



Make **EVERY**
Connection Matter

2024

June
9th - 11th

THA ANNUAL MEETING

2024 THA Annual Meeting
"Make Every Connection Matter"
Dollywood's HeartSong Lodge & Resort
1210 Dollywood Resorts Blvd
Pigeon Forge, TN 37863
<https://thaannualmeeting.com/>

National Review

Dr. Lesli Gooch
CEO, MHI

*

Educational Sessions:

Manufacturer's Panel

*

Financial Panel

*

Retailer & Community
Partnerships Panel

*

THA Business Meeting:

State of Financial Affairs
Officer Elections
Service Awards

*

Special Entertainment:

Bryan Saint
(see more inside)



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Industry Members & Affiliates!

You are cordially invited to join the Tennessee Housing Association for our 2024 Annual Meeting on June 9 - 11, 2024, at Dollywood’s HeartSong Lodge & Resort in Pigeon Forge, TN. “**Make EVERY Connection Matter**” 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, informational/educational sessions, 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 and entertainment. 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 and help make this another successful Annual Meeting! **Please have your sponsorships submitted by Tuesday, April 30th, 2024!** 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 remain on 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 Friday, May 31st, 2024!**

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 15th, 2024.** A late registration fee will be assessed for registrations received after Wednesday, May 15th but by Friday, May 31st, 2024. No registrations will be accepted after Friday, May 31st, 2024.

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 will be a sellout event!

Deadline to make your room reservation is Thursday, May 9th, 2024! **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 2024 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 Thursday, May 9th, 2024**, 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-information>)
3. **If you call direct... YOU MUST** refer to THE EVENT NAME - ‘**THA 2024 Annual Member’s Meeting**’, to receive the group rate.

If you need to cancel your room after **Thursday, May 9, 2024**, 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. on your scheduled arrival day.
 - ◆ Check-out is at 11 a.m. on your scheduled departure day.
 - ◆ Currently there is no charge for daily parking.
5. **The negotiated nightly room rate is \$359, 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 Event with *Bryan Saint*!



Bryan Saint is a nationally known entertainer, with appearances on NBC, FOX and The CW, millions of views on YouTube, and a **two-time winner** on the hit primetime show *Penn & Teller: Fool Us*. He has also been a featured performer at world-famous magic venues around the country, such as the **Magic Castle** in Hollywood, **House of Cards** in Nashville, and **Kellar’s** in Erie, PA.

Outside of being a magician, Bryan is an international voice over artist, with his voice being heard in hundreds of TV, radio, and internet commercials worldwide. You can not miss this evening event with Bryan! **Join us Monday evening during the cocktail hour and after dinner!**



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Schedule of Events - *Drafting*
 (as of 03/27/2024)

Arrival Date: Sunday, June 9, 2024
 Departure Date (for most) Tuesday, June 11, 2024, (see day schedule below)
 Event Area: HeartSong Ballroom Area - (Lobby Level)

Sunday, June 9th

8:00a – 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 D - Lobby Level
5:00p – 6:00p	Board Meeting	HeartSong Salon C - Lobby Level
6:00p – 8:00p	Welcome Reception/Food (<i>Host Bar</i>)	Event on the Lawn (Adjacent to HeartSong Ballroom Area)

Monday, June 10th

7:30a	Registration Continues	HeartSong Salon D - Lobby Level
7:30a – 8:30a	Breakfast Buffet	Inspiration A/B Ground Level
8:30a – 12:30p	Morning Educational Events	HeartSong Ballroom - Lobby Level
	08:30a – 08:45a Welcome	THA President Owen Robertson
	08:45a – 09:15a Legislative	TBA - Invitation Extended
	09:15a – 10:00a MHI - National	Dr. Lesli Gooch, CEO MHI
	10:00a – 10:45a Manufacturer Reps	Panelists, with Facilitator
	10:45a – 11:00a AM Break	Networking
	11:00a – 11:45a Finance Reps	Panelists, with Facilitator
	11:45p – 12:30p Retailer/Community Reps	Panelists, with Facilitator
12:30a – 1:30p	Lunch Buffet (<i>followed by afternoon break for pool, park, shopping.</i>)	Inspiration A/B Ground Level
Evening Events		HeartSong Ballroom - Lobby Level
5:00p – 6:00p	Dinner Reception (<i>Host Bar</i>)	HeartSong Pre-function area
6:00p – 7:15p	Dinner-Plated Event (Cash Bar - Business Casual)	HeartSong A/B Ballroom
7:15p – 7:30p	Announcements/Awards/Recognitions	THA President Owen Robertson
7:30p - 8:30p	Special Entertainment	Bryan Saint!!!

Tuesday, June 11th

7:30a	Registration Continues	HeartSong Salon D - Lobby Level
7:30a – 8:30a	Breakfast (Enhanced Continental)	Inspiration A/B Ground Level
8:30a – 10:45a	General Association Business State of Financial Affairs Election of 2024 - 2025 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 12th

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



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SPONSORSHIP OPPORTUNITIES – DEADLINE TO RECEIVE IS Tuesday, April 30th, 2024!

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 Friday, May 31st, 2024.

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	\$ 300.00
■ Snacks/Hydration	\$ 500.00
■ Lunch	\$1,000.00
■ Team Trophies/Contests	\$ 500.00
■ Hole Sponsor (1)	\$ 100.00
■ Hole Sponsor (3)	\$ 300.00
■ Hole Sponsor (6)	\$ 600.00
■ Hole Sponsor (9)	\$ 900.00

Educational Related Events (Tuesday):

■ Manufacturer Panelists	\$ 500.00
■ Financial Panelists	\$ 500.00
■ Retailer/Community Panelists	\$ 500.00

Other Event Sponsors:

Sole Event Sponsor

■ Attendee Swag Bags (All Days)	\$2,000.00
■ Dollywood Theme Park Tickets (100)	\$7,000.00
■ Board of Director’s Meeting (Sun)	\$ 500.00
■ Opening Welcome Reception (Sun)	\$5,000.00
■ Opening Welcome Dinner on the Lawn (Sun)	\$5,000.00
■ Breakfast Buffet (Mon)	\$4,000.00
■ Educational Morning Break (Mon)	\$1,000.00
■ Luncheon (Mon)	\$4,000.00
■ Event Reception (Mon)	\$4,000.00
■ Dinner Event (Mon)	\$8,000.00
■ Entertainment - Bryan Saint (Mon)	\$5,000.00
■ Continental Breakfast (Tue)	\$2,000.00
■ THA Business Meeting (Tue)	\$1,500.00

Event Sponsor - Partnership

■ Attendee Swag Bags (All Days)	\$ 500.00
■ Dollywood Theme Park Tickets	\$1,000.00
■ Board of Director’s Meeting (Sun)	\$ 250.00
■ Opening Welcome Reception (Sun)	\$1,000.00
■ Opening Welcome Dinner on the Lawn (Sun)	\$1,000.00
■ Breakfast Buffet (Mon)	\$1,000.00
■ Luncheon (Mon)	\$1,000.00
■ Event Reception (Mon)	\$1,000.00
■ Dinner Event (Tues)	\$2,000.00
■ Entertainment - Bryan Saint (Mon)	\$1,000.00
■ Continental Breakfast (Tue)	\$1,000.00
■ THA Business Meeting (Tue)	\$ 500.00



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SPONSORSHIP Payment Form

DEADLINE TO RECEIVE IS Tuesday April 30th, 2024

Online pay: <https://thaannualmeeting.com/>

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: \$

Golf Event Sponsors (Monday):

- | | |
|---|------------|
| <input type="checkbox"/> Tournament Hosts | \$1,000.00 |
| <input type="checkbox"/> Golfer's Swag | \$ 300.00 |
| <input type="checkbox"/> Snacks/Hydration | \$ 500.00 |
| <input type="checkbox"/> Lunch | \$1,000.00 |
| <input type="checkbox"/> Team Trophies & 18 Contest Holes | \$ 500.00 |
| <input type="checkbox"/> Hole Sponsor (1) | \$ 100.00 |
| <input type="checkbox"/> Hole Sponsor (3) | \$ 300.00 |
| <input type="checkbox"/> Hole Sponsor (6) | \$ 600.00 |
| <input type="checkbox"/> Hole Sponsor (9) | \$ 900.00 |

Section total: \$

Educational Partnership Events (Tuesday):

- | | |
|---|-----------|
| <input type="checkbox"/> Manufacturer Panelists | \$ 500.00 |
| <input type="checkbox"/> Financial Panelists | \$ 500.00 |
| <input type="checkbox"/> Retailer/Community Panelists | \$ 500.00 |

Section total: \$

Sole Event Sponsors:

- | | |
|---|------------|
| <input type="checkbox"/> Attendee Swag Bags (All Days) | \$2,000.00 |
| <input type="checkbox"/> Dollywood Theme Park Tickets (100) | \$7,000.00 |
| <input type="checkbox"/> Board of Director's Meeting (Sun) | \$ 500.00 |
| <input type="checkbox"/> Opening Welcome Reception (Sun) | \$5,000.00 |
| <input type="checkbox"/> Opening Welcome Dinner on the Lawn (Sun) | \$5,000.00 |
| <input type="checkbox"/> Breakfast Buffet (Mon) | \$4,000.00 |
| <input type="checkbox"/> Educational Morning Break (Mon) | \$1,000.00 |
| <input type="checkbox"/> Luncheon (Mon) | \$4,000.00 |
| <input type="checkbox"/> Event Reception (Mon) | \$4,000.00 |
| <input type="checkbox"/> Dinner Event (Mon) | \$8,000.00 |
| <input type="checkbox"/> Entertainment - Bryan Saint (Mon) | \$5,000.00 |
| <input type="checkbox"/> Continental Breakfast (Tue) | \$2,000.00 |
| <input type="checkbox"/> THA Business Meeting (Tue) | \$1,500.00 |

Section total: \$

Event Sponsor - Partnership

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

EARLY Register by Wednesday May15th, 2024, without late fee.

LATE DEADLINE TO RECEIVE IS May 31st, 2024, with late fee.

→Online form/pay: Online pay: <https://thaannualmeeting.com/>

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 15th, 2024.

A late registration fee will be assessed for registrations received May 16th through May 31st, 2024. No registrations will be accepted after Friday, May 31st, 2024.

☐ 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.

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

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. View ERT schedule here. (Dollywood’s Splash Country Early Entry is only available during water park operating season.)

Number of Tickets Ages 4+ _____ @ \$72 each (tax included) \$ _____
(3 & under are Free)

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 any day during 2024. 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!



GOLF TOURNAMENT PARTICIPATION REGISTRATION FORM

Deadline to register for play is Friday, May 31st, 2024.

Event closes at 40 players.

Online pay: <https://thaannualmeeting.com/>

Sunday, June 9, 2024

7:45 a.m. Sign-In; 8:00 am Shot Gun Start

\$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
_____	_____
Player Name	Company Name, if different
_____	_____
Player Name	Company Name, if different
_____	_____
Player Name	Company Name, if different

_____ @ \$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/>

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
Mt. Juliet, TN 37121

Other Information: Phone:
Email:

(615) 256-4733
Office@tnmha.org

Here’s a look at our last
 Member’s Meeting, held August 2023!

We hope to see your face
 in the June 2024
 THA Snapshot photo!





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Dollywood's HEARTSONG

LODGE & RESORT™

Dollywood
PARKS & RESORTS



KEEPING AMERICA'S DREAM AFFORDABLE

Dollywood
PARKS & RESORTS

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

