has grown around SECO over the years. We hope you leave Alpharetta with new ideas, valuable connections, and relationships that continue long after the conference ends.

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