Industry professionals from around the globe participated in the 29th annual World of Modular (WOM) Convention this past March in Orlando, Florida. Once again, the MBI staff and supporting committee members coordinated an outstanding event. This year’s WOM attracted over 460 attendees representing 12 countries and 70 exhibitors – the largest exhibit participation ever! Also, special congratulations to our new Hall of Fame inductee, Simon Dragan and Outstanding Achievement winner Ralph Tavares.

As the MBI staff begins the planning process for next year’s WOM event, I don’t want to lose sight of several other key accomplishments over the past year. The MBI team arranged and attended six town Hall meetings as well as larger regional events to address issues such as building codes, regulations, and best practices. Additionally, the “green code” (IGCC) was successfully amended to provide protection for the existing fleet assets. Finally, marketing and communication efforts to promote our industry realized record results for modular.org web visits and page views. The MBI staff also promoted the industry with numerous placed articles in trade publications and on social media sites. Thanks again to the entire MBI Staff and Committee volunteers that continue to drive our industry forward.

As we look forward to the year ahead, rest assured that MBI will continue to stay diligent to support core initiatives such as industry awareness around relocatable and permanent modular advantages, code legislation, and member education. Additional emphasis in 2012 will be to continue to invest in our future through the support of the U.S. and Canadian Educational Foundations as they promote our industry through scholarships and educational grants. I would also like to encourage the support of the Future Leaders Advisory Group (FLAG) which was created to ensure MBI represents the interests of the next generation of our industry leaders.

I am very optimistic about the future of our association and the outlook of our industry. Thanks again to the Board of Directors and Committee members for all of their time and dedication to support MBI.

Sincerely,

John Lieffrig
John Lieffrig
MBI President
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“The name trusted in roofing since 1906”
Hundreds of modular construction professionals met last month at the MBI 2012 World of Modular Annual Convention and Tradeshow at the Hilton Bonnet Creek inside the gates of the Walt Disney World® Resort in Orlando, Florida.

After four days of networking, exchanging ideas, learning from expert speakers, discussing issues, displaying new products, and sharing well-deserved recognition, attendees were ready to return home inspired, educated and echoing the title of keynote speaker Sam Silverstein’s book “No More Excuses.”

Silverstein’s presentation focused on the problems caused by a lack of personal accountability and a culture that fosters excuses. His advice was directed at helping companies create more effective leaders, learn how to sell more, provide greater service, and increase revenue despite trying times—ultimately ensuring the future success of the organization.

Twenty-three workshop sessions led by 25 expert professionals challenged participants on a wide range of topics in the areas of green building, research and best practices, business management, comparative modular construction methods, and changing construction marketing strategies.

Participants also enjoyed plenty of opportunities to mix and mingle at networking events including the opening party, the ever-popular (and competitive) annual golf tournament at the challenging Waldorf Astoria Golf Club, the VIP reception, and closing awards banquet.

The exhibit hall provided a great opportunity to reach manufacturers and dealers of commercial modular buildings from 12 countries including Argentina, Australia, Canada, Chile, England, India, Italy, Peru, Scotland, Sudan, Switzerland, and the United States.

Nearly 150 modular building entries to the MBI Awards of Distinction contest were on display at the World of Modular, marking one of the most competitive years in the industry. Congratulations to all the winners, including Best of Show recipients M Space, Southeast Modular Mfg., Britco, and Triumph Modular. The judges’ choice recipient was Britco for the Chilliwack Social Housing project in Chilliwack, B.C. The Annual Awards Banquet provided the chance to see the best buildings of 2011 and mingle with Outstanding Achievement award winner Ralph Tavares of R & S Tavares Associates, Inc., and Hall of Fame inductee Simon Dragan of Whitley Manufacturing.

And, to top it all off, Franco Vietti of Rucapan in Argentina went home with the Grand Prize sponsored by Bard Climate Control Solutions: a brand new Smart forTwo Coupe, a fuel efficient, rear engine two seater.

To see pictures from the 2012 convention as well as speaker contact information and available handouts, visit modular.org/Events_Calendar.aspx or view the photo album’s on our Facebook and Google+ pages!

The convention was one of the most successful ever with near record attendance and high ratings. Seventy-five percent of respondents rated it excellent, and 98% rated it good or excellent. Of all of the exhibitors, 80% rated it excellent, the highest rating for the tradeshow in MBI history. Ninety-seven percent of respondents said they will participate in next year’s event.

We hope you join us for our 30th anniversary at the 2013 World of Modular next March in Scottsdale, AZ. In the meantime, make plans to attend other MBI events like regional meetings, the Government Affairs Conference, the Ireland Modular Tour and Modular Construction University. A complete list can be found at modular.org.
The highlight of the Awards of Distinction contest is the Best of Show category, where awards are conferred by industry peers for what they collectively recognize as the best modular structures in the business. Announcing the winners has become an integral part of every World of Modular conference. View complete list of winners and case studies at modular.org/awards.

**Permanent Modular**

- **M Space Holdings LLC | Woodland Inn**

**Green Building**

- **Triumph Modular | C&B Custom Modular**
  - New Generation Relocatable Classrooms | Days to Complete: 896

**Highest Scoring Entry: Judges’ Choice**

- **Britco | Chilliwack Social Housing | Days to Complete: 771**

**Temporary Modular**

- **M Space Holdings LLC | Munroe Medical Center**

**Renovated Reuse**

- **Britco | Olympic Legacy Housing | Days to Complete: 952**

**Marketing Piece**

- **M Space Holdings LLC | Company Brochure**

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- Exclusive discounted rates for MBI members

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INCREASING PROFITS

BY STRATEGICALLY MANAGING PROPERTY TAXES

Did you attend the Modular Building Institute’s 2012 World of Modular Annual Convention & Tradeshow in Orlando, Florida this year? Advantax Group, which specializes in assisting corporate taxpayers in their property tax compliance and consulting needs, facilitated a session – Increasing Profits by Strategically Managing Property Taxes. For those of you that were unable to attend our session, we have summarized the key points.

It was recently reported that 30% of assets subject to property taxes are over-assessed, and yet only 2% are being appealed by taxpayers. David LeVan, CEO of Advantax said, “Most companies do not realize the adverse impact on profits resulting from delegating property taxes to the ‘basement’ of the financial organization.”

As a nation, the United States paid $460,000,000,000 in property taxes just last year, and over half of that was paid by businesses. Do you know how much property taxes your company pays each year?

We would like to share a story about one of our leasing clients. This corporation was filing hundreds of tax returns internally each year. They hired Advantax to manage their property tax compliance process and to uncover property tax savings. Most of their equipment was being reported and assessed at a ten year life when a five year life is more appropriate for the type of equipment that they are leasing. In addition, we learned that they were over-reporting costs for lost and stolen equipment. We will let you know how this story ends a bit later. We will discuss two ways to increase your profit when managing property taxes.

Create an efficient process.

CFO Magazine stated that “Property tax is one of the biggest expenses and hardest to manage.” Before we head into the two ways to impact your profits with your property taxes, let’s have a crash course on property tax.

Property tax assessment notices and property tax bills may pertain to either real estate, personal property or both. Not all jurisdictions mail assessment notices; current values are sometimes first seen on the tax bills. When over-assessed values are timely appealed, we have been told that success rates are quite high.

Companies who assessed themselves based on the PropTax® Cycle thought that they were the strongest in Payment Processing and the weakest in Compliance Processing and Assessment Management. Thirty percent of assets are overvalued, and 2% of corporations are appealing those values. The two steps we are discussing are at the core of why you may be paying too much in property tax.

Reducing your property tax expense.

Property tax assessment notices and property tax bills may pertain to either real estate, personal property or both. Not all jurisdictions mail assessment notices; current values are sometimes first seen on the tax bills. When over-assessed values are timely appealed, we have been told that success rates are quite high.

Some sources estimate that only 2% of properties are being appealed in the United States. In our PropTax® Assessment, the percentage of appeals self-reported was about 8%; of that, there was a 68% success rate in property tax reductions. When values are appealed and successfully managed, there are tangible tax savings that can impact the bottom line. Regardless of economic conditions, tax savings are important, and are more important in an adverse/straggling economy. Every property tax dollar saved can be reinvested in the business.

What happened to our leasing client?

Leasing Client results:

- We created efficient processes following the PropTax® Cycle
- Total appraised market value was reduced by approximately $65 million
- Total property taxes saved or refunded was over $1.3 million
- 97% of jurisdictions accepted amended tax returns to reduce property tax expenses
- The tax savings gained over the past few years is maintained each year for our leasing client

What savings are possible for your company??

Based on the PropTax® Assessment and our analysis after serving corporate clients for 20 years, we estimate that the U.S. pays approximately $50 billion in excess property taxes each year.

How much of that excess are you paying?

For more information about Advantax, visit our website at www.advantax.com, or call 630.587.9700.

Advantax created a visual tool to lay out the process related to property taxes:
2012 GOVERNMENT AFFAIRS CONFERENCE

MBI is hosting its mid-year event in the US capital, the Government Affairs Conference June 28-29 at the Hyatt Regency capitol Hill in Washington, D.C. Join industry leaders and colleagues for the 2012 Government Affairs Conference, a must-attend and timely event covering the most important topics affecting modular building, from updates on specific US military programs to comprehensive analysis of non-US, non-military global construction needs. You will also hear about effective ways to market your company, potential threats to our industry, how economic stimulus continues to be legislated, and the latest in new green building codes. In addition, networking events like an industry luncheon, evening reception, and Capitol Hill visits let you talk with government officials and team with construction leaders, general contractors, minority contractors, and other professionals.

The event is for dealers, contractors, and manufacturers of permanent modular buildings, relocatable buildings, multi-family housing, buildings for disaster relief, and buildings for global export. Suppliers of industry products, services, and financing should also attend.

To register or for more information, visit modular.org.

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- **All carriers have forged pintle hitches.** A few hitches are detachable

- Most carriers are equipped with steel cable and plate ratchet tie-downs. *This eliminates cost, and tire danger of lags, is faster and a far superior tie down.*

- Most carriers 52-60 feet long have 5 axles, under 52 feet 4 axles

- Most carriers 64-76 feet have 6 or 7 axles

- All axles are equipped with electric brakes and rated at 7000 lbs

Contact Jim Jones: **574.849.3158** | JJones@IndianaBuildingSystems.com | Jimmo680@gmail.com
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