

HOME Front

A Monthly Publication of
AMERICAN HOMESTAR

OUR VISION IS 20-20

by **Buck Teeter, Chairman and Co-CEO and Lad Dawson, President and Co-CEO**

On May 12-13, 1997, we held a two-day senior management meeting in Arlington, Texas. This meeting focused on the Manufacturing Division. In attendance were a large group of senior and middle management personnel from all eleven of the plants including the three Brilliant Homes plants. Senior management from corporate, retail, and 21st Century were also in attendance. For many of the management at the recently acquired Guerdon and Heartland plants, as well as the *to-be-acquired* Brilliant plants, it was the first opportunity to attend an American Homestar national meeting and hear all of the details of our long-term business strategy and growth plan.

It also gave us, as we close our fiscal year 1997, a chance to present our updated growth plan and vision for the Company as we look forward to the next three years. A similar meeting will be planned and will focus upon the Retail Division within the next sixty days.

Mission Statement

Our mission is a simple, three-point statement. We will build American Homestar based on three cornerstone commitments:

- **Satisfied Customers**
- **Motivated, Enthusiastic Employees**
- **Satisfied Shareholders: Based on Achievement of High Growth & Strong Performance**

For our shareholders, our commitment is superior achievement based on our new performance slogan... "our vision is 20-20". That means a commitment for:

- 20% or more annual growth in earnings per share (EPS)
- 20% or more annual after tax return on equity capital (ROE)

We have exceeded both of those targets each year for the last three years since we became a public company. We have a plan to make sure we continue this high level of performance over the next three years.

These commitments are awesome standards. A 20% plus growth rate in EPS means that we have to double our earnings over the next three years. A 20% ROE means that each year we must earn 35 cents pretax for every dollar of net worth or equity that we have, and each year our equity grows. As we consider investments in plants, sales

Cont. on page 8

Archer Leader in 3rd Quarter Race

Clifford Archer, top performer for Nationwide Rosenberg, is the hands down favorite for the 3rd quarter sales contest. Archer leads **Richard Vaughan** of Nationwide Tulsa by 12 points. Following closely behind

Vaughan is Longview favorite **Gina Reece**. The point totals for the three are 144.27, 132.30, and 130.87 respectively. Of course we can't count out **George Terblanche** of New Braunfels, **Jerry Hires** of Monroe, or **Michael Jones** of Longview.

Tune into the announcement of the winner in next months Homefront. Remember, the winner pockets \$2,000 while the second and third place finishers pull in \$1,500 and \$1,000 respectively. Good luck, all!

TV Campaign Launched

April 14th marked the kick-off of Nationwide Homes TV ad campaign. The commercials ran in New Mexico, Texas and Louisiana and featured the colorful slapstick style of the very talented western trio, Riders In The Sky. The band was selected because they target a broad segment of our customer demographics and are both appealing and memorable.

The TV campaign is a major ele

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Stars and Stats

21st Century News

Top 30 Salespeople

2-3 Far East Job Fair

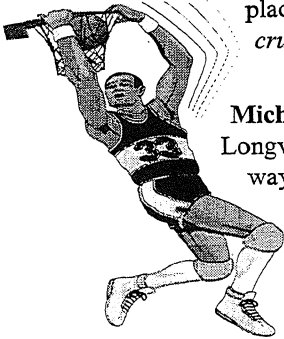
5 Oak Creek News

4 Insurance News

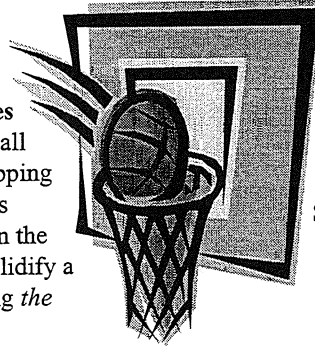
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13
16
MAY 1997

He shoots...he scores!! **Jerry Hires** of Nationwide Monroe takes the ball to the hole this month with a whopping 105.34 President's club points. His monthly total was 18% higher than the #2 sales pro. Jerry is looking to solidify a

place among the *cruisers!*

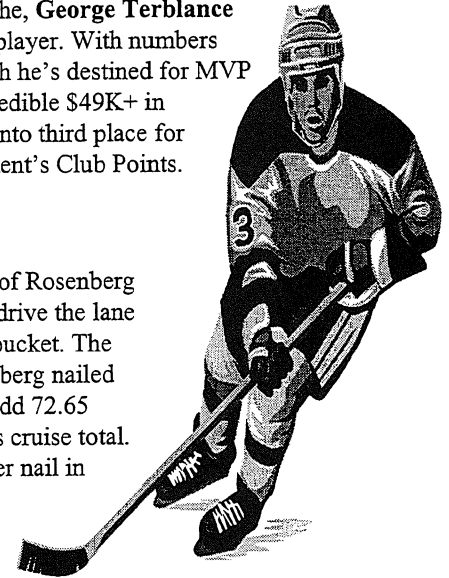


Michael "Hammerhead" Jones of Advantage Longview drives through the competition on his way to a sky dunk! Michael came in second for the month of April with 6 total deals and 89.39 President's club points. Work your magic, Michael! Is that Michael JORDAN or JONES?!

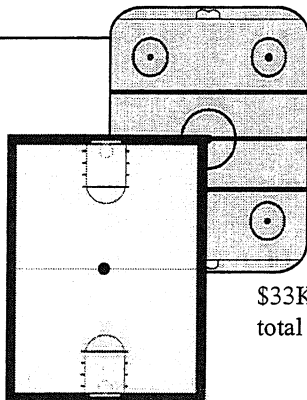


With a name like Terblanche, **George Terblanche** could have been a hockey player. With numbers like these, it looks as though he's destined for MVP honors! George had an incredible \$49K+ in payable gross and whizzes into third place for the month with 74.13 President's Club Points. Sacrebleau!!

Clifford Archer of Rosenberg shows us how to drive the lane and move to the bucket. The big man in Rosenberg nailed down 6 deals to add 72.65 more points to his cruise total. Talk about another nail in the coffin...He's curisin'!



SALESPERSON	LOCATION	NS	ND	U	R	TOT	PAY GROSS	PHYS.DAMAGE	C. LIFE
Hires, Jerry	Nationwide Monroe	5	3	0	0	8	\$44,350.59	\$8,619.00	\$2,475.98
Jones, Michael	Advantage Longview	3	3	0	0	6	\$36,388.00	\$10,074.00	\$2,475.98
Terblanche, George	Nationwide New Braunfels	2	3	0	0	5	\$49,129.86	\$5,326.00	\$8,597.31
Archer, Clifford	Nationwide Rosenberg	4	0	1	1	6	\$33,657.00	\$6,132.00	\$6,689.78
Williams, Daniel	Nationwide Mesquite	1	4	1	0	6	\$35,578.61	\$9,145.00	\$4,115.93
Johnson, Michael	Nationwide DeSoto	1	4	1	0	6	\$37,775.63	\$16,592.00	\$13,847
Hicks, Belinda	Nationwide Cedar Park	1	3	0	0	4	\$33,156.00	\$9,054.00	\$1,041.83
Drake, Glenda	Nationwide Lumberton	1	2	0	0	3	\$16,102.00	\$4,658.00	\$1,736.40
Mott, Shelia	Instant Living Grandbury	0	4	1	0	5	\$25,814.78	\$6,298.00	\$9,922.53
Nowak, Robert	Nationwide Amarillo	0	5	1	0	6	\$28,171.51	\$19,638.70	\$0.00
Lancaster, Christi	Nationwide Denton	2	1	1	0	4	\$21,879.14	\$5,766.00	\$1,739.88
Whatley, Jimmy	Key Homes Athens	2	1	2	0	5	\$19,525.60	\$4,447.00	\$7,639.26
Sampson, Edwin	AHFO Lancaster	1	2	0	0	3	\$24,497.00	\$6,200.00	\$8,714.33
Conley, Daniel	Nationwide Lufkin	4	1	0	0	5	\$22,008.74	\$5,593.00	\$5,044.36
Taylor, Jeffrey	Nationwide Azle	1	3	3	0	7	\$29,782.28	\$5,908.00	\$5,006.48
Reece, Gina	Advantage Longview	0	4	0	0	4	\$24,959.00	\$11,371.00	\$10,019.74
Chavez, Betty	Nationwide South	3	0	1	0	4	\$28,717.00	\$6,795.00	\$2,803.64
Pennington, Murray	Nationwide Bryan	1	2	1	0	4	\$29,076.76	\$7,152.00	\$3,567.16
DeLarosa, Richard	AHFO Colorado Springs	4	0	0	0	4	\$26,602.00	\$3,518.60	\$3,443.43
Wells, John R. II	Nationwide Seguin	1	2	0	0	3	\$27,325.00	\$4,600.00	\$861.84
Lewis, Mary	Nationwide Austin	3	2	0	0	5	\$27,623.89	\$8,022.00	\$7,870.11
Stevenson, Robert	AHFO Lancaster	0	4	0	0	4	\$24,689.81	\$12,840.00	\$11,339.37
Atkins, Charles	Advantage Cleburne	0	3	1	0	4	\$23,797.00	\$5,556.00	\$11,725.29
McClure, Ron	Nationwide Burleson	0	3	0	0	3	\$23,893.00	\$9,243.00	\$6,905.53
Bryant, Michael	Nationwide Cleveland	3	1	1	0	5	\$28,839.96	\$3,234.00	\$0.00
Winneford, John	Nationwide Austin	1	3	0	0	4	\$27,382.00	\$6,416.00	\$1,194.77
Stiefvater, Todd	Nationwide Boerne	2	2	0	0	4	\$22,246.00	\$4,492.00	\$2,593.56
Wetherell, George	Nationwide Lufkin	2	1	3	0	6	\$16,125.41	\$3,725.00	\$4,085.81
Moeri, Barbara	Advantage El Paso	3	2	0	0	5	\$23,785.92	\$4,184.00	\$2,314.49
Karrh, James	Nationwide DeSoto	1	2	0	0	3	\$20,357.00	\$9,171.00	\$10,704.65
Turner, Percy	Instant Living El Paso	0	3	0	0	3	\$19,356.09	\$5,864.00	\$2,612.58



No time was spent in the penalty box in Cedar Park this month as **Belinda Hicks** skated hard and fast. Belinda also put up six deals (that's 2 hat tricks, ladies and gentlemen) and \$33K+ in payable gross to up her point total to 57.15. Way to play, Belinda!



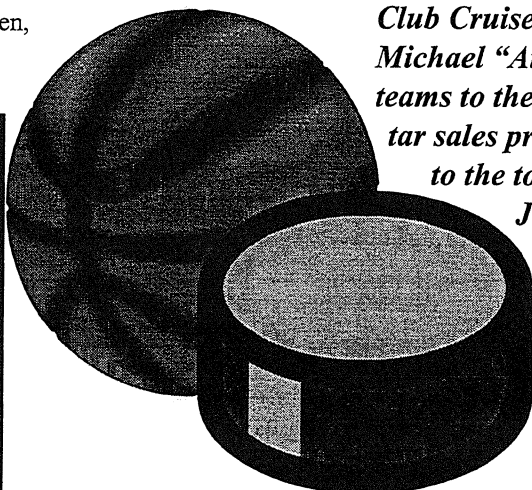
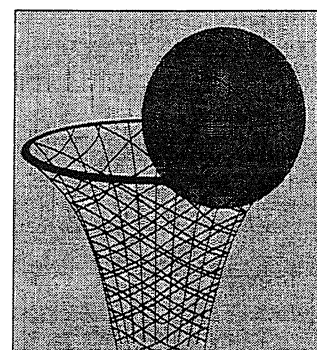
Daniel Williams of Nationwide Mesquite takes the puck at the point and SLAPS it past the goalkeeper! Daniel came in 5th in April and he did it with 6 deals and 35K+ in payable gross. When asked how he achieved such numbers, Daniel replied, "You can't be afraid to take the shot when its open, eh?"

As the race for the NBA Championship and the Stanley Cup heats up, so does the race for the coveted President's Club Cruise. Just like Wayne "the Great One" Gretzke and Michael "Air" Jordan are looking to take their respective teams to the pinnacle of their sport, the American Homestart sales pros are launching A.H. to the top of their industry.

Join us below to find out how your fellow pros managed to out-do the best in the business: each other....

PC POINTS

105.34
89.39
74.13
72.65
71.58
65.79
57.15
56.11
55.81
55.17
53.87
53.52
53.5
53
51.8
50.97
49.71
49.08
48.6
48.32
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43.8
42.89
42.84
42.39
42.24
39.11
38.78
38.36
38.35

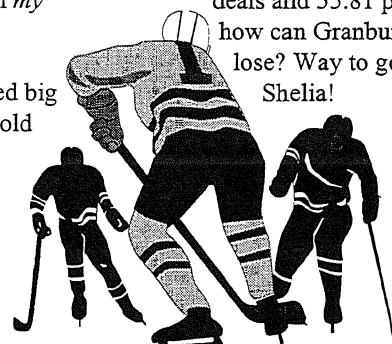


Michael Johnson of Nationwide DeSoto puts up the big numbers this month with 65.79 Points. This guy just could not miss...That is an average of 21+ points per quarter; I mean, per week! Congratulations, Michael and Keep up the good work!

Wow! **Glenda Drake** of Nationwide Lumberton is ready for Jordan and Pippen with the performance that she has had of late. This month Glenda racked up 56.11 President's Club Points to add to her total. Glenda, most known for her basketball-handling ability and her three point shot showed that she will be one of the few women in the new WNBA that can power dunk! I sure am glad she's on my team!



Robert Nowak of Nationwide Amarillo scored big this month by putting 6 deals to bed. Robert sold five double-wides to earn \$28K+ in payable gross for the company. Way to go, Robert...take American Homestar to the championship!



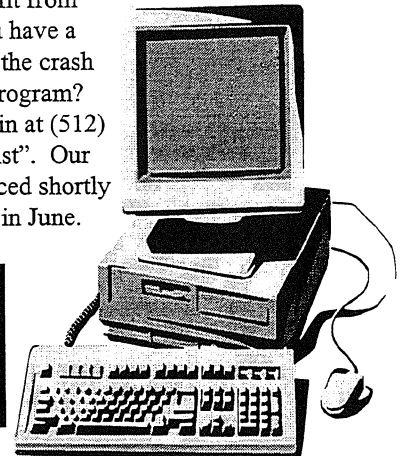
When **Shelia Mott** of the I.L. Granbury "Canadiens" was asked about her team's chances against Gretzke and Messier of New York, she had this to say. "Bring on those old guys! At the end of the night, I'll be skating with the cup"! Well, with a performance like this month with 5 deals and 55.81 points, how can Granbury lose? Way to go, Shelia!

YTD TOP 30 Salespeople Tracker Alert

RANK	SALESPERSON	LOCATION	TOTAL
1	Christi Lancaster	Nationwide Denton	462.06
2	Gina Reece	Advantage Lonview	411.13
3	James Karrh	Nationwide DeSoto	398.5
4	Carrie Shipp	Instant Living Granbury	385.4
5	David Dalley	AHFO Lancaster	340.12
6	Clifford Archer	Nationwide Rosenberg	339.22
7	Phillip Essex	Nationwide Cedar Park	322.81
8	Fred McDonald	Nationwide Tyler	322.35
9	Edwin Sampson	AHFO Lancaster	321.75
10	Jimmy Whatley	Key Homes Athens	318.6
11	Charles Barrett	Instant Living Granbury	318.59
12	Rbt. Stevenson	AHFO Lancaster	316.89
13	Daniel Conley	Nationwide Lufkin	312.8
14	Daryl Wilkinson	Advantage Greenville	309.09
15	Jerry Hires	Nationwide Monroe	307.4
16	Michael Jones	Advantage Longview	305.29
17	Richard Vaughan	Nationwide Tulsa	295.02
18	Vicki Ballew	N/W Albuquerque	293.89
19	Paul Head	Nationwide Mesquite	292.26
20	Percy Turner	Instant Living El Paso	277.37
21	Melissa Guinn	N/W Lake Charles	270.51
22	Glenda Drake	Nationwide Lumberton	270.17
23	Brad Adcock	Nationwide Boerne	265.39
24	George Wetherell	Nationwide Lufkin	264.58
25	Alan Waren	Nationwide Burseson	264.17
26	Michael Levin	Nationwide Mesquite	255.91
27	Thomas Murphy	Nationwide Tulsa	253.66
28	Betty Chavez	Nationwide South	252.84
29	Susan Bryant	Nationwide Huntsville	250.87
30	Todd Stiefvater	Nationwide Boerne	245.75

Tracker training is rolling again in Austin, TX. The guys in MIS rolled out the first training session since their move in February. The four days of training saw A.H. employees from all over Texas, Louisiana, Utah and more. All learned the do's and the don'ts of Tracker and learned how to more effectively manager their information. Our new training facility permits 11 trainees per class and the classes fill quickly. Do you have someone that would benefit from Tracker training? Do you have a new employee that needs the crash course in your database program? Please call Travis in Austin at (512) 457-0661 to get "on the list". Our next class will be announced shortly and will likely take place in June.

Close Race For The #1 Profit Center For Year



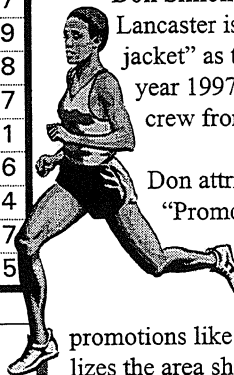
Don Simonson of

Lancaster is on the hunt for the coveted "green jacket" as the President's Club champion for fiscal year 1997. Don is leading **Tom Wilson** and his crew from Tulsa by a mere \$6,439!

Don attributes his success to promotion.

"Promotion, promotion, promotion is the key", says Simonson. "The big promotions bring in the big sales results but you can't neglect the less expensive mini-promotions like the area shopper ads". Simonson utilizes the area shopper ad, refreshments for location visitors and lots of telemarketing by his sales force to ensure a successful promotion. "We can't emphasize enough the importance of the telephone contact as the single most cost-effective tool for marketing".

Don is issuing his personal challenge to Wilson and location #58. "Bring me your best...we'll blow everyone away this month"! Tune in to next month's Top 10 Profit Center wrap up here in the Homefront...Same bat time, same bat channel. Good luck guys!



Marketing Scoop

With Nationwide's rapid growth, the launch of the Strategic Marketing Plan, and the planned expansion of the franchise program, it was just a matter of time until additional support was needed in the Marketing Department. As Dealer Marketing Manager for Western Insurance Agency, **Laurie Lowery** was the perfect candidate.

Laurie graduated in 1998 from the University of Texas and worked for Marshall Fields as a department manager. She left to work for Stietz & Corbett Personnel Svcs. as a consultant until coming to Western in 1991. In addition to her responsibilities in developing and managing Nationwide Home's marketing programs, Laurie will play an important role working with **Lanette Carpenter**, V.P. of Training.

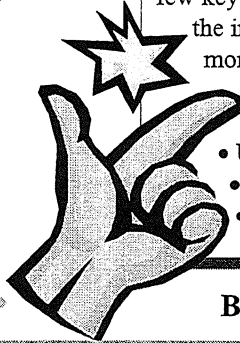
21st

*Century Home
Mortgage Corp.*

Remember these things...

Please help us to help you. By remembering a few key points listed below, we can process the incoming loans faster. We are processing more and more loans each month and these reminders will help us greatly.

- Use the checklist in the Land/Home manual
- Limit calls to check on the status of a loan
- Sell the Bubba program



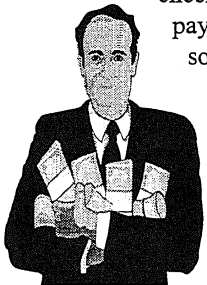
By Rich Ray

BUBBA IS DIFFERENT

EVEN YOUR HAIRDRESSER KNOWS -- the biweekly payment is a good deal. Your esteemed correspondent from volunteer land (the one with the receding hairline) was in getting his annual haircut last week. Wanting to make every minute count, I asked the hair stylist if she knew anyone with a manufactured home.

Wow, was I unprepared for the resounding endorsement she gave as a happy owner of a manufactured home. She is proud of her home -- she and her family have lived in it for more than two years. My next question was, "Where do you have it financed"? She wanted to know exactly why I asked and I explained that 21st Century makes loans on manufactured homes and has a great financing plan. She said that she had no interest in refinancing her home regardless of the rate saving because she was "LUCKY" to have a lender who lets her make biweekly payments! (We all know that there is only one other lender besides 21st Century that has the BUBBA payment plan).

Tammy and her husband are both paid weekly. She admitted that they have trouble keeping the household budget in balance (who doesn't?). With no prompting from me, she related that they always have money left over from their paychecks in the week the BUBBA draft debits their bank account. On the other hand, the monthly car and pickup payments put a crimp in their walking around money in the week that they have to make those payments -- something about eating peanut butter and jelly.



We got to talking about BUBBA (how I wished that I had my tape recorder) and I started talking about the interest savings and she said that she had guessed it was true but "...I don't understand all that finance stuff. All I know is that BUBBA makes it easier for me and Darryl to budget. It has helped us improve our credit. We have a perfect payment record with the mortgage company and we will own it free and clear in seven more years". (The possible bad news is that they just got a car loan -- Tammy thinks the good rating on her BUBBA loan is the reason why).

Nationwide is using the BUBBA program at an increasing rate. Over 35% of new homes sold last month were deals that used BUBBA. Bubba is a win-win-win:

- The buyer gets faster loan amortization, no late charges, no postage, and a perfect credit rating.
- The dealer can quote the payment based on a 30 year term and earlier trade opportunity.
- 21st Century has reduced collection effort and a loan with a shorter life which means a lower cost of funds.

Use the BUBBA pocket card which shows the savings in number of monthly payments. Carry it with you so that you can show the uncertain prospect that you have a unique program that will save them money. BUBBA is a \$375 value you can GIVE to them. Fleet Mortgage charges its customers for the privilege of making biweekly payments!

Get Well Soon!!

Get well wishes and a speedy recovery to **Tony Byrne** who was in an automobile accident on Saturday, May 2. We hope to see you back to 100% soon!



Nation- wide, Midland Receives the Eagle Honor for

Is Lake Charles Going Crazy?

In the category of *crazy promotion* this month is crazy cajun **Peggy Lewis**, GM in Lake Charles. This month, Peggy is the focus of the first (annual?) "Rooftop" sale. Peggy is the only one dedicate/crazy enough to pull this one off. Along with the sales crew of **Melvin Moreau, Rick Bridges, Missy Guinn, Allen Smith and Ron Burnett, Jr.**, Peggy may be attempting the most unusual stunts Nationwide has ever attempted.

Lewis guaranteed the local media and her customers that she would set up office on the roof and not retreat until she had the equivalent of one approved sale per day for the month of May (31 deals)! Radio, TV newspapers and even Gumbeaux Magazine have published pictures of this crazy redhead on the roof. As of this printing, Peggy only had five deals to go and 10 days in which to do it...Crazy like a fox!

Chuck Ladd, shaking his head and smiling commented, "I have become used to expecting the unexpected from Peggy. She is very innovative and highly motivated GM. Life is never dull with Peggy at the helm. I look for her to finish in the top 10 for her first year in the business. Next year the big five had better watch out because Lake Charles is going to give them a real run for their money"!



Pictured above is the crazy crew of Lake Charles. From left to right (back) are Ron Burnett, Allen Smith, Rick Bridges, (front) Missy Guinn, Peggy Lewis, Jim Morton, Melvin Moreau.

Veteran **Ron Burnett Sr.** takes the lead late in the game for the Quarterly contest of Region 1. Lot #88 pushes ahead as they take the EAGLE plaque with honor. This is the kind of teamwork that we like to see! Congratulations and keep up the great work!!



The Midland crew is pictured above receiving the EAGLE plaque. Left to right (top) is **Ron Burnett, Sr., Gilbert Armendariz, Donnie Click,** (middle) **Marcee Huntington, Bob Hodge, SaDonna Rogers,** (bottom) **Byron Cook, Jose Ramirez.**



Be on the lookout for the new version of Tracker (version 4.0) *on the shelves soon!* The boys in MIS will be putting another location or two on the new version early next week. A full upgrade will occur very soon. Tracker manuals will then be distributed. Thank you all for your patience while we iron out the last few "bugs". We realize that many of the new locations do not have manuals. Please call us in Austin if we may assist you with any technical difficulties.

about this newsletter...

Manufacturing Editors

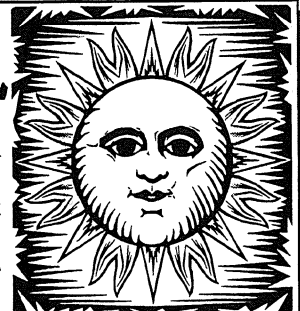
Tom Jewell

Robin Cooper

Retail Editors

Dwayne Teeter

Travis Prescott



Published in Austin, Texas without regard to rhyme or reason. Content is determined almost entirely by contributors... your influence is welcomed!

AMERICAN HOMESTAR UNIVERSITY

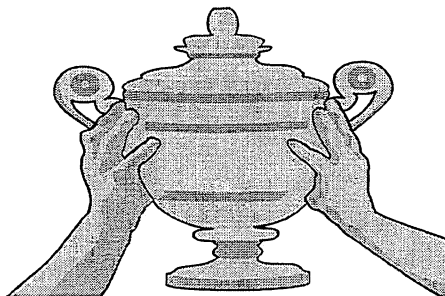
Below, you will find the Top Guns of American Homestar University for the Month of May 1997. Please join us in congratulating our students on a job very well done. Says Top Gun Squadron Leader Jimmy "Viper" Morton, "...we put them through some heavy fire but they really came up fightin'. I'd be thankful to have any of these fine candidates as my wingperson"!

Heather Baptiste
Andrey Clay
Carlos Clay
Sal Soto
Josh Wadsworth

Nationwide Bryan
Oak Creek Grandbury
Nationwide El Paso
Nationwide Albuquerque
Oak Creek Grandbury

Also, congratulations to all the Top Gun GMs, Sales Managers and Business Managers for preparing them so well for class! Their success is a direct reflection on you!

The Oak Creek Village, Grandbury Turns Up The Heat, Impress Their Customers.....



1st.

The crew at Oak Creek Village, Lot #24 in Granbury were at it again! Larry Key led the troops in a sale to some very pleased customers. In a letter dated April 22, 1997, a satisfied customer writes the following: "...right from the start, our salesman was

great. Larry Key could not have been more helpful. Everything he said that he would do, he did...Brad was very helpful in the finance office...all the guys that were involved in setting up our home were very professional and thorough...thank you for a pleasant experience".

Congratulations to Dave Davis and his crew in Granbury. This is the kind of "start to finish" selling that we hope for in A.H. sales professionals. It takes conscientious work on the part of the whole team to generate this kind of customer satisfaction. Everyone will see the fruits of their labors when the referrals from this sale begin to roll in. Keep up the great work, everyone!

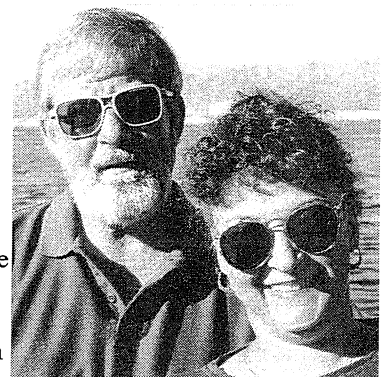
For Office Managers Only... -Linda Toombs

For the first installation of the new "For Office Managers Only" column, I will be introducing myself.

I am 51 years old and have been married to my husband, Bill, since April 1983. I have raised two sons, Barry and Steven. Barry married my daughter-in-law Latice and they had two beautiful children. Braidon will be six in July and Hannah Nicole will be four in August. My grandchildren are the light of my life. My son Steven was taken from us in 1985 in an attempted rob-

(Cont. on page 8)

- ## TOP 10 LOCATIONS - YTD
- #1 - Lancaster ↑
 - #2 - Tulsa ↔
 - #3 - Burleson ↑
 - #4 - Mesquite ↔
 - #5 - Austin ↔
 - #6 I.L. Grandbury ↑
 - #7 - DeSoto ↓
 - #8 - Tyler ↔
 - #9 - DENTON ↔
 - #10 - New Iberia ↔



Pictured above are Bill and Linda Toombs.

Anyone who has attended a Bootcamp or a Basic 101 class is very familiar with the five negotiations on the Critical Path to Selling Homes.

The first negotiation is always "Setting the Agenda". Whether the client is a "walk-in" or "phone-in" does not change the negotiation process. The first step to

setting the agenda over the phone is to *get the phone number*. There are several reasons for doing this. First, it is an opportunity to take control. Second, you are more likely to get an accurate phone number before you give the potential customer the information he desires. You have the leverage. Third, when you get their phone number up front and call them back, they are no longer "anonymous". This is a psychological advantage to you.

Here is an example of how to use this concept most effectively:

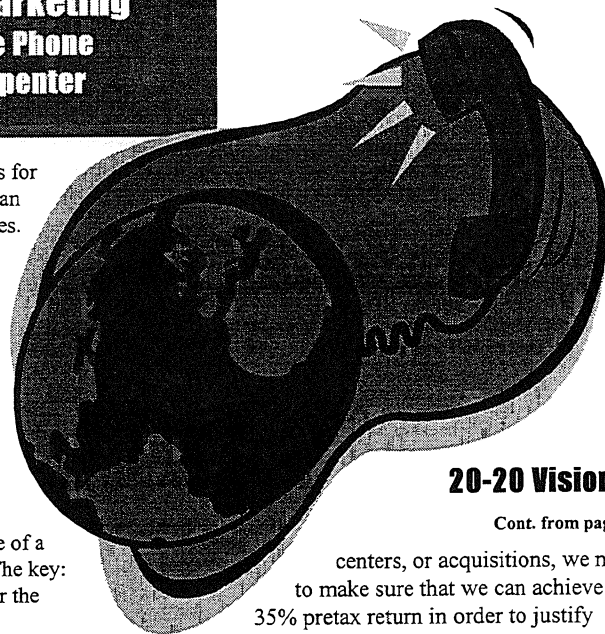
Step #1 Answer the phone enthusiastically, "Thank you for calling Nationwide Homes, your one-source home source. My name is _____, how may I help you today?"

Step #2 Identify the advertisement to which they respond. If they are responding to a television ad, they will usually tell you immediately. If they are responding to a print ad, identify the specific newspaper.

Step #3 Get the phone number up front, "We are glad that you called. What is your name sir/ma'am?"... "Bob, I want to get you this information but I am finishing the sale of a new home. I would be happy to call you in 10 minutes; what is your phone number?" The key: Do not ask them if they mind if you call them back. Always use an assumptive close for the phone number.

Without the client's phone number, you cannot successfully "Set the Agenda". Remember, there is always an agenda set...will it be the client or you who is in control?

Secrets of Telemarketing Secret #4-Getting The Phone Number--Lanette Carpenter



20-20 Vision

Cont. from page 1

centers, or acquisitions, we need to make sure that we can achieve a 35% pretax return in order to justify making the investment.

Answered Prayers

When American Homestar family, Buck, Lad and the crew bought Guerdon Homes and introduced Lanette Carpenter and their systems and training system to me, it was an answer to my prayers. Never have I seen such an awesome bunch of talented and caring people put together in one company. You cannot fail with this many qualified, talented and caring people together on one team. But now knowing that through the Franchise Program that is coming out that I can actually become adopted into this family it's unbelievable! I was Guerdon's biggest single dealer when Homestar bought Guerdon but I really didn't know what I was doing or why. I was doing a lot of things right because of my past retail experience but I was also doing a lot of things wrong. After we have incorporated the Homestar systems into our business the difference is incredible! We are going to double our past performance and be in total control while doing it. With Homestar/Guerdon on board The Home Place is going to drop our competition to its knees. (Humility is not one of my natural gifts!) I just took a road trip to survey the competition and what I saw and learned vs. what All of us have available through Homestar/Guerdon is SCARY especially for the competition. Mark this on your calendars Homestar/ Guerdon, Boise, ID Division is going to kick some southern butt! Oh Thanks for showing us how! If you don't follow what Lanette is teaching and what Buck, Lad and the crew have developed for us to follow, you will have to consider yourselves Mentally Challenged. Miracles still happen and American Homestar is delivering!

A very sincere THANK YOU to all. Dennis Perron, President, The Home Place, Inc.

For Office Managers Only (Cont. from page 7)

bery. I also have a daughter-by-marriage, Suzanne that turned 20 this month. Bill and I flew to Ohio last August so her dad could escort her down the aisle.

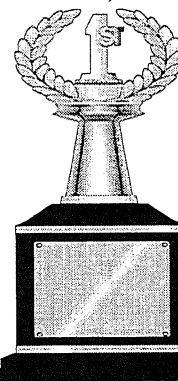
In January, 1983, I met **Buck Teeter**, **Mary Morton**, **Diane Wilganowski** and the crew in Houston when I was sent to the home office for training. Over the years, I have worked for and with a lot of managers and a lot of "managers-to-be". My first manager was **Jim Rudolph**, who taught me a lot about this business. I also worked with **Ray McKinney** for a couple of years in the Dallas area, where I have remained since the late 1980's. I have also worked with **Dave Shelter** and **Jim Rea** when they were salespeople around 1986. I have worked for **Larry Speck** and now **Don Simonson** in Lancaster.

I have been through good times, bad times, name changes and personnel changes with our company. I have suffered a few grey hairs because of the mobile home business but I wouldn't have it any other way. I always knew that **Buck Teeter** would keep our retail business on the right track. With all that is happening these days, I can see that I was right. Please send me your personal "bios" so we can do a story on you!

We highlighted the number one objective in our Mission Statement – Satisfied Customers. Our future and our continued success depends on doing a better and better job of satisfying the needs and expectations of our customers by every division of our company. Our record of customer satisfaction has not kept pace with our financial achievements. We can and must do much better as we go forward.

We intend to make improved customer satisfaction a major focus of our operating business plan for fiscal 1998. We'll be talking more about the specific goals and action plans in future articles.

The Texas plants have become very involved in developing and implementing Quality Improvement programs. We are very proud to announce that the Lancaster plant, led by **Neil Scarbrough**, has been named the winner of the prestigious Texas Quality Award. Governor **George Bush** will present the award to American Homestar of Lancaster in a special ceremony in Austin, Texas on June 19th.



The Texas Quality Award is conferred by the Quality Texas Foundation, which was created to establish a greater awareness of quality principles in Texas. It is one of the most respected state quality programs and has helped make Texas a premier provider of quality goods and services. Congratulations to Neil and the entire Lancaster team of staff and production associates for this special honor. Keep up the great work!!

Marketing Campaign

Cont. from page 1

ment of our strategic marketing plan to build brand identity and to help us achieve our vision...*To position Nationwide Homes and Oak Creek Village as the recognized and preferred retailers of manufactured homes.*

Our stated objectives are:

- To build top-of-mind name **Identity**
- To be recognized as a **High Value** retailer
- To become the **"One-Source Home Source"**
- To be the **Benchmark** for comparison shopping

Image is defined as how we are viewed today. Today Nationwide Homes and Oak Creek Village are viewed as one of many competitive retailers of mobile homes. Identity is how we want to be viewed. Our strategy is to position us as an honest and reliable one-source home source that builds quality, affordable homes and provides excellent service.

While the results are not in yet from our first flight we are seeing signs that the strategy is working. The toll free number featured in our TV commercial received over 750 calls during the first 17 days of the flight. Our WEB site on our TV tag has been very active as well. Several locations have reported immediate sales as a result of the commercials.

The building of brand identity is a long-term investment. Our campaign was not designed to bring out the "Coke spillers" and "hot dog eaters" on the first weekend. Rather, it was designed to build equity in our name and to assure that quality customers will remember the *"one-source home source"* and visit our sales center before making their buying decision. As the Riders In The Sky sing, *"There's no place like your own space like home"*.



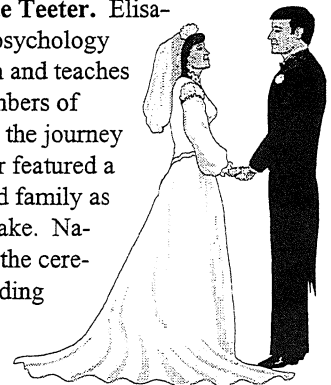
Pictured above are the zany Riders In The Sky, featured in the latest American Homestar TV campaign



Assistant Vice

for MIS, **Dwayne Teeter** was officially taken off of Austin's Most Eligible Bachelor List on Saturday May 17, 1997 at 7:00 in Clear Lake, TX. Dwayne was married to Elisabeth Middleton at the home of **Buck and Charlotte Teeter**. Elisabeth is working towards her Ph.D. in psychology from the University of Texas at Austin and teaches Swedish at the University. Many members of Elisabeth's family from Sweden made the journey for the big event. The rehearsal dinner featured a roast/toast from old college friends and family as well as a dinner cruise around Clear Lake. Nationwide's **John Smith** read poetry at the ceremony. The happy couple will be spending 10 days honeymooning in Prague and Berlin. Join us in wishing Dwayne and Elisabeth joy and happiness in the years to come! -- Travis Prescott

President



The above picture is neither of Dwayne nor Elisabeth....these are in fact their stunt doubles. As soon as we obtain pictures of the beautiful event, we will share them with you all!

Sam Rice Returns!

After a brief hiatus to help Oak Wood Homes expand into Texas and the Southwest, **Stanford Rice** is back to help American Homestar it's objectives. Sam, as a member of **Chuck Carney, Jr.'s** team, will have his work cut out for him as we grow from 55 sales centers to 150 sales centers and 150 franchise outlets by the millenium.

After graduating from Eastern Kentucky University in 1979, Sam went south to join the retail organization founded by **Buck Teeter**. It was this fledgling operation that formed the nucleus from which Nationwide Homes evolved. Starting as a sales pro, Sam quickly moved through the ranks to become sales center GM. Eventually, Sam was asked to join Advantage Homes, the retail division of Redman Homes, as a part of that company's management team.

Following a stint with Advantage, Sam relocated to Cincinnati, OH where he worked with America's Choice. He returned to Nationwide Homes, San Antonio in 1989.

In 1991, Sam was recruited by Oakwood Homes to spearhead their expansion west of the Mississippi. Combining talent and leadership with Oakwood's commitment to growth, Sam moved Oakwood from a retailer with no presence to a major player in Texas.

Sam resides in Austin with his beautiful wife, Donna and son, Michael who graduated from High school in May. We are all glad to have Sam back. We know that he has the vision to achieve the goal of 20% annual growth rate and a 20% return on equity.

MANUFACTURED NEWS

Arlington Style



Susan Lewis ▲

Nancy Cantu ►

New Eastern Division Designer

By now, you've probably had a chance to meet **SUSAN LEWIS**, our new Interior Design Manager for American Homestar's Eastern Division (Brilliant, Carriage, Silhouette, Heartland, and AHS-Magnolia/Vicksburg). **SUSAN** joined our management team back in March and brings with her 19 years of experience in the manufactured housing industry. She spent the last two years as the Color & Design Manager for

Carriage Carpets, as well as previous design, marketing, and product development experience with Fleetwood, Kaufman & Broad, and Fuqua Homes. (In fact, **Nancy Cantu** and **SUSAN** worked together at Fleetwood.) In addition, **SUSAN** is also a Chairholder with the Color Marketing Group, an information exchange on color and design trends, color marketing, and sales research.

SUSAN currently resides in Valley Ranch (very close to the Cowboys) and has a son living nearby in Mesquite, Texas. She is an avid horse rider who enjoys outdoor sports including swimming and fishing.

As you can see, **Nancy Cantu** is ecstatic at having **SUSAN** on board and we know the pair will make a "Dynamic Designing Duo."



Far East Job Fair Finds Strong Candidates

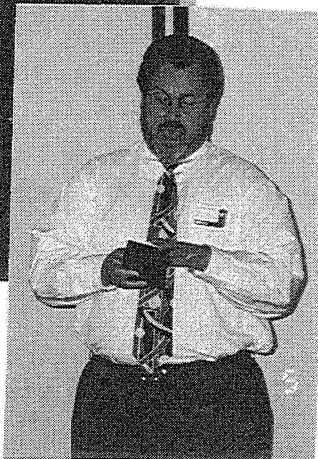
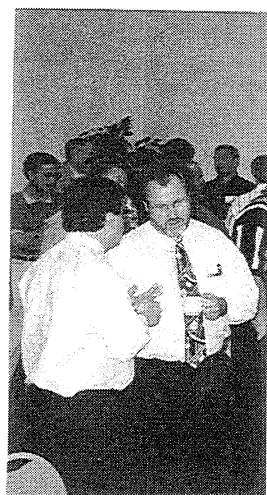
The picture (at bottom) shows **Dave Whitson**, V.P. of Sales and Marketing, with **Captain William D. Lynch** Base Commander of Fleet Activities Yokosuka, Japan, was taken during the D.O.D. (Dept. of Defense) Job Fair held in the Far East. American Homestar was invited to participate in the D.O.D. sponsored Job Fair along with Intel, G.E., Tandy, Hughes, BF Goodrich, etc...(Fortune 500 types). American Homestar was asked to participate in the event primarily due to the wide variety of career opportunities offered by a vertically-integrated company like ours, (i.e. manufacturing, retail, finance, insurance, and transportation). We interviewed American military personnel in Seoul, Korea, and Yokosuka, Japan that were preparing to be discharged and return to the United States; needless to say we found good strong candidates for future employment with our company and D.O.D. has invited us back again. At first blush, this may not sound like a very big deal, but just think out this:

- Government sponsored by "Invitation Only".
- Only 32 companies in the nation were invited.
- Most of the invites were Fortune 500 with several Fortune 50 companies.
- D.O.D. thought enough of us to invite us back.

Sounds to me like we are starting to kick some BIG BUTT, wouldn't you say?



**American Homestar Group
1997 Meeting
Hilton Hotel/Arlington, Texas May 22, 1997**



Be a Member of The REGGAE BOB-SLED TEAM...



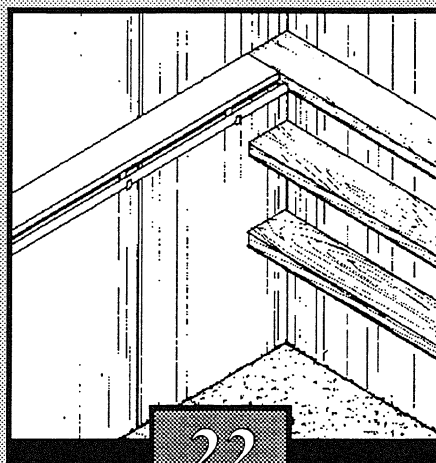
**...and WIN a
President's Club
Island Trip!**



By Charley Boyer

29 Reasons You Live Better in an Oak Creek Home

Each month, we will feature one of our copyrighted "29 Reasons" to assist in your education of "Why You Live Better in an Oak Creek Home". This information is also listed in detail on our famous "29 Reasons" brochure. Each sales center has this brochure to use as a sales training tool and point-of-purchase sales brochure.



Lined, Finished, and Trimmed Closets and Pantries

Walk into lots of storage with Oak Creek's spacious walk-in bedroom closets and wardrobes, linen closets and cabinets, and kitchen pantries. There's nothing to hide in our closets. All are fully lined, finished and trimmed with top-quality materials and finishes. We never use factory seconds or scrap materials in our closets and wardrobes or any place else in our homes. Closet shelves are as in site-built homes with solid 3/4" painted shelving, 1-3/8" diameter wooden closet poles, and residential steel shelf support brackets.

It's The Little Things We Do at Oak Creek That Mean So Much!!!!

Once again, Oak Creek has dug deep into our bag of tricks and pulled out a couple of plums just for you and your customers!! A special "Thank You" goes out to B.C. Smith (Production Manager) and Bruce Brown (QC Manager) for taking the initiative to develop new and improved ways to build our homes. In keeping with our plan of continuous improvement, these new features are now offered to your customers without any additional cost!

*** Flared Skylight Openings** - You will notice this new feature with our Optional Skylights on all future homes! Most manufacturers cut a hole in the ceiling which is the same size as the Skylight (usually 2'x 3'). But not with Oak Creek!! We oversize the ceiling cutout to give a larger opening which provides more light from the Skylight. Take a minute and look at your next home and see what a difference this makes! It's truly residential and comes at no extra charge to your customers!!

*** Closet Lights With Wall Switches** - Pull-chain lights in closets are gone forever at Oak

Creek - they've now been replaced with true residential wall light switches in the walk-in closets.

*** Accent Colored Ceramic Tile Behind the Kitchen Range** - In the past, we frequently heard the following complaint: "Why does Oak Creek offer only white ceramic tile behind the ranges?" Well, the answer was very simple: We offer the largest ceramic tile color offering in the industry - if we stocked the field tiles in all colors, it would create a stocking nightmare (the tile behind the range is made up of field tiles which are square cut and backsplash tiles that have one rounded edge). On future orders, an attractive accent color band behind the range to dress up the ceramic area is now available with this \$75 Option!

Three new features to aid in your sales efforts, and remember, "It's the Little Things We Do at Oak Creek That Mean So Much"!

Susie "The Super Hog Queen" Patterson is Alive, Well and Living in Huntsville, Texas!!!

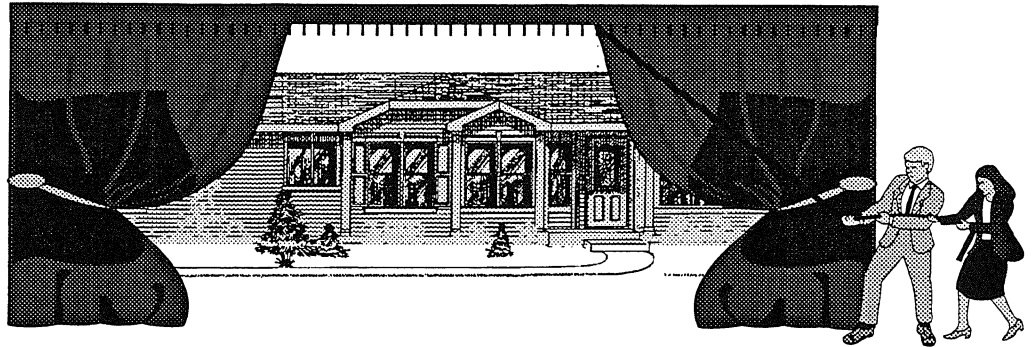
If you're talking about "Superstar" and "SuperHome" all wrapped up in one, then you must have heard about the performance recently displayed by Super Susie Patterson (self proclaimed "Hog Queen") from Dave Miller's Huntsville location. Over a 45-day stretch, Susie sold not one, not two, and not even 3 or 4, but 5, and I repeat **FIVE**, Model #988 32x80 homes, aka "The Hog"!!! What a show of Salepersonship! Keep an eye open for Susie "hamming" it up in her new, very coveted "Kool Blue" Oak Creek jacket (only to be worn by the chosen few) - our reward to her for her "Superhuman-Hog" efforts! And by the way, show me written evidence of 5 sold Oak Creek homes and you, too, could be one of the chosen few to wear a "Kool Blue"!



UNDER THE OAKS

By Charley Boyer

Oak Creek to Unveil the All New "Meridian Residence Series"



New floor plan! New residential specifications! New dynamic exterior design! In fact, it's the newest & most innovative features ever offered in the Southwest! It's the all new "Meridian Residence Series" coming straight to you from your friends at Oak Creek and it's due to arrive in June during an exclusive showing near you! So, make space on your lots for this new 1998 model with over 2,000 square feet of luxurious living - the most spectacular home you've ever seen built in the Southwest! It'll drive your customers into a wild buying frenzie never seen before in our region!

Oak Creek Village Moves Into the Fort Worth Region!!



Congratulations go out to **Mike Levin** and **Larry Wilkinson** (truly outstanding in their field) for creating the newest Oak Creek Village location in East Fort Worth. These guys just started out with some gravel and heavy equipment until multitudes of homes arrived and transformed this raw chunk of dirt into a truly spectacular retail sales center. This newest Village is located a mere ½ mile from the Oak Creek Factory where factory tours will be the talk of the town! What a Sales Center... What a Sales Team... ...What a Partnership!

Oak Creek Homes Million Dollar \$\$\$\$ Club VIP Year 1996/1997

The Whispering Oak Says.....

"Take care that the winds of change don't blow you over."

*Good Luck
and
Good Selling!!!*

Rank	Retailer	Manager	96-97 Volume
#1	NW-Mesquite	Dave Shetler	\$2,506,220
#2	NW-Albuquerque	Norbert Gabaldon	\$2,209,915
#3	AHS-Colorado Springs	Tom Bradford	\$1,989,304
#4	NW-Oklahoma City	Jeff Goodrich	\$1,810,770
#5	NW-Midland	Ron Burnett, Sr.	\$1,754,147
#6	NW-Burleson	Jack Maxey	\$1,516,140
#7	NW-Austin	Randy Coffman	\$1,332,026
#8	NW-Odessa	Greg Burnett	\$1,319,176
#9	OCV-Lancaster	Don Simonson	\$1,294,605
#10	OCV-Granbury	Dave Davis	\$1,013,920
#11	NW-Desoto	John Raine	\$1,007,425

GERING GOSSIP



By Doug Tollin

National Meeting

The Gering Division Management Team who recently attended the National Meeting in Arlington would like to thank everyone involved for their hospitality. It was very easy to recognize all of the hard work that it took to coordinate and pull off this well-organized get-together. A "job well done" by an excellent crew. Thank you!!

New Retailers

The Gering Magnolia Division would like to welcome **Caddi Shack, Inc. of Ogallala, NE**, and Prairie Wind Subdivision of Cheyenne, WY, to our ever-growing family of retailers and developers. Welcome aboard!!

Product Prattle Continues...

In April's *HomeFront*, a very clandestine product project coming down the Gering line was eluded to, and we're happy to inform you that this very "Innovative Product of the Future" is nearing the set-up stage. Erection of the project is scheduled for May 28, 1997, and the official release of the information as well as corresponding photographs will follow shortly thereafter. Keep your eyes and ears open!

"Innovative Product of the Future"

...Watch for it!

Sensational Suggestions

Congratulations to our Winner, **Kevin Hickox**, for his Safety Suggestion of the Month which is selected by our Safety Committee. Congratulations are also in order for **Roberto Morales** for his Production Suggestion of the Month as selected by our Production Committee. In appreciation of their great suggestions, both winners were awarded gift certificates to Bush's Gaslight Restaurant. Thanks, Kevin and Roberto!

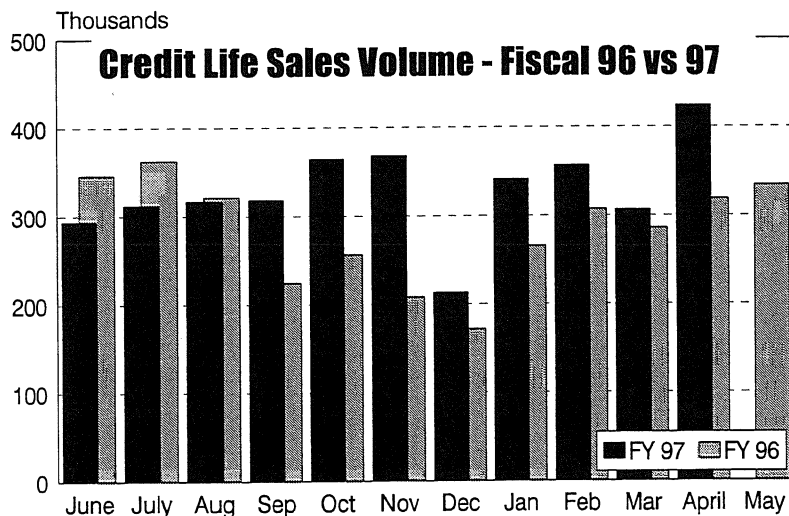


April....just another broken record

April marked our very best month in credit life sales volume since our re-entry into this line of business in 1993. Up until this point, we had not been able to break the \$400,000 barrier; a goal set last fiscal year. This surge in sales is due in part to more consistent efforts from all of our locations. Aside from two new stores in Amarillo and Salt Lake City, every lot contributed in April, producing penetration numbers at an average annual high of 49%. **Regional VP Jim Taylor's** crew in Houston (Gulf Freeway and Hwy. 288) and Rosenberg, held the highest regional average penetration, collectively closing 67% of their opportunities with credit protection. Not an easy task when adding the hefty challenge of financing high physical damage premiums. The "Greatest Comeback" award goes to the Nationwide- Burleson staff led by **the Maxeys (Jack and Debbie)** and **AGM Tony Kalenkosky**. These guys and gals closed over \$21K+ in credit life premiums in April. **Cathy Jackson**, of...geez, everybody knows where, got 25 of 28 shots in April for over 73K in credit life premium. WOW! **Darla Aimer**, BM for the flagship store in Austin, scratched the surface with \$19K in premiums. **Mike Combs** (GM) and **Bertha Ceja** (BM) of Nationwide El Paso continued their streak of perfect penetration producing \$24K+ premium volume, adding an extra \$4,400 in bottom line profit on their 7 deal month.

Jockeying for Position

Changes in the Top 10 in April left 5 Business Managers in a position to take the 4th spot on the Presidents Club trip in July. NW-Longview's BM **Ray Cox** catapulted into 4th place with 114 pts. Only a few points back are **Jim Rea**, new GM of NW-Spring, and **Ron Burnett** of Lake Charles. Pacing themselves for the last, **Randy Wilson** (#17) and **Mitch Brown** (#59) pulled out an incredible month with 93 pts and 91.5pts respectively. A lot can happen in May. Good luck !



"Insurance Lady" no more

Effective June 1st, I will be leaving my post with Western and joining Nationwide to assist **Ronnie Richards** and **Lanette Carpenter** in the marketing and training areas. Western President, **Laura Wilson**, will take over insurance training while **Lisa Smith** will be managing dealer service in addition to coordinating licensing. I look forward to my first challenge on the new job: revamping the Nationwide Presidents Club program for management and salespeople. All input welcome! -L.L.

INSURANCE



BM PC CLUB STANDINGS

TOP 20 prorated thru 4/97

- #1 Cathy Jackson - 1065.5
- #2 Jack Smith - 1007.2
- #3 Bruce Reynolds - 883
- #4 Ray Cox - 782.65
- #5 Jim Rea - 778
- #6 Ron Burnett - 751.74
- #7 Mitch Brown - 692.3
- #8 Randy Wilson - 671
- #9 Trudi DeRouen - 655.38
- #10 Debbie Maxey - 616.5
- #11 Terri Raymond - 575.5
- #12 Peggy Romero - 566.5
- #13 Brad Carlton - 511
- #14 Grace Staten - 497
- #15 Wayne Peacock - 495
- #16 Veronica Alvidrez - 473
- #17 Linda Bever - 456
- #18 Mike Barnett - 442.53
- #19 Phil Kussman - 432.5
- #20 David Foy - 421

