

Keys to the Dream



KEEPING AMERICA'S DREAM AFFORDABLE

CONSTRUCTING HOMES *and* CREATING FUTURES

2026

June

7th - 9th

Eastern Time Zone

Tented Event
Dinner
On the Lawn

- featuring -

Musical
Entertainment:

CJ Wilder and
Band Wilder
Main Event

Monday Morning
Speakers:

AC Mike Bell,
Commerce & Insurance

Beth Winstead,
McMahan, Winstead,
Richardson

Dr. Lesli Gooch,
CEO MHI

Paul Epstein
'Key Shop' Presenter
'Win Monday'

Visit our Annual
Meeting Website
for
Weekly Updates

[https://
thaannualmeeting.com](https://thaannualmeeting.com)



Welcome
Reception/Dinner
On the Lawn
- featuring -
Smokey Mountain
Sounds

*

National
Conversations

*

Legislative
Updates

*

Educational
Discussions

*

THA Business
Meeting:

State of Financial Affairs
Officer Elections
Service Awards
Event Prize Drawing



HeartSong Resort & Lodge
1210 Dollywood Resorts Boulevard
Pigeon Forge, TN 37863
Dollywood.com/heartsong/
Eastern Time Zone (East TN): Uses EDT in June.





ING AMERICA'S DREAM AFFORD

2026 THA Annual Member's Meeting
"Constructing Homes and Creating Futures"
Dollywood's HeartSong Lodge & Resort
1210 Dollywood Resorts Blvd
Pigeon Forge, TN 37863

Industry Members & Affiliates!

You are cordially invited to join the Tennessee Housing Association for our 2026 Annual Member's Meeting on June 7 - 9, 2026, at Dollywood's HeartSong Lodge & Resort in Pigeon Forge, TN. "**Constructing Homes and Creating Futures**" is the theme for this year's event.

Your THA Board of Directors, Convention Committee and THA Staff are working hard, just for your participation! There will be a golf tournament, welcome reception, networking opportunities, 'Association State of Affairs' (a general business meeting), industry updates, legislative/informational/educational discussions, dinner and entertainment. **We are packing in a lot of content, in a short window, to best utilize your time!**

Some events will be outdoors, but keep in mind some indoor meeting spaces may be cool. Dress is summer casual for most events, with business casual slated for the Monday evening dinner event which is tented on the lawn, weather permitting. Don't forget to bring your swimsuit so you can take advantage of the hotel's recreational facilities!

Sponsorship Opportunities

For our sponsoring partners, we are offering multiple levels of opportunities for Host and Event sponsors. The Host Sponsorship packages include various recognition levels for your company. This allows your company to be recognized by your industry associates. We hope you, your employees and family, will join us as we gather as an Association to learn the latest national and state industry news and encourage each other to move our industry forward! **Please have your sponsorships submitted by Wednesday, April 29th, 2026!** We need time to adequately advertise your participation, and to submit your name on all host or event signage! Please, allow us time for printing, as vendors maintain a tight window! Also, we would be honored to include any 'goodies' you might want added to our 200 attendee swag bags! **'Goodies' need to arrive at THA no later than Wednesday, May 27th, 2026!**

General Attendee Information

We encourage our members to come and invite a non-member company! This event is open to all! Attendee registration forms are included in this package or you may register directly online at <https://thaannualmeeting.com/> **Deadline to early register is Wednesday, May 13th, 2026.** A late registration fee will be assessed for registrations received after Wednesday, May 13th but by Friday, May 29th, 2026. No registrations will be accepted after Friday, May 29th, 2026.

As a note, all individuals are required to make their own hotel reservations! We have a block of rooms at a negotiated rate, but you must make your reservations early, as this always a sellout event!

Deadline to make your room reservation is Wednesday, May 6th, 2026! You may make your reservations online with the Dollywood HeartSong Lodge & Resort by clicking the direct link [HERE](#).

If you call in reservations at (865) 366-3500, YOU MUST identify yourself as part of the 'THA 2026 Annual Member's Meeting'! Do not delay! If you have questions regarding any of the forms or the additional information included, please contact the THA office at (615) 256-4733. THA will follow standard safety protocols in place with the HeartSong Lodge, at the time of our event.



GENERAL HOTEL RESERVATION & LOCATION INFORMATION

1. You must book your own lodging. **DEADLINE for hotel reservations is Wednesday, May 6th, 2026**, or until the room block sells out, whichever comes first.
2. If viewing this booklet online, please make your room reservations online **HERE**.... Or you may contact **Dollywood HeartSong Lodge & Resort** directly at **865/366-3500**. (The online direct link is also available on our website at <https://thaannualmeeting.com/lodging>)
3. **If you call direct... YOU MUST** refer to **THE EVENT NAME - 'THA 2026 Annual Member's Meeting'**, to receive the group rate.

If you need to cancel your room after Wednesday, May 6, 2026, please contact the Association first (615/256-4733). If our room block is full, we can swap your name with someone from the waiting list (there is always a waiting list!).

4. Hotel Check-in and Parking
 - ◆ Check-in is at 4 p.m. EDT on your scheduled arrival day.
 - ◆ Check-out is at 11 a.m. EDT on your scheduled departure day.
 - ◆ Currently there is no charge for daily parking.
5. **The negotiated nightly room rate is \$389, plus city/county taxes. There is no resort fee at this location and there is currently no daily parking fee.**
 - Standard rooms are available within THA's room block.
 - Additional room types are available, however, they are not part of THA's negotiated rate.

Special Entertainment (2)

Sunday Welcome Reception DJ (6:00 - 8:00 pm EDT) - Smokey Mountain Sounds

*

Monday Night after Dinner Event

Band Wilder

[C. J. Wilder and Select Nashville Musicians]



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Schedule of Events - *Drafting*
(as of 03/18/2026)

Arrival Date: Sunday, June 7, 2026
Departure Date (for most) Tuesday, June 9, 2026, (see day schedule below)
Event Area: HeartSong Ballroom Area - (Lobby Level)

Sunday, June 7th

9:00a – 2:00p	Golf Tournament	Gatlinburg Golf Course/Pigeon Forge
4:00p	Hotel Check In Begins	Front Desk
4:00p – 6:00p	Event Registration Begins	HeartSong Salon C - Lobby Level
5:00p – 6:00p	Board Meeting	HeartSong Salon D - Lobby Level
6:00p – 8:00p	Welcome Reception & Buffet (Host Bar)	Event on the Lawn (<i>Tented</i>)
	DJ - Smokey Mountain Sounds	(Adjacent to HeartSong Ballroom Area)

Monday, June 8th

7:30a	Registration Continues	HeartSong Salon C - Lobby Level
7:30a – 8:30a	Breakfast Buffet	Inspiration A/B Ground Level
8:30a – 12:30p	<u>Morning Educational Events</u>	<u>HeartSong Ballroom - Lobby Level</u>
	08:30a – 08:40a Welcome	THA President <i>Rhyn Brogden</i>
	08:40a – 08:50a State Legislative Recap/PAC	Lobbyist <i>Beth Winstead/Caroline Simmons</i>
	08:50a – 09:00a Commerce & Insurance	Assistant Commissioner <i>Mike Bell/Staff</i>
	09:00a – 09:45a National MH Landscape	<i>Dr. Lesli Gooch, MHI</i>
	09:50a – 10:35a Builder/Developer Relations	Speaker - <i>Invitation Extended</i> - TBA
	10:35a – 10:55a Networking Break	Refreshments
	11:00a – 12:30p Key Shop: 'Win Monday'	<i>Paul Epstein, (Key Note/Work Shop)</i>
12:30a – 1:30p	Lunch Buffet <i>(followed by afternoon break for pool, park, shopping.)</i>	Inspiration A/B Ground Level
Evening Events	Business Casual Attire	<u>Tented Event On The Lawn</u>
5:00p – 6:00p	Reception on the Lawn	<i>Host Bar</i>
6:00p – 8:30p	Dinner - Plated Event Announcements/Awards/Recognitions Entertainment - Band Wilder	<i>Cash Bar</i> THA President Rhyn Brogden CJ Wilder & Nashville Musicians

Tuesday, June 9th

7:30a	Registration Continues	HeartSong Salon C - Lobby Level
7:30a – 8:30a	Breakfast (<u>Enhanced Continental</u>)	Inspiration A/B Ground Level
8:30a – 10:45a	General Association Business State of Financial Affairs Election of 2026 - 2027 Officers & Directors Recognition of Service - Awards Attendance Drawing	HeartSong A/B Ballroom
10:45a	Event Adjourns (Hotel Check Out by 11:00am) Dollywood Park Day Visit for Some	
11:00a - 4:00p	Clayton Trainees Only (Lunch 12:00n - 1:00p)	Inspiration Salon B - Ground Level Inspiration Salon A - Ground Level

Wednesday, June 10th

7:30a - 8:30a	Breakfast - Clayton Trainees Only	Inspiration Salon A - Ground Level
8:30a - Noonish	Clayton Trainees Only	Inspiration Salon B - Ground Level



SPONSORSHIP OPPORTUNITIES – DEADLINE TO RECEIVE IS Wednesday, April 29th, 2026!

HOST Level Sponsors Receive:	PLATINUM	GOLD	SILVER	BRONZE	Associate
	\$5,000	\$4,000	3,000	\$2,000	\$1,000
Name on table signs at all events, where applicable.	✓	✓	✓	✓	
Signage at all events.	✓	✓	✓	✓	
Recognition in THA newsletters and industry updates.	✓	✓	✓	✓	✓
Recognition on THA's website.	✓	✓	✓	✓	✓
Sponsor ribbon on badge.	✓	✓	✓	✓	✓
Free convention registrations (company representatives).	3	2	1	0	0

**ALL Sponsors, please consider donating 200 'Goodies' for our attendee swag bags!
 Deadline to receive is Wednesday, May 27th, 2026.**

View the quick list below to explore a variety of options to participate!

Host Sponsors (All Days):

- Platinum \$5,000.00
- Gold \$4,000.00
- Silver \$3,000.00
- Bronze \$2,000.00
- Associate \$1,000.00

Golf Event Sponsors (Monday):

- Tournament Hosts \$1,000.00
- Golfer's Swag \$ 400.00
- Golfer's Breakfast \$ 500.00
- Snacks/Hydration \$ 500.00
- Lunch Selections \$1,500.00
- Team Trophies/Contests \$ 750.00
- Hole Sponsor (1 each) \$ 100.00

Entertainment (Sunday Evening):

- Welcome Reception/Dinner \$1,500.00
- DJ Music - (by Smokey Mountain Sounds)

Entertainment (Monday Evening):

- After Dinner Event on the Lawn \$7,500.00
- Live Music with "Band Wilder"
(CJ Wilder and Nashville Musicians)

Other Event Sponsors:

Sole Event Sponsor

- Attendee Swag Bags (All Days) \$2,000.00
- Dollywood Theme Park Tickets (100) \$7,400.00
- Board of Director's Meeting (Sun) \$ 500.00
- Opening Welcome Reception (Sun) \$6,000.00
- Opening Welcome Dinner (Sun) \$7,000.00
- Breakfast Buffet (Mon) \$5,000.00
- Networking Break (Mon) \$2,000.00
- Luncheon Buffet (Mon) \$4,000.00
- Reception on the Lawn (Mon) \$7,000.00
- Dinner - Plated Event (Mon) \$10,000.00
- Continental Breakfast Buffet (Tue) \$3,000.00
- THA Business Meeting (Tue) \$1,500.00

Event Sponsor - Partnership Opportunities

- Attendee Swag Bags (All Days) \$1,000.00
- Dollywood Theme Park Tickets (100) \$1,000.00
- Board of Director's Meeting (Sun) \$ 250.00
- Opening Welcome Reception (Sun) \$2,000.00
- Opening Welcome Dinner (Sun) \$1,000.00
- Breakfast Buffet (Mon) \$1,000.00
- Networking Break (Mon) \$1,000.00
- Luncheon Buffet (Mon) \$2,000.00
- Reception on the Lawn (Mon) \$1,000.00
- Dinner - Plated Event (Mon) \$2,500.00
- Continental Breakfast Buffet (Tue) \$1,000.00
- THA Business Meeting (Tue) \$ 500.00
- Entertainment (Band/Mon) \$1,000.00



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SPONSORSHIP Payment Form
DEADLINE TO RECEIVE IS Wednesday April 29th, 2026
Online pay: <https://thaannualmeeting.com/am-online-pay>

Company Name (**EXACTLY** as you wish for signage purposes.) _____

Contact Name _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____ Email: _____

Host Sponsors (All Days):

<input type="checkbox"/> Platinum	\$5,000.00
<input type="checkbox"/> Gold	\$4,000.00
<input type="checkbox"/> Silver	\$3,000.00
<input type="checkbox"/> Bronze	\$2,000.00
<input type="checkbox"/> Associate	\$1,000.00

Section total: \$ _____

Sole Event Sponsors:

<input type="checkbox"/> Attendee Swag Bags (All Days)	\$2,000.00
<input type="checkbox"/> Dollywood Theme Park Tickets (100)	\$7,400.00
<input type="checkbox"/> Board of Director's Meeting (Sun)	\$ 500.00
<input type="checkbox"/> Opening Welcome Reception (Sun)	\$6,000.00
<input type="checkbox"/> Opening Welcome Dinner (Sun)	\$7,000.00
<input type="checkbox"/> Breakfast Buffet (Mon)	\$5,000.00
<input type="checkbox"/> Networking Break (Mon)	\$2,000.00
<input type="checkbox"/> Luncheon Buffet (Mon)	\$4,000.00
<input type="checkbox"/> Reception on the Lawn (Mon)	\$7,000.00
<input type="checkbox"/> Dinner - Plated Event (Mon)	\$10,000.00
<input type="checkbox"/> Continental Breakfast Buffet (Tue)	\$3,000.00
<input type="checkbox"/> THA Business Meeting (Tue)	\$1,500.00

Section total: \$ _____

Golf Event Sponsors (Monday):

<input type="checkbox"/> Tournament Hosts	\$1,000.00
<input type="checkbox"/> Golfer's Swag	\$ 400.00
<input type="checkbox"/> Golfer's Breakfast	\$ 500.00
<input type="checkbox"/> Snacks/Hydration	\$ 500.00
<input type="checkbox"/> Lunch Selections	\$1,500.00
<input type="checkbox"/> Team Trophies /Contests	\$ 750.00
<input type="checkbox"/> Hole Sponsor (1 each)	\$ 100.00

Section total: \$ _____

Event Sponsor - Partnership

<input type="checkbox"/> Attendee Swag Bags (All Days)	\$1,000.00
<input type="checkbox"/> Dollywood Theme Park Tickets (100)	\$1,000.00
<input type="checkbox"/> Board of Director's Meeting (Sun)	\$ 250.00
<input type="checkbox"/> Opening Welcome Reception (Sun)	\$2,000.00
<input type="checkbox"/> Opening Welcome Dinner (Sun)	\$1,000.00
<input type="checkbox"/> Breakfast Buffet (Mon)	\$1,000.00
<input type="checkbox"/> Networking Break (Mon)	\$1,000.00
<input type="checkbox"/> Luncheon Buffet (Mon)	\$2,000.00
<input type="checkbox"/> Reception on the Lawn (Mon)	\$1,000.00
<input type="checkbox"/> Dinner - Plated Event (Mon)	\$2,500.00
<input type="checkbox"/> Continental Breakfast (Tue)	\$1,000.00
<input type="checkbox"/> THA Business Meeting (Tue)	\$ 500.00
<input type="checkbox"/> Entertainment (Band/Mon)	\$1,000.00

Section total: \$ _____

Entertainment Events (Sunday or Monday):

<input type="checkbox"/> Welcome Reception/Dinner DJ (Sun)	\$1,500.00
<input type="checkbox"/> After Dinner - Band Wilder (Mon)	\$7,500.00

Section total: \$ _____

Total All Sponsorship Selections: \$ _____

Use the online pay as noted above, or see the payment form on page 10 of this package, to pay by check or authorize your credit card processing!

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REGISTER NOW

ATTENDEE Registration Form

EARLY Register by Wednesday May13th, 2026.

LATE DEADLINE TO RECEIVE IS May 29th, 2026, with late fee.

Online form/pay: Online pay: <https://thaannualmeeting.com/am-online-pay>

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Postal/Zip Code: _____

Telephone: (____) _____ Email: _____

Additional Guests (please include any children as well as their ages):

Spouse/Significant Other: _____

Children: _____, Age _____
 _____, Age _____
 _____, Age _____
 _____, Age _____

Registration Fees: Deadline to early register is Wednesday, May 13th, 2026.
A late registration fee will be assessed for registrations received May 14th through May 29th, 2026. No registrations will be accepted after Friday, May 29th, 2026.

- Adults _____ @ \$175 each; \$200 Late registration = \$ _____
- Children age 13 - 17 _____ @ \$ 75 each; \$100 Late registration = \$ _____
- Children age 03 - 12 _____ @ \$ 50 each; \$ 75 Late registration = \$ _____
- Children (under 3, free)

Attendee Registration Total \$ _____

Included in the Registration Fee is access to all scheduled events and all meals.
 Each paid adult will receive a free Swag Bag.

Pay by check or credit card, see payment form and instructions (page 10) included with this package!



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Exclusive Park Tickets for Event/Resort Guests Theme Park Hours During This Event are 10am - 8:00pm EDT

Resort Guests Have Priority Access - Any resort guest with valid admission to Dollywood and/or Dollywood's Splash Country will be granted priority access to the parks based on their ticket type and the reservation stay dates.

Complimentary Dollywood TimeSaver Pass - Each resort guest with a valid Dollywood ticket receives a complimentary Dollywood TimeSaver. (That's a value of \$60 per person, per day.) Dollywood TimeSaver can be used to access select rides and unlimited daily show reservations when applicable. (TimeSaver is not valid at Dollywood's Splash Country).

Complimentary Door-To-Door Transportation - The Exclusive Resort Trolley makes it simple to get to and from the parks, dropping you off steps away from the fun! By riding the Exclusive Resort Trolley will save you the standard parking fee of \$25 per day, per vehicle.

Complimentary Package Delivery - Purchases made throughout the day from our merchandise shops of \$25 or more as well as fragile or oversized items will be delivered to the resort for FREE! Simply stop by the front desk to retrieve your item when you return from the park.

Saturday Early Entry - During Saturday Early Entry Days, resort guests with tickets can enter Dollywood or Dollywood's Splash Country one hour prior to opening to enjoy a select ride.

Number of Tickets Ages 4+ * _____ @ \$74 each (tax included) \$ _____
(3 & under are Free)

*Ages 4 & 5 are eligible for the free [Pre-K imagination pass](#).
(Parents must pre-register for this amenity directly with Dollywood, prior to arriving in June.)

Total amount of ticket purchases: \$ _____

If you register early, you may take advantage of up to 4 theme park tickets free per family (but only with paid registration – staff will not HOLD tickets for unpaid registrations). **After the first 100 free tickets** are given away, anyone who wishes to order tickets at the discounted rate (includes tax), will need to order via this form. If you are later in getting a paid registration submitted, we will advise if any tickets remain, and verify you wish to purchase tickets... SO, Register EARLY!

- Tickets are valid for 30 days, beginning June 7, 2026. See park schedules for any possible closing dates or attendee requirements.
- Footwear without heel straps are not permitted on Barnstormer, Sky Rider, SkyZip, Waltzing Swinger, and Wild Eagle. (Other rides may be included by park rules.)
- Smoking is allowed in designated areas indicated on the Guide Map. Smoking is strictly forbidden on all rides, queue lines, indoor theaters, attractions, shops and restaurants.

Pay by check or credit card, see payment form and instructions (page 10) included with this package!

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GOLF TOURNAMENT PARTICIPATION REGISTRATION FORM

Deadline to register for play is Friday, May 29th, 2026.
Event closes at 40 players.

→ **Online pay: <https://thaannualmeeting.com/am-online-pay>**

Sunday, June 7, 2026
8:45 a.m. Sign-In; 9:00 am Shot Gun Start - EDT
\$125 – per player; register via online or this form.

Gatlinburg Golf Course
520 Dollywood Ln
Pigeon Forge, TN 37863

Name: _____

Company: _____

Address: _____

City: _____ **State:** _____ **Postal/Zip Code:** _____

Telephone: (____) _____ **Email:** _____

If you are paying for a team, please list all player names below:

Player Name	Company Name (if different)	E-Mail
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

_____ @ \$125 each player = \$ _____
 (You may pre-pay mulligans, maximum 2 per player.) _____ @ \$ 5 each player = \$ _____

Total Amount Paid for Golf Outing: \$ _____

To pay by check or credit card, see payment form and instructions (page 10) included with this package!



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**You may online sponsor, register attendance and/or golf play.
Click Here: Online pay: <https://thaannualmeeting.com/am-online-pay>**

Or....

Use the forms contained in this announcement.

PAYMENT FORM - INSTRUCTIONS AND METHOD:

(Please remit payment by Credit Card or Check made payable to: **THA.**)

- American Express Discover MasterCard Visa

Name: _____

Card Number: _____

CVV # _____ **Expiration:** _____

Authorized Signature: _____
(if paying by credit card)

Where applicable:

Sponsorship Amount: \$ _____ (include sponsorship form, page 6)

Attendee Registration Amount: \$ _____ (include attendee registration form, page 7)

Dollywood Theme Park Tickets: \$ _____ (include ticket form, page 8)

Golf Event: \$ _____ (include golf registration form, page 9)

Total Amount Included/Charged: \$ _____

Please mail or e-mail completed form(s) with payment to:

Attn: Rhonda Sevier
THA
P.O. Box 569

Other Information: Phone:
Email:

(615) 256-4733
Office@tnmha.org

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Here's a look at the 70th Anniversary
Celebration & Annual
Member's Meeting, held June 2025!

We hope to see your face
in the June 2026
THA Snapshot photo!



Visit our annual meeting photo gallery from 2025! (<https://thaannualmeeting.com/2025-annual-meeting>)





2025 THA Annual Meeting
"Power of The Past - Force of The Future"
Dollywood's HeartSong Lodge & Resort
1210 Dollywood Resorts Blvd
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June 8 - 10, 2025

Dollywood's HEARTSONG LODGE & RESORT™



KEEPING AMERICA'S DREAM AFFORDABLE



THA
1002 Meb Court, Suite B
Mount Juliet, TN 37122

Or

THA
P. O. Box 569
Mount Juliet, TN 37121

Office: 615/256-4733
E-mail: Office@tmmha.org