

Mid America MH Expo Tentative Schedule

Wednesday, September 16

All events held at The Lodge in Deadwood, except golf (Spearfish Canyon) and Brewery Tour.

Vendor setup- 2:00-3:30 pm

Registration Opens at 3 pm

2:00-3:00 pm - State Association Meetings

3:30-4:30 pm - State of the State MH Associations Roundtable and Q&A

4:30-5:30 pm- Speaker Ernie Harker- "FIRE Up Your Brand"- Stop blending in. This session helps Manufactured Housing businesses sharpen their message, stand apart from the competition, and build a brand customers remember and trust.

5:30-6:45 pm- Social Hour & Visit with Vendors

6:45 pm- Dinner, auction, awards and golf calcutta

Thursday, September 17

7:30 am - Breakfast & Visit Vendors

8:15-9:15 am - MHI Update

9:15-10:15 am - Speaker Ernie Harker- "Leveraging AI for Marketing" -Learn how to use AI to create better marketing faster, generate stronger ideas, and help your team do more without adding more people.

10:15- 10:45 am - Visit with Vendors

10:45 am - 11:45 am - Speaker TBA

11:45 - Lunch at The Lodge

1:15 pm - Brewery Tour leaves

2:00 pm - Tee off at Spearfish Canyon Golf Course