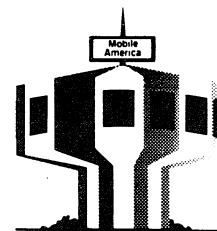


# MOBILE AMERICA TODAY



A publication produced  
by and for  
employees of the  
Mobile America  
Sales Corporation.

Vol. 1 No.1

April, May, June 1982

## Corporate Management Reorganization

A restructuring of Home Office personnel was announced at a meeting and banquet held at the Holiday Inn on Nasa Road 1 in Clear Lake. The restructuring was necessary due to the rapid growth of the company and future expansion plans.

New Senior Management personnel introduced at the meeting included Craig Reynolds, Vice President of Finance; and Grayson Schwepfinger, Vice President of Sales. It goes without saying that both of these new company officers will make immediate and immense contributions to Mobile America.

Other personnel receiving new titles included Bob Levine, who was named President; Wayne Townsend, named Vice President-Operations; and Ronnie Richards, who was made Vice President of Merchandising and Special Services.

Not to be forgotten are, of course, Gene Estillette and Buck Teeter, who now carry the titles Co-Chairmen of the Board.

A hardy welcome to Craig and Schwep and special congratulations to Bob, Wayne, and Ronnie. With all this brain power we will be an unstoppable FORCE.

## Traffic and Loan Applications Continue Strong Trend

**Sales Center** traffic and loan applications have continued a strong and unabated upward trend. Year to date 1982 compared to 1981 shows a 57% increase in customer traffic and an astounding 67% increase in loan applications. What is even more incredible is the fact that the "ultimate system" which incorporates managements focus and participation in customer follow-up is just now showing results.

## About Your Newsletter

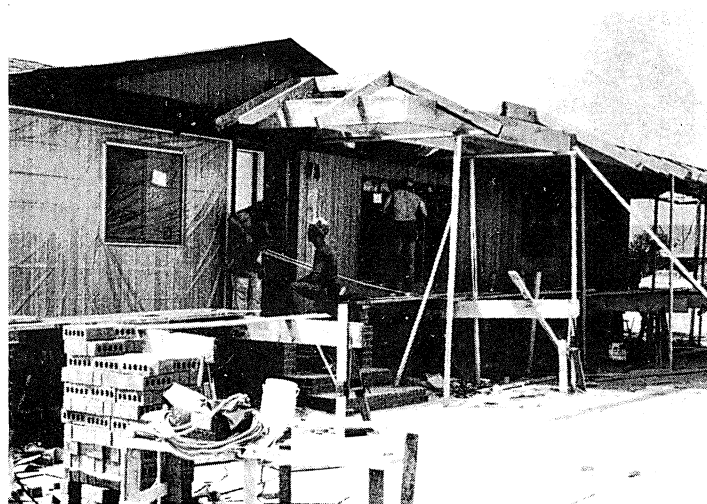
**Mobile America Today** is written by and for the employees of **Mobile America Sales Corporation**. Its intent and purpose is to MOTIVATE, COMMUNICATE, and BUILD TEAM SPIRIT.

By pointing out sales success stories, creating competition within the ranks, presenting sales tips, and bringing you exciting news within the company, it is our hope to direct everyone towards our common company goals.

The newsletter is an instrument through which we give recognition to high achievers within all parts of the company, to bring out company goals, objectives, and philosophies, and to deliver a continuous flow of information concerning company activities. To achieve this we need participation in the newsletter at every level of the Company. Your comments are welcomed and your participation required to make this publication a success.

Publication will be on a quarterly basis. Please submit all ideas, articles, information, etc, to me at the Home Office. Without your support this will not succeed.

**Ronnie Richards, Editor**



## Home Office Undergoes Major Expansion

If you have had any problems reaching the home office it may be because they are "UNDER CONSTRUCTION". Due to the company's rapid growth and future expansion plans, additional meeting room space as well as office space was required.

To meet this need an 1848 sq. ft. modular code built Redman multi section was brought in. Prior to delivery, a concrete slab was poured with steel mesh and reinforcing rods. The modular, which is a double-wide built Texas Modular Code, was set up on the slab on concrete blocks. Next, bricks to match the main corporate office building were used to underpin

the unit and as steps into the home. Finally, a masonry exterior of white stucco was applied to the exterior of the home over the hardboard siding.

The new office annex will include executive offices for Grayson Schwepfinger and Ronnie Richards. A meeting room large enough to accommodate all executive management, sales center managers, assistant managers and guests is the main area of the addition. The upstairs area in the main office building formerly used as the meeting room is now being made into additional office space.

## Unit Sales Surge

**Mobile America** is seeing unprecedented increases in volume for 1982. Bolstered by the Texas economy (which thus far has been very resilient) and a myriad of special programs, unit delivery statistics have taken off.

First quarter unit deliveries were ahead of 1981 by over 53%! That's right, we delivered

over half again as many homes in January through March of 1982 as we did in the same period of 1981.

The second quarter of 1982 showed continued strength. Unit deliveries for the second quarter were up 28% over 1981 second quarter deliveries and showed a 10% increase over the first-quarter of 1982!

# Top Ten In Second Quarter Announced

Tenacious **Tom Dooley** found time to run Gulf Freeway America's Choice as Control Manager, start a family with the birth of his first child, **Nicole**, and be #1 in units sold and gross profit in the second quarter. Way to go Tom!

## Top Ten For 2ND Quarter In Units Sold

|                   |    |               |
|-------------------|----|---------------|
| 1. Tom Dooley     | 17 | Gulf A/C      |
| 2. Steve Painter  | 15 | Hwy. 290      |
| 3. Steve Stadheim | 14 | Southwest M/A |
| 4. Royce Farley   | 14 | Southwest M/A |
| 5. Jimmy Bivens   | 12 | Gulf A/C      |
| 6. Mike Harrison  | 11 | Odessa        |
| 7. James Lee      | 11 | Southwest M/A |
| 8. Bill Walker    | 11 | Dickinson     |
| 9. Joe Maiellano  | 11 | Eastex        |
| 10. Tom Sheridan  | 11 | Dickinson     |

### Honorable Mention 2ND Quarter Unit Sales

|                   |    |               |
|-------------------|----|---------------|
| 11. Tom Williams  | 10 | Vidor         |
| 12. Charles Groce | 10 | Hwy. 290      |
| 13. Harry Lehr    | 10 | Southwest M/A |
| 14. Ken Utley     | 9½ | Odessa        |

## Top 20 YTD in Sales

The illustrious **James Lee** was at the top of the list through the month of June. Being in the TOP TWENTY IN GROSS PROFIT is something to take pride in.

### Top 20 — Gross Profit

|                   |          |               |
|-------------------|----------|---------------|
| 1. James Lee      | 166,760. | Southwest M/A |
| 2. Steve Painter  | 124,350  | Hwy. 290      |
| 3. Dick Cliatt    | 122,430  | Southwest M/A |
| 4. Jack Doss      | 119,300. | Spencer M/A   |
| 5. Everett Price  | 114,950. | North M/A     |
| 6. Johnny Gilbert | 110,050. | Almeda        |
| 7. Duffy Williams | 108,090. | North A/C     |
| 8. Bill Walker    | 105,880. | Dickinson     |
| 9. Tom Dooley     | 99,060.  | Gulf A/C      |
| 10. Royce Farley  | 96,870.  | Southwest M/A |
| 11. Tom Storm     | 94,300   | Baytown       |
| 12. Tony Mason    | 94,010.  | North A/C     |
| 13. Bill Busby    | 89,140.  | Dickinson     |
| 14. Harry Lehr    | 89,070.  | Southwest M/A |
| 15. Linda Gregory | 86,290   | Gulf M/A      |
| 16. Mike Harrison | 85,790.  | Odessa        |
| 17. Jimmy Bivens  | 85,270.  | Gulf A/C      |
| 18. Phil Craddock | 84,360.  | Baytown       |
| 19. Tom Sheridan  | 84,120.  | Dickinson     |
| 20. Tom Vernon    | 83,950.  | North M/A     |

Its interesting to note that **Mike Harrison** had only been with the company for 3 months as of the end of June. Other "rookies" in the TOP TWENTY are **Tom Sheridan** — 4 months, and **Tom Vernon** — 4 months.



Peggy Riley on left and Tom Sheridan on right. Tom took **FIRST PLACE HONORS** in the "One Legged Saleman's Contest."

### Tom Sheridan Is Dickinson Powerhouse

**Tom Sheridan**, who joined **Mobile America** in Dickinson, has proven he has what it takes. Tom has delivered 21½ homes for the five month period, March through July. He grossed well over \$100,000 during this period and for six weeks he had a **BROKEN LEG!** Tom was hit by a car and had to be on crutches during April and part of May but this didn't slow him down at all. He came to work every day and had some one "walk" his ups to the homes after he qualified them. He then closed the customers when the "walker" brought them back into the office. That's what we call **SECOND EFFORT!!!**

## Top Ten For 2ND Quarter In Gross Profit

|                   |           |               |
|-------------------|-----------|---------------|
| 1. Tom Dooley     | \$70,720. | Gulf A/C      |
| 2. Steve Stadheim | 69,506.   | Southwest M/A |
| 3. Mike Harrison  | 61,162.   | Odessa        |
| 4. James Lee      | 60,162.   | Southwest M/A |
| 5. Dick Cliatt    | 57,751.   | Southwest M/A |
| 6. Bill Walker    | 56,581    | Dickinson     |
| 7. Tom Williams   | 55,059    | Vidor         |
| 8. Royce Farley   | 54,749.   | Southwest M/A |
| 9. Everett Price  | 54,238    | North M/A     |
| 10. Charles Groce | 54,063    | Hwy. 290      |

### Honorable Mention 2ND Quarter Gross Profit

|                    |               |
|--------------------|---------------|
| 11. Jimmy Bivens   | Gulf A/C      |
| 12. Joe Maiellano  | Eastex        |
| 13. Tom Sheridan   | Dickinson     |
| 14. Jack Doss      | Spencer M/A   |
| 15. Harry Lehr     | Southwest M/A |
| 16. Larry Speck    | Gulf M/A      |
| 17. Johnny Gilbert | Almeda        |
| 18. Steve Painter  | Hwy. 290      |
| 19. Drex Grisham   | Dickinson     |
| 20. Cliff Erickson | Beaumont A/C  |

## Odessa Exceeds Quota

The new sales center in Odessa, Texas which opened its doors officially on March 1st exceeded their 2nd quarter Net Profit Quota by 38 per cent. Not bad for starters.

Led by **Manager John Carl** and **Assistant Manager, Danny Rudd** this group came a long, long way in a very short time. And the great part about being a part of the **Mobile America Team** is, they realize they have a long, long, long way to go!

## Brotherton Named Service Coordinator

**Glen Brotherton** has joined **Mobile America** as the Midland-Odessa Area Service Coordinator. **Glen** keeps the deliveries rolling and service handled in our far West Texas Division.

**Glen** formerly was employed by Atlas Pier which is a supplier of stands and tie down equipment. Glad to have you on the team, **Glen**!

## Cohen Pumps Metal

**Cohen Masden**, Assistant Manager at Alameda, returned to his old self and pumped 9 units in JULY. This may be enough to put **Cohen** #1 but we know he will have a fight with the Southwest MA SUPERSTARS.

Not only did **Cohen** deliver 9 units but they were all CONVENTIONAL deals and he wrote 100% Family Protection Insurance!

WAY TO GO CHAMP!

## Gulf A/C Welcomes New Stars

We have an enthusiastic crew on board at the Gulf Freeway America's Choice Sales Center.

A HEARTY WELCOME TO:

**Bill Jones**  
**Mac (You got it) Davis**  
**Fred Scott**  
**Terry Felts**  
**Todd Schwepfinger**

## Gift Certificate Presentations Reach Record Level

Family Protection Monthly Payment Life Insurance has proven to be a very popular program. The affects of this program have snow-balled as sales personnel have been receiving their first Van Heusen gift certificates. If you are not on the plan then get with the man and find out how you can make yourself look good in a free wardrobe from Van Heusen. All you have to do is offer your FHA and VA customers monthly payment life insurance. The premiums are so low that everybody wants this coverage and **Mobile America** will give you the "shirt off of our back" for writing it.

## Dickinson Strong Contender

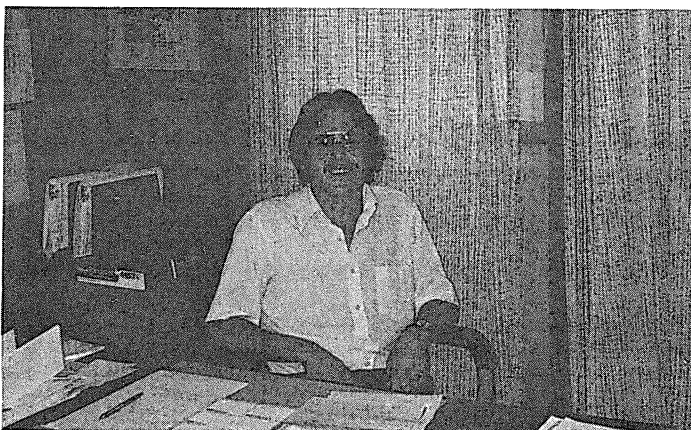
Mobile America in Dickinson, managed by **Wes Hayes**, is steadily plodding down the path to profit. As a matter of fact, they hold a company record which they set in March for NET PROFIT. In that month they recorded the most net profit ever made in one month by a sales center.

Manager **Wes Hayes** did this with mostly new people. Here are the new faces in Dickinson, some of whom have taken sales honors already.

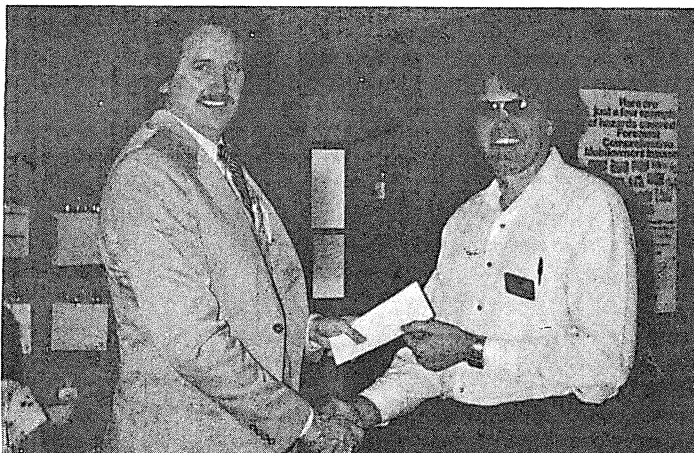
|                       |          |
|-----------------------|----------|
| <b>Kent Duncan</b>    | 2 months |
| <b>Drex Grisham</b>   | 5 months |
| <b>Candy McIntyre</b> | 5 months |
| <b>Peggy Riley</b>    | 5 months |
| <b>Tom Sheridan</b>   | 5 months |

Dickinson has delivered 118 homes through July and grossed well over a half million dollars to be #2 in units sold for 1982. On a monthly basis Dickinson has been right up there in gross profit standings.

|          |    |
|----------|----|
| February | #3 |
| March    | #2 |
| April    | #3 |
| May      | #2 |
| June     | #3 |



"Rayme" or Ray McKinney shown above was recently promoted to Manager of the Baytown Sales Center.



**Jim Bramlette** of Formost Insurance on left presents **Mike Harrison** Gift Certificate for being #1 in Physical Damage Insurance in April.

## New Faces At Alameda

A hearty welcome to **Dale Miller**, **Marsha Bocket**, and **Terry Landgraf**. **Dale** comes to us from the Insurance and Executive Recruiting fields. **Marsha** is batting six for six and has a 100% closing ratio in her first few days with **Mobile America**.

**Terry Landgraf** comes to us via CMC Stereo with a short detour at A-1 before he saw the light. (For your information A-1 is a small dealership that is trying to sell some homes in OUR market.)

## Alameda Delivers 24 In July

The Alameda Sales Center raised its colors and got back into the fight. Led by Captain "Squeaky Clean" **Sam Rice** (also known as Seven Day Sam), they came to the forefront where they belonged all along.

The Gross Profit figures are not available as of the printing of this publication but estimates range upward from \$120,000. This performance must be related in some degree to the motivation provided by the Home Office.

## Price Takes Gold At North M/A

Top sales person at North M/A in July was the totally "McCorquodale trained"

**Everette Price**. But it goes without saying that all individual success depends on one thing, the best damn team in the business. **Manager Mac McCorquodale**, **Sid Domian**, **Tom Vernon**, **George Elston**, **Ron McCorkindale**, **Charles Hurley**, **Ben Carpenter**, **Shirl Ater**, **Everette Price** and the always dependable, efficient **Cherry K. Lusby** make up this team.

## North Freeway M/A Welcomes New Stars

A big **Mobile America** Team welcome to **Ben Carpenter**, **Charles Hurley**, and **Shirl Ater**. All three have taken off like pro's by diligently using the follow-up system!



## Physical Damage Insurance Sales Records Fall

Starting in February records are being kept on every individuals Physical Damage Insurance sales. The #1 salesperson in this category each month receives an award plaque and a gift certificate at Steak and Ale for two courtesy of Foremost Insurance.

### Physical Damage Sales Leaders

#### FEBRUARY

|    |                      |           |        |
|----|----------------------|-----------|--------|
| #1 | <b>Phil Craddock</b> | Baytown   | \$6261 |
| #2 | <b>Tom Storm</b>     | Baytown   | 5318   |
| #3 | <b>Tony Mason</b>    | North A/C | 4390   |

#### MARCH

|    |                    |               |          |
|----|--------------------|---------------|----------|
| #1 | <b>Gary Wyatt</b>  | Gulf A/C      | \$ 19027 |
| #2 | <b>James Lee</b>   | Southwest M/A | 11171    |
| #3 | <b>Larry Speck</b> | Gulf M/A      | 7802     |

#### APRIL

|    |                      |         |         |
|----|----------------------|---------|---------|
| #1 | <b>Mike Harrison</b> | Odessa  | \$ 9329 |
| #2 | <b>Cohen Masden</b>  | Almeda  | 8786    |
| #3 | <b>Ray McKinney</b>  | Baytown | 8730    |

#### MAY

|    |                       |               |         |
|----|-----------------------|---------------|---------|
| #1 | <b>Harry Lehr</b>     | Southwest M/A | \$ 8307 |
| #2 | <b>Jim Bivens</b>     | Gulf A/C      | 7325    |
| #3 | <b>Johnny Gilbert</b> | Almeda        | 6247    |

#### JUNE

|    |                        |               |          |
|----|------------------------|---------------|----------|
| #1 | <b>Rickey Williams</b> | Southwest M/A | \$ 11679 |
| #2 | <b>Dick Cliatt</b>     | Southwest M/A | 6447     |
| #3 | <b>Bettye Bowman</b>   | Gulf M/A      | 5705     |

### Top Sales Center Physical Damage Insurance

#### FEBRUARY

|    |          |        |
|----|----------|--------|
| #1 | Gulf M/A | 14,338 |
| #2 | Baytown  | 13,720 |
| #3 | Spencer  | 11,693 |

#### MARCH

|    |               |          |
|----|---------------|----------|
| #1 | Gulf M/A      | \$43,008 |
| #2 | Dickinson     | 27,722   |
| #3 | Southwest M/A | 23,150   |

#### APRIL

|    |             |          |
|----|-------------|----------|
| #1 | Gulf M/A    | \$28,268 |
| #2 | Odessa      | 27,869   |
| #3 | Spencer A/C | 22,117   |

#### MAY

|    |               |          |
|----|---------------|----------|
| #1 | Southeast M/A | \$23,629 |
| #2 | Almeda        | 19,255   |
| #3 | Gulf M/A      | 17,604   |

#### JUNE

|    |               |          |
|----|---------------|----------|
| #1 | Southwest M/A | \$24,039 |
| #2 | Spencer M/A   | 21,693   |
| #3 | Dickinson     | 14,715   |

## Family Protection Insurance Leaders Announced

### TOP SALES CENTERS FEBRUARY

|    |                         |         |
|----|-------------------------|---------|
| #1 | Eastex                  | \$ 9432 |
| #2 | Used Mobile Home Center | 7400    |
| #3 | Baytown                 | 5946    |

#### MARCH

|    |               |          |
|----|---------------|----------|
| #1 | Gulf M/A      | \$ 22950 |
| #2 | Spencer       | 20812    |
| #3 | Southwest M/A | 18550    |

#### APRIL

|    |          |          |
|----|----------|----------|
| #1 | Gulf M/A | \$ 22460 |
| #2 | Eastex   | 12317    |
| #3 | Odessa   | 9600     |

#### MAY

|    |           |          |
|----|-----------|----------|
| #1 | Gulf M/A  | \$ 14475 |
| #2 | Almeda    | 11864    |
| #3 | Dickinson | 11212    |

#### JUNE

|    |               |          |
|----|---------------|----------|
| #1 | Southwest M/A | \$ 18720 |
| #2 | North M/A     | 10500    |
| #3 | Gulf M/A      | 9200     |

### Top Sales Person

#### JANUARY

|    |                       |             |         |
|----|-----------------------|-------------|---------|
| #1 | <b>Johnny Gilbert</b> | Almeda      | \$ 6344 |
| #2 | <b>Wanda Fontenot</b> | UMHC        | 6000    |
| #3 | <b>Jack Doss</b>      | Spencer M/A | 5500    |

#### February

|    |                       |         |         |
|----|-----------------------|---------|---------|
| #1 | <b>Wanda Fontenot</b> | UMHC    | \$ 6200 |
| #2 | <b>Walt Pukajlo</b>   | Eastex  | 5532    |
| #3 | <b>Tom Storm</b>      | Baytown | 4446    |

#### MARCH

|    |                     |               |          |
|----|---------------------|---------------|----------|
| #1 | <b>James Lee</b>    | Southwest M/A | \$ 13300 |
| #2 | <b>Gary Wyatt</b>   | Gulf M/A      | 11700    |
| #3 | <b>Bill Alvarez</b> | Eastex        | 7558     |

#### APRIL

|    |                      |          |         |
|----|----------------------|----------|---------|
| #1 | <b>Bettye Bowman</b> | Gulf M/A | \$ 7500 |
| #2 | <b>Gary Wyatt</b>    | Gulf M/A | 6400    |
| #3 | <b>Joe Maiellano</b> | Eastex   | 5475    |

#### MAY

|    |                       |           |         |
|----|-----------------------|-----------|---------|
| #1 | <b>Carl Loetscher</b> | UMHC      | \$ 4800 |
| #2 | <b>Bill Walker</b>    | Dickinson | 4800    |
| #3 | <b>Candy McIntyre</b> | Dickinson | 4412    |

#### JUNE

|    |                        |               |          |
|----|------------------------|---------------|----------|
| #1 | <b>Rickey Williams</b> | Southwest M/A | \$ 12500 |
| #2 | <b>Wanda Fontenot</b>  | UMHC          | 8209     |
| #3 | <b>Cohen Masden</b>    | Almeda        | 5266     |





Standing left to right are Tom Kesterson, R.E. Foster, Chris Finke, and Matt Oehischlaer. Seated is Midland Sales Center Manager Scott Chaney.

## Twentieth Sales Center Opens In Midland

The opening of the new Sales Center on Highway 80 in Midland, Texas pushed **Mobile America** past another milestone. **Scott Chaney** who was chosen as Manager, rose quickly through the ranks from Sales to Assistant Manager of Gulf A/C and then Manager of North A/C. **Tony Conklin** was selected as Assistant Manager. **Tony** had previously worked on the Gulf M/A Sales Center and on the north A/C location.

This new Sales Center is the largest and most striking of all locations. It has over 1,000 front foot on Highway 80 and is completely blacktopped and fenced. What a sight to see the 80 Mobile America flags unfurled along the nearly one-fourth mile of highway frontage. The sign marking the Sales Center is the largest size highway billboard sign available and is so tall it can be seen from downtown Midland which is several miles away. With **Scott's** enthusiasm and this beautiful Sales Center there will be no stopping **The Mobile America Team**.



### A Meeting Of The Minds

Pictured above at a recent strategy session in Vidor are left to right Mary Elizabeth Glover of Beaumont AC, Bill Wakim of Vidor MA, Martha Aldridge, and Grayson Schwepfinger.

## Tomball Delivers 15 In August

We all know what a "C" sales center is, right? It's the little fella out there with the lower overhead, smaller inventory and smaller market to attack. Any sales center which is an "A" sales center is on a freeway, has a proven volume capability and so forth. The "C" sales center is supposed to be only equivalent to 50 per cent of an "A" sales center.

Forget that folks! Tomball once again blew their "C" handicap and rubbed shoulders with the BIG BOYS! Maybe the clas-

sification should be changed to make a "C" stand for "Cripple". What do you think? Perhaps the "C" status is a state of mind of the Sales Center Manager and people on the lot and has nothing to do with the location, traffic, market, etc. Think about it.

Meanwhile back at the lot in Tomball, **Manager Jack Maxey** continues to tear up all our preconceived notions. Keep up the consistency **Jack**, you're doing a good job and you're really breaking patterns.

## Maples Named A/C Assistant Manager

**Leland Maples**, who is a resident of the Clear Lake area, has been named Assistant Manager at Spencer America's Choice. The announcement which was made by **Manager Bruce Reynolds**, came after Assistant Manager **Ray McKinney** was promoted to Manager

of the Baytown Sales Center.

Leland, who has experience in residential home sales, came to the Mobile America organization only five months ago. His excitement, enthusiasm, and dynamic personality immediately demonstrated to management he had great potential.

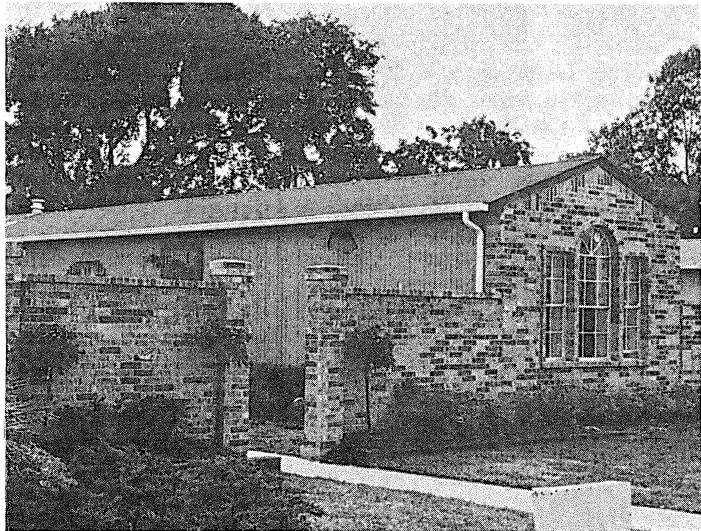
## James Lee Maintains #1 Spot

**James Lee** of Southwest Mobile America continues to lead the Mobile America Team in both units and gross profit. **James** was #1 for calendar year 1981 and only worked at Mobile America 8 months of 1981. Prior to starting with Mobile America **James** had never sold manufactured housing.

**James** had personal Gross Profit in 1981 of \$311,900. For the first six months of 1982 James had sold 29 units with a gross of \$166,700! However, James had better stay with it because there are some new faces coming on strong.



Pictured left to right are Bob Rotter, Manager of the Southwest Mobile America Sales Center, Steve Stadheim, upcoming Southwest Super Star, and the one and only **JAMES LEE, III**.



## Land & Home Construction On North M/A

North Freeway Mobile America is the site of new construction with the first land and home residential proto-types set and landscaped.

The new look at North Freeway is making everyone sit up and take notice. The exterior appearance is very attractive and in most probability this is the biggest and most innovative new housing concept ever introduced to Houston.

## Advisory Committee Managers Named

The results for the Second Quarter of 1982 were **STRONG**--- not as strong as they are going to be, but **strong**.

The Managers who will make up the Advisory Committee for the next quarter are:

1. **Bob Rotter** — Southwest M/A — 167% of quota.
2. **Chuck Carney, Sr.** — Hwy. #290 — 134% of quota.
3. **John Carl** — Odessa — 133% of quota
4. **Wes Hayes** — Dickinson — 123% of quota.

## President's Club Announced

With much fanfare the long awaited "President Club" has been officially announced. This club, which will recognize the outstanding achievers, is an on-going program that officially began with July production.

The club focuses on membership requirements built around unit sales, gross profits, family protection insurance and net profit. The President's Club will certainly establish which company personnel are both consistent and making "Quality" Sales, i.e. good unit production with Family Protection Insurance and good profit margins.

## Wanda #1 In Family Protection YTD

**Wanda Fontenot** of the Used Mobile Home Center on the Gulf Freeway leads the pack in Year to Date Sales of Family Protection Insurance. **Wanda**, who is not only Number 1 in Family Protection Life Insurance (FPLI), is also one of the more consistent sales producers at **Mobile America Sales Corp.** Congratulations, **Wanda**, on your excellent Mortgage Protection Life Insurance record. Not only were you Number 1 last year, but you should be Number 1 this year too, if you don't let Gary Wyatt of Gulf Mobile America sneak by you.

## Top Ten In Family Protection First Six Months — 1982

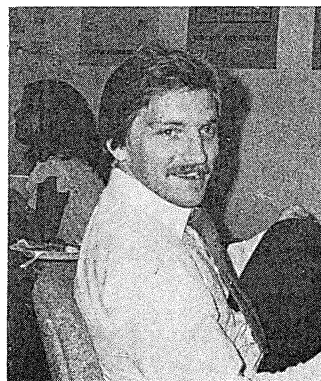
|                           |         |               |
|---------------------------|---------|---------------|
| 1. <b>Wanda Fontenot</b>  | 31,809. | UMHC          |
| 2. <b>Gary Wyatt</b>      | 25,300. | Gulf M/A      |
| 3. <b>James Lee</b>       | 18,800. | Southwest M/A |
| 4. <b>Betty Bowman</b>    | 15,075. | Gulf M/A      |
| 5. <b>Harry Lehr</b>      | 13,068. | Southwest M/A |
| 6. <b>Rickey Williams</b> | 12,500. | Southwest M/A |
| 7. <b>Johnny Gilbert</b>  | 12,344. | Almeda        |
| 8. <b>Carl Loetscher</b>  | 9,719.  | UMHC          |
| 9. <b>Bill Alvarez</b>    | 9,665.  | Eastex        |
| 10. <b>Larry Speck</b>    | 9,500.  | Gulf M/A      |

## The "Dirty Dozen" In Family Protection Insurance Production In Second Quarter

The second quarter numbers reflect sales results after the "Great Insurance Kick-off" and show a significant trend in **new names on TOP!** This proves our point that with proper training, motivation, and support everyone can do a premier job with Family Protection Insurance.

## Top Twelve — FPLI — 2ND Quarter

|                           |         |               |
|---------------------------|---------|---------------|
| 1. <b>Betty Bowman</b>    | 13,575. | Gulf M/A      |
| 2. <b>Wanda Fontenot</b>  | 13,009. | UMHC          |
| 3. <b>Rickey Williams</b> | 12,500. | Southwest M/A |
| 4. <b>Cohen Masden</b>    | 9,021.  | Almeda        |
| 5. <b>Gary Wyatt</b>      | 8,500.  | Gulf M/A      |
| 6. <b>Joe Maiellano</b>   | 7,668.  | Eastex        |
| 7. <b>Larry Speck</b>     | 7,500.  | Gulf M/A      |
| 8. <b>Harry Lehr</b>      | 6,561.  | Southwest M/A |
| 9. <b>Steve Stadheim</b>  | 6,368.  | Southwest M/A |
| 10. <b>Drex Grisham</b>   | 6,013.  | Dickinson     |
| 11. <b>Tom Vernon</b>     | 6,000.  | North M/A     |
| 12. <b>Carl Loetscher</b> | 5,519.  | UMHC          |



## North A/C Welcomes New Manager

**Tony Mason**, formerly Assistant Manager in Dickinson has been promoted to Manager of the **North America's Choice Sales Center**. **Tony**, a native of Newport, Kentucky, attended Eastern Kentucky University and Northern Kentucky State University. **Tony** you've got a tough act to follow.

## Scenes From Southwest — Mobile America

**Rickey and Linda Williams** have been blessed with a new baby. They named him **Rickey Jr.** He weighted 8 lbs. 2 oz. born July 21, 1981. He's already saying "Come see me, Come see me and Save."

**Bob Rotter** has finally succeeded in selling all his used cars to Sales Reps. Now wife **Dottie** has room to do laundry in the garage again.

**Judy Smith** was recently transferred from **S.W.A.C.** to **S.W.M.A.**. So glad to have her aboard, now **Mary** has time to go home to sleep. She wore out one sofa sleeping there already.

**Steve Stadheim** was recently evicted from Jenny Lane Mobile Home Park for begging food from all the tenants. We regret to tell you he also had to resign as Mayor.

**Bob Rotter** missed the first day of the big fishing trip to Arkansas due to illness. We're not sure what was making him ill, but the next day when he arrived he was seen carrying a large powder puff everywhere he went to sit on.

**Royce Farley** raises such a stink when **James Lee** won't let him lock up and close windows in the homes when it rains, that he moved his office outside at our Sales Center entrance.

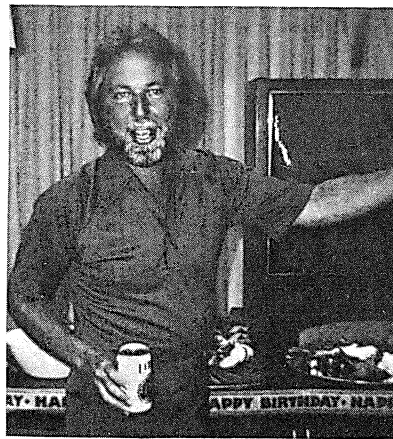
We're really concerned about **Dick Cliatt**, his voice is changing and his new car has licence plates that read "**Dotti-9**". Come on **Dick** you can tell us we're, family.

## Carney — Rice Wed

In this episode "As the Dome Turns" we find **Cindy Carney**, daughter of **Barbara and Chuck Carney** and sister of **Chuck Carney, Jr.**, is to be wed to **Sam Rice**. The father of the bride is **Chuck Carney, Sr.**, the Manager of the 290 Sales Center in Houston. His wife, **Barbara**, just recently retired from Mobile America as the Eastex Service Coordinator.

**Sam Rice**, that handsome red headed devil that will be taking the big step, is the Manager of the Almeda Sales Center. **Sam** is not to be confused with his brother **Jerry**, who is in sales at the Gulf Freeway Sales Center, which, by the way, is managed by **Chuck Carney, Jr.**, the bride-to-be's brother.

Now that we have that all figured out we would like to say "Congratulations to a great couple and Good Luck."

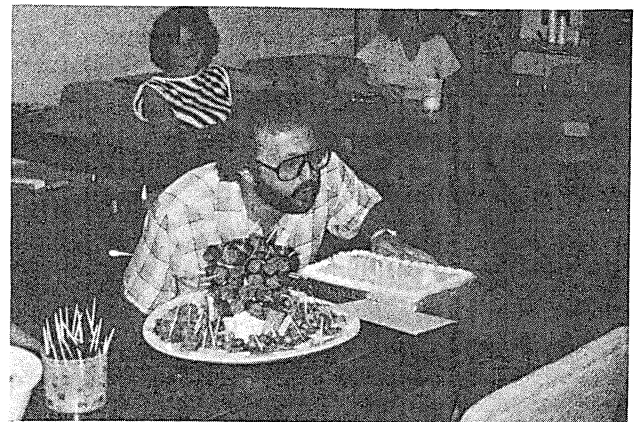


Birthday

Boys

Celebrate!

Gene Estelle Our Fearless Leader, Golf Pro, Comedian, Star of Stage and Screen, Head Coon Ass, and always but always the Life of the Party!!!



Our other Fearless Leader, Captain of the Boat Fleet, Open Sea Rescue Expert, Cigar Specialist, Gene's Sideman, and Care-taker of the Golden Rule, Mr. Buck Teeter blows out candles.

## North M/A Success Story

A customer, whose name shall remain anonymous, came to the North M/A Sales Center in desperate need of a home. His loan application had been turned down at three competitors. Instead of brushing him off, one of our professional salespersonnel worked with him and found out that his father was a dentist in Michigan. The moral of this story is don't give up!! The sale was made and delivered in two days. It was a CASH deal!

## Redman Athens Plant Invites Tours

**Norm Etheridge** of the Redman Plant in Athens, Texas has issued an open invitation to all **Mobile America Sales Personnel** to visit their manufacturing facility which builds both doubles and singles. The doubles include the Eaton Park and Walden while the single is the Fantasy. To arrange a visit contact Norm at 214/675-5784. He urges each of you to come see how Redman "Builds a Better Way."

# **THE TOP THREE** **HOUSTON HOME SELLERS**

**U.S. HOMES  
GENERAL HOMES  
MOBILE AMERICA HOMES**



## **DID YOU KNOW THAT:**

- MORE NEW HOMES ARE SOLD IN HOUSTON THAN IN ANY OTHER CITY IN THE UNITED STATES . . . AND
- IN HOUSTON, U.S. HOME, GENERAL HOMES, AND MOBILE AMERICA ARE THE TOP THREE.

## **New Poster Creates I M P A C T**

Pictured here is the new poster which shows **Mobile America's** market position **RELATIVE TO TWO GIANTS - U.S. Homes and General Home**. Every sales center will display this poster and every salesperson's **Mobile America Book** will include a page depicting this.

The purpose of this poster is to create in our customers a feeling of confidence. Customers will realize they are dealing with a **GIANT** in the housing industry and this will make **Mobile America** and manufactured housing more acceptable and credible. Other major advertising and marketing programs utilizing this theme will introduce a large segment of Houston's population to the **THIRD GIANT — MOBILE AMERICA**.

## **Top Ten YTD In Unit Sales**

Although unit sales are not always as important as gross profit they are very important to the individual salesperson and the company. The **TOP TEN** for the period January through June were:

|                       |           |
|-----------------------|-----------|
| <b>James Lee</b>      | <b>29</b> |
| <b>Steve Painter</b>  | <b>25</b> |
| <b>Tom Dooley</b>     | <b>24</b> |
| <b>Everette Price</b> | <b>22</b> |
| <b>Johnny Gilbert</b> | <b>22</b> |
| <b>Duffy Williams</b> | <b>22</b> |
| <b>Royce Farley</b>   | <b>22</b> |
| <b>Bill Walker</b>    | <b>21</b> |
| <b>Tony Mason</b>     | <b>20</b> |
| <b>Dick Cliatt</b>    | <b>19</b> |

Note: Where there was a tie we listed names in order of Gross Profit.

## **Mark Miller Tops In Tomball**

**Mark Miller**, who started with **Mobile America** in May and had no previous mobile home sales experience, hit the bulls eye in July with 6 units delivered and over \$28,000 in gross.

## **Oliver #1 At Eastex**

**Pete Oliver** delivered 5 homes and a new son to take top honors at Eastex for July. He grossed over \$26,000 to make a birthday present for his new son.

The new son's name is **Ian Oliver**. Congratulations to **Pete** and wife **Nancy**.

# **ABEL**

Abel Air Conditioning is continually working to supply **Mobile America** with high quality energy efficient air conditioning for their customers. Abel Air Conditioning has received approval from Houston Lighting & Power Company on an Armstrong High Efficiency Air Conditioner that has a rating of 9.0+. These units will be A-Coil systems available in 2½, 3, 3½ and 4 ton sizes with a \$50.00 per ton Rebate from Houston Lighting & Power Company. Further information will be available shortly.