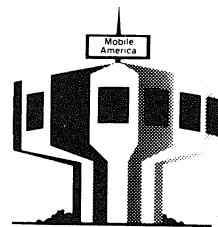


MOBILE AMERICA TODAY



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

Vol. 1 No. 2

July, August, September 1982

Sales Counter Economic News

Contrary to the bad economic news we see, hear and read daily, Mobile America is doing very well. In the third calendar quarter unit deliveries increased 53% over the same period in 1981. Additional programs have been introduced that assure a continuance of this trend.

In 1982 sales centers were opened in Odessa, Midland and Channelview. Additional locations have been selected in the Houston Market and one other area. Expansion into other markets is planned in 1983. Without strong sales and profit increases throughout 1982, this would not be possible.

Other indicators point to the Company's growth. We see sales center traffic up 34% in August, 40% in September and 25% in October. This customer traffic increase was matched by an even larger percentage increase in loan applications. The trend is continuing and we see no reason it should slacken in 1983.

Annual Christmas Party Planned

Don't forget the Annual Mobile America Christmas Party. This annual bash which includes food, drink, dancing, and fun will be held at the recently opened Hobby Airport Hilton Hotel on Saturday, December 18, beginning at 8 o'clock.

The party, which is limited to employees and their guests, is by RSVP. Please contact **Sheri McGavern** at the Home Office by December 10th for reservations. We are having a very special celebrity guest.

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.

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



Channelview Latest Expansion Thrust

After long hours contributed by many people, Mobile America is proud to announce the opening of their 22nd sales center. The new location is on Interstate 10 East. Managed by **Tom Dooley**, who was formerly Assistant Manager of America's Choice on the Gulf Freeway, the location opened two days ahead of the scheduled November 1st opening.

Jerry Rice has been named Assistant Manager. **Jerry** transfers over from Mobile America on the Gulf Freeway.

Opening for the first time on Saturday with only 8 homes in inventory, a total of 10 customers came on the sales center the first weekend and one application was taken. This is a sign of great things to come.

Mobile America Controls Harris County Market

An analysis of mobile homes sales in Harris County have brought to light some very shocking statistics. **MOBILE AMERICA** has fewer than 14% of the mobile home retail outlets in Harris County but they registered over 32% of the single section homes sold in the County. This is based on a calendar year-to-date basis through the end of July.

A close analysis of this information shows that not only does **Mobile America** control approximately one third of the market, but this market share is growing each month. The Company target is to capture 50% of the Harris County mobile home market.

Welcome Back Mary



Mary Morton left, Craig Reynold V.P. of Finance center and Doug Walsh on right. Doug received the "Mr. Follow Up" award for the most uncashables in one month.

Mary Morton is now back with us as Controller. **Mary's** key function focuses on dollars. . . specifically those dollars we receive when deals are funded by lenders.

Mary handles, and is responsible for all deal cashing. This is a big responsibility considering the number of lenders we have, the complexity of installment financing whether it be conventional, FHA, or VA, and the large volume Mobile America does each month. A hearty welcome back to **Mary**. We know that we can all breath a sigh of relief with her back where she belongs.

Good News Department

We have a number of good news items to report. One of the biggest things of importance that we've witnessed lately is the fact that the mobile home park situation seems to be easing to a degree. Due to expansion of existing parks, the addition of some new parks, and the opening of some Mobile home subdivisions where sites are available for purchase, Mobile America has been able to deliver more homes without being stymied by a lack of places to put the homes. Anyone with any park or subdivision information that is not available through the Mobile

America Mobile Home Park List should contact **Ronnie Richards** with all information.

Another bit of good news is Mobile America has acquired additional sites for at least two more sales centers which should be opening before the end of the first quarter of 1983. The sites are excellent locations for marketing of manufactured housing. They are both on major freeways in rapidly growing areas that have an unbelievable potential. Long term plans call for additional locations, both within the Houston market and surrounding areas and cities outside of Houston.

Louisville Braces

Louisville, Kentucky will be the site of the wedding of **Ms. Reeda Ann Moberly** and **Mr. Larry Speck** on Saturday, December 18th. **Larry** is the new Assistant Manager at Gulf Freeway America's Choice. Rumor has it that half of the Wedding party will be from Mobile America. **Larry** says everyone's invited and we hear the City of Louisville has started boarding their windows for the celebration.

Team Effort At Gulf Pays Off

Gulf Freeway Manager, **Chuck Carney, Jr.** divided his sales center staff into two teams during August and September. This team effort was an obvious success with Assistant Manager, **Gary Wyatt** heading up one team, and **Bettye Bowman** handling the other team. The results were overwhelming, and can possibly offer some ideas to others about how competition and supervision builds sales productivity.

Outstanding individual performances during August at Gulf M/A included **Jerry Rice** who was top gross profit producer with \$18,782. Top gross producer in September was **Mr. Carlos Avalos** who had \$28,207 in gross to slightly edge out **Larry "the stump" Speck** who had \$27,147. The top producer in August for physical damage was **Carlos** and number two was **Larry "the stump" Speck**. The top producer in September was **Jerry Rice**. Not only was **Carlos** number "1" in gross profit in August, but he was number "1" in Physical Damage premiums with \$7,423 in premiums - only \$21 ahead of **Gary Wyatt** who had \$7,402 in Physical Damage premiums for the month. **Jonny Jones** came in with \$7,273 in Physical Damage premiums which was certainly no shabby performance. In Family Protection Life during August, **Johnny Jones** was number "1" with \$7,200 followed by **Gary Wyatt** with \$7,100.

In September, top grosser **Jerry Rice** had \$9,423 in Physical Damage and \$13,000 in Family Protection to blow away the nearest competitor for insurance sales. **Gary Wyatt** also turned in a fantastic month in Family Protection with \$12,000 in sales. Congratulations to the entire staff at Mobile America Gulf Freeway.

Never Say Die

Sid Domian of North Freeway wrote an application on a customer in February of this year that was turned down everywhere. The customer raved that there was a mistake on his credit. So after 6 months of working with the customer trying to straighten out his credit, we finally delivered his home in September. Good going **Sid!** WHAT FOLLOW UP!!!

Your Service Program is only as good as its handled. Thanks to **Flo Downey** for a great job as Service Secretary at Mobile America on North Freeway.

Lee Leads in Sales

James Lee, III of Southwest Mobile America maintains his lead through September in both Gross Profit and Units Sold. In addition, **James** intends to be #1 for 1982 as he was for 1981.

Advisory Committee Gets Name Change

It was decided at a recent meeting of the Advisory Committee that since the Committee was not operating in an advisory capacity, but, in fact was a form of participative management, that the title of Advisory Committee was somewhat of a misnomer. Therefore, it was agreed by all of those present that the name "Joint Management Committee" would be more appropriate as it more nearly defines the actual operation of the Committee.

Dickinson Celebrates Big Birthday



Bill Walker of Dickinson

Bill Walker, Assistant Manager at the Dickinson Sales Center celebrated the big FOUR-0 Birthday, and his fellow employees gave him some really nice gifts. As we know,

many people have an outstanding head on their shoulders and others have hair. **Bill** happens to be one of those individuals with an outstanding head, and his fellow employees at the Dickinson Sales Center thought that it would be a good idea to let him see what it felt like to have hair. They gave him a beautiful toupee in gray that has a lifetime guarantee.

Whenever **Bill** sees an elderly couple pull on the sales center, he immediately dons his gray toupee, gets out his walking stick and hobbles to the door in an effort to build empathy with his customer. We wish to applaud the Dickinson Sales Center for giving **Bill** such a useful gift, and applaud **Bill** for putting it to such good use. **Happy Birthday Bill.**

High Efficiency Air Conditioners Available Through Abel

Through efforts of Abel Air Conditioning, Mobile America can now offer its buyers a high efficiency Armstrong air conditioner at an only slightly increased cost over the standard air conditioner. The low price of this tremendously efficient unit was not an accident. It took a lot of work for the management at Abel Air to find a condensing unit and coil combination that would meet the 9.0 efficiency rating required by Houston Lighting & Power under their energy rebate program.

Now a customer buying a home from Mobile America can have a high efficiency Armstrong air conditioner installed at only a slightly greater cost than the standard model. The Armstrong model is an "A" coil system which is similar to a conventional home air conditioner. The cooling coils for the air conditioner are inside the home in the furnace area. The compressor is outside of the home, as in the conventional home installation.

HL&P reimburses Mobile America at a rate of \$50.00 per ton for the Armstrong air conditioners with a 9.0 seasonal energy efficiency rating. So, that means Mobile America can install the air conditioner, and after it is inspected at a customer's site by a representative of Houston Lighting & Power, we will receive a rebate paid directly to Mobile America of up to \$200.00 for a 4 ton unit.

More Mobile America "Munchkins"

A big welcome to **Miss Amber Rae Richards** born to proud parents **Nancy** and **Ronnie Richards** on September 15th at Woman's Hospital of Texas. Wife, baby and father are all recovered now and doing fine.

Deb and **Steve Grigson** have a new bouncing baby boy. The new arrival is **Colin Matthew Grigson**. Everyone is doing well and we hope to see **Deb's** pleasant face around the Home Office very soon.

Mobile America Gold Lottery Winners Announced

It was an exciting moment at the managers meeting held at the home office on October 8, 1982 as four lottery tickets were drawn out of the 32 lottery tickets in the "hat". These 4 winners were then placed back in the "hat" as the tension built towards the final drawing. The winning four tickets were then drawn in reverse order with everyone holding their breath. The first ticket drawn was for the third prize, the second ticket drawn was for the second prize, the third drawn was for the first prize, and, the last ticket remaining in the "hat" was for the Super Grand Prize" of a trip for two on a Caribbean Cruise.

As the luck of the drawn had it, the winners were:

Thire Prize-\$100.00	Cohen Masden-Almeda
Second Prize-Color T.V.	Martha Aldrin-Beaumont AC
First Prize-\$20.00 Gold Piece	Mark Miller-Tomball
Grand Prize-Caribbean Cruise	Cohen Masden-Almeda

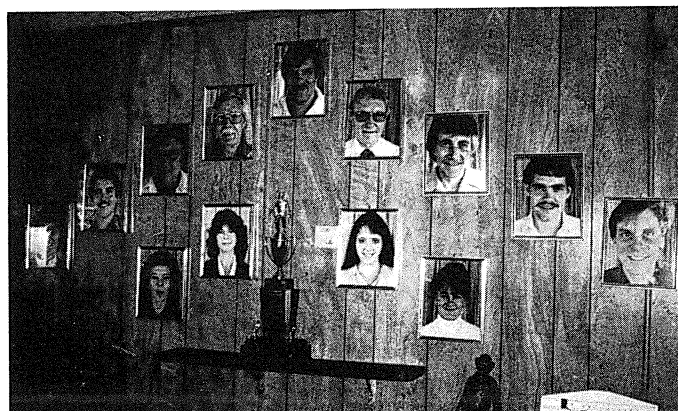
Congratulation to the winners !!!!!

Managers Named To Committee

Welcome to the new Joint Management Committee members. The Joint Management Committee which was formerly known as the Advisory Committee will be made up of the following individuals.

Jack Maxey	Tomball
Wes Hayes	Dickinson
Bob Rotter	Southwest M/A
Sam Rice	Almeda

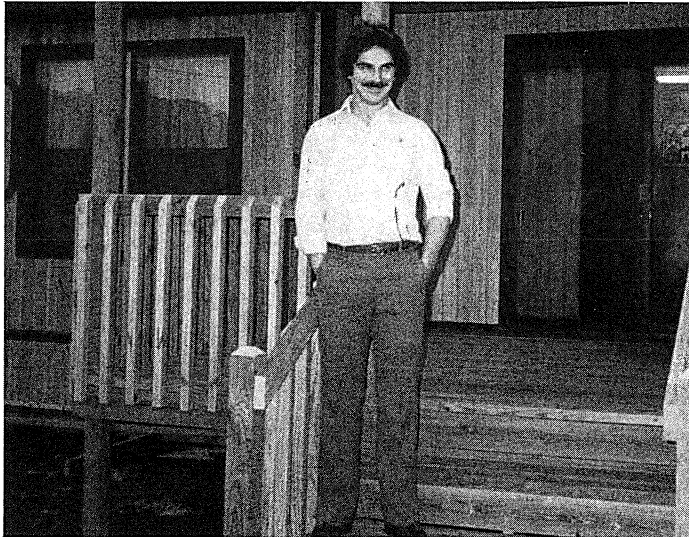
Congratulations on your accomplishments during the third calendar quarter of 1982. To achieve a position on this Committee, a manager must be one of the top four locations as far as percentage net profit increase over their assigned quarterly net profit quota.



Great Idea Department

The Southwest Mobile America Sales Center has put into practice a great idea. One of their fabulous sales personnel made a picture of each salesperson. These photos were framed and hung in the reception area so customers could point out who they were working with on buying their home. This makes handling "be backs" much simpler and professional. Why don't you try it?

New Managers Announced



New Manager Mr. Tom Dooley of Channelview says they won't be singing "Hang Down Your Head Tom Dooley" to me!

Recently announced Managers include **Mr. Tom Dooley** who was selected to manage the new Channelview Sales Center. **Tom** was Control Manager at Gulf Freeway America's Choice before his big promotion.

Mr. Morris Conaway, formerly the Control Manager at Beaumont Mobile America has been named Manager of the Vidor, Texas Mobile America Sales Center. Congratulations **Morris**.

Ronnie Laramore, who most recently was employed at the Highway 290 Sales Center, has been named Manager of the Southwest America's Choice Sales Center.

Wedding Bells Heard In West Texas



John Carl - Odessa Manager

Who me get married? Hey, huh, well, oh, gosh, I don't know, gee. . .

A rumor has been confirmed that Mobile America Manager **Mr. John Carl** will be wed to **Ms. Cindy Martino**. These rumors have finally been confirmed after much speculation. The honeymoon plans of the couple have not been announced but there is a possibility they may vacation on the beautiful lakes of West Texas.

Everyone at Mobile America would like to wish this fantastic duo the **best**.

NEWS

Repossession Marketing Program Includes Stepped Up Bonus Programs

November, December, and January mean extra bonuses to all Mobile America and America's Choice Sales Personnel who sell repossessed homes. The new program includes base commissions, special dollar bonuses and other incentives.

To earn these extra bonuses, you must have a repossession to sell. This is being worked out so everyone has a fair shot at this plus income (and we mean plus income).

A repossession is easier to sell because there is less downpayment required and a lower interest rate, yet you can earn as much or more commission.

LOOK AT THE FACTS!!



More Than Just An Insurance Company

In 1982, Foremost Insurance Company (FIC) received an "A+" (excellent) rating from A.M. Best Company, a nationally recognized rater of insurance companies. The rating, which recognizes an insurance company's stability, provides foremost agents and their insureds with the peace of mind of knowing their insurance is written by a highly regarded and financially sound company. An "A+" is the highest rating issued by Best, and recognizes the excellence the mobile home insurer has strived towards for 30 years.

Foremost is the product of an idea developed by several adventurous Grand Rapids, Michigan businessman in June, 1952. Then, few banks would provide mobile home loans. At the hub of the industry, concentrated in Indiana and Michigan, was Grand Rapids, where banker **Edward J. Frey** pioneered financing mobile homes. The key to financing homes, then, as now, was insurance. That need led **Frey** to help found Foremost Insurance Company.

From its beginning, over 30 years ago with three employees and one account, Foremost has grown to nearly 1,500 employees nationwide. Over 500 people work in the Grand Rapids office and Foremost has zone offices in Clearwater, Florida; Dallas, Texas; and Indianapolis, Indiana.

It is estimated that Foremost insures 1 out of every 4 new mobile homes sold in the United States. Texas is the leading market in the United States for manufactured housing sales and in Texas they insure 42.5% of all new mobile homes sold.

With these impressive statistics it is very easy to see why Mobile America has selected their comprehensive Mobil-owners policy to offer Mobile America home owners. Their policy coverages offer superior protection to our customers and assure satisfaction if in fact their should ever be a claim.

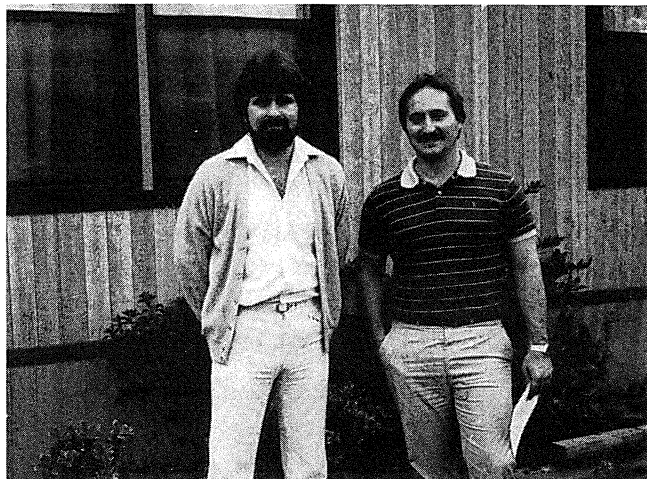
Spencer America's Choice

The "Urbane Cowboys" down the street from the World Famous Gilley's Club have some new "bull riders". A Wild West Pasadena welcome to new personnel - **James Carpenter, Glen Portier, and Terry Vaughn**.



Happy Turkey Day
To ALL
From Gene, Buck, Bob
and the Home Office Staff

Promotions Announced



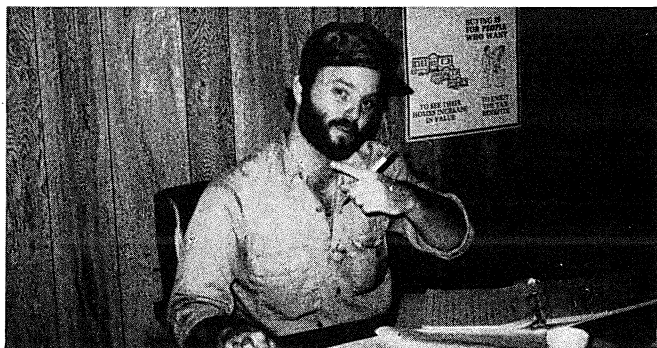
New Assistant Managers: J.D. Richardson left and Larry "STUMPY" Speck on right of Gulf A/C.
"Now where did Chuck want us to put that refrigerator?"

Recently there have been a number of promotions announced throughout the Company. These promotions include several individuals who were moved into Assistant Managers positions. The Assistant Manager, who is often called Control Manager, is a key element in maximizing a sales center. It is from these individuals that future Managers are drawn.

At Gulf America's Choice, **Mr. Larry Speck** - sometimes known as "Stump" has been named Assistant Manager. **Larry** was formerly in sales on the Mobile America sales center and has proven a very consistent and profit oriented sales person.

Jerry Rice who was formerly at Gulf Freeway Mobile America has been promoted to Assistant Manager of the new Channelview Sales Center. **Jerry** will be reporting to Manager **Tom Dooley** and everyone expects to see a really strong sales team pushed and assisted by these two key personnel in Channelview.

Mr. David Wimberly, of North Freeway America's Choice was promoted to Assistant Manager on August 1st. In response, **David** has delivered a total of 11 homes, 6 homes in August and 5 in September, and is on his way to another 5 plus month in October. **David** is just one of the new emerging super stars at the North Freeway Sales Center.



Jerry Rice newly promoted Assistant Manager at Channelview telling us "they went that-a-way" when asked about the goose hunting trip he just returned from.



From left to right: Royce Farley, Rickey Williams, and James Lee III of Southwest M/A.

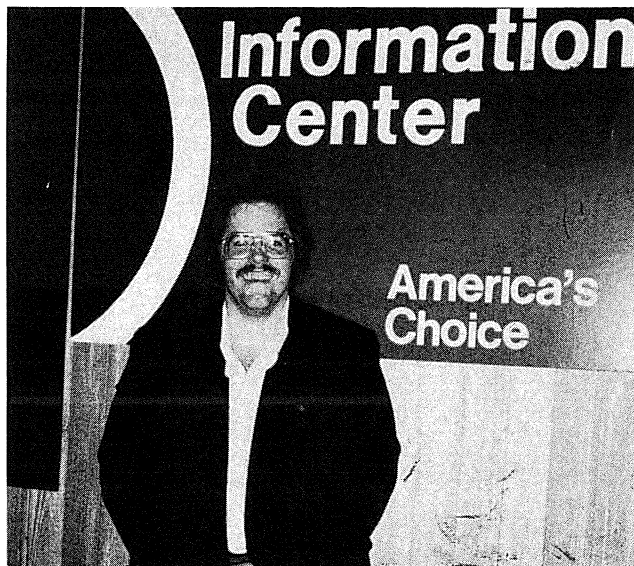
Other promotions include **John Zimmerman** the new Assistant Manager at Spencer Mobile America. **John** made a quick rise up through sales and into his current position.

Baytown has named **Andy Burt** Assistant Manager and has transferred in **Pete Oliver** as Assistant Manager from his former slot at Eastex Freeway.

Battling **Bob Rotter** has promoted **Royce Farley** and **Rickey Williams** to Assistant Managers at Southwest Mobile America. **Ken Smith** has also been named Assistant Manager.

J.D. Richardson now carries the title of Assistant Manager at Gulf America's Choice while just up the street at the Used Mobile Home Center **Ceferino Galan** has been named Assistant Manager.

Congratulations to a very deserving group.



David Wimberly of North A/C

Top Twenty Named

There are many marks of achievement Mobile America can look to when measuring a man. But, there is probably not one that surpasses the Gross Profit standing **FOR THE QUARTER!** This measurement throws the rookies against the pro's. It also tells how productive a man was in the most recent measured period. You will find this very interesting.

3rd Qtr. Ranking	YTD. Ranking	NAME	LOCATION
1	1	James Lee, III	Southwest M/A
2	14	Rickey Williams	Southwest M/A
3	15	Cohen Masden	Almeda
4	7	Tom Sheridan	Dickinson
5	2	Jack Doss	Spencer M/A
6	4	Royce Farley	Southwest M/A
7	36	Mark Miller	Tomball
8	47	Jim Theiss	Midland
9	3	Johnny Gilbert	Gulf A/C
10	11	David Wimberly	North A/C
11	24	Bill Alvarez	Eastex
12	39	Bob Lake	Almeda
13	45	Danny Dean	Odessa
14	15	Tony Conklin	Midland
15	8	Everett Price	North M/A
16	12	Bill Busby	Dickinson
17	10	Duffy Williams	North A/C
18	23	Jerry Rice	Gulf M/A
19	30	Drex Grisham	Dickinson
20	27	Larry Speck	Gulf M/A

Houston National Sales Record

August was a banner month as everyone kicked into gear to push Net Premiums written over the \$150,000 mark.

Cheri Taylor our "gal Friday" (and Monday thru Thursday too) at Houston National has been a great asset in achieving these results. Projections indicate Gross Monthly Premiums could exceed \$200,000 per month in 1983.

Conklin Cools It

Mr. Tony Conklin who sometimes describes himself as being on the most wanted list of every female has made a hundred and eighty degree turn and is changing his lifestyle. No, **Tony** is not becoming a priest nor has he jumped the fence as far as his sexual preferences. Believe it or not we have heard that **Tony** is to be married during the Christmas Holidays to "the gal back home".

We wish to congratulate **Tony** for his efforts at settling down. We know that **Tony** will make a good husband, and we know that he will certainly be more productive at Mobile America as a married man.

A special congratulations from everybody at Mobile America to **Tony** and his intended.

Gulf Freeway Locations Announce New Secretaries



Rhonda Hillis

Rhonda Hillis is the shiny new face at the Secretarial desk at America's Choice on the Gulf Freeway. Glad to have you aboard - **Rhonda**.



Brenda Halley

A hearty welcome to Gulf Freeway Mobile America's **Brenda Halley**. **Brenda** comes to us with experience at Shelter America Corporation.

Odessa-Midland Delivery Crew Receive Praise

Word has it from our team "way out west" that the super job being done by our delivery & set up crew is receiving a lot of unsolicited praise from satisfied customers. This can only mean one thing, Mobile America is professional in **everything** they do and these guys are a great example of this.

Stork Flies Again

A little stork told us the other day that there is going to be a big event on June 30th that will involve Gulf M/A Manager, **Chuck Carney, Jr.** and wife **Sandy**. I bet you can't guess what it is. By the way, the date is not exact, it is just the E.T.A.

Top Twenty Salespersonnel Gross Profit First Nine Months - 1982

SALESPERSON	LOCATION	# OF MOS. WITH MASC
1. James Lee	Southwest MA	Over one year
2. Jack Doss	Spencer MA	Over one year
3. Johnny Gilbert	Gulf AC	One year
4. Royce Farley	Southwest MA	Over one year
5. Cohen Masden	Almeda	Over one year
6. Steve Painter	Hwy. 290	10 months
7. Tom Sheridan	Dickinson	7 months
8. Everett Price	North MA	Over one year
9. Dick Cliatt	Southwest MA	Over one year
10. Duffy Williams	North AC	Over one year
11. David Wimberly	North AC	Over one year
12. Bill Busby	Dickinson	Over one year
13. Bill Walker	Dickinson	Over one year
14. Ricky Williams	Southwest MA	5 months
15. Tony Conklin	Midland	Over one year
16. Harry Lehr	Southwest MA	Over one year
17. Tom Dooley	Channelview	Over one year
18. Linda Gregory	Gulf MA	Over one year
19. David Ford	North AC	Over one year
20. Jerry Rice	Channelview	Over one year

Third Quarter Gross Profit Holds Some Surprises

There is a definite shifting in positions as Sales Centers who were operating below full capacity early in the year turn on the steam. Just look at these standings for the Top Ten in Gross Profit.

3rd Qtr. POSITION	YTD POSITION	LOCATION
1	1	Southwest M/A
2	4	Almeda
3	3	Gulf M/A
4	2	Dickinson
5	18	Midland
6	5	North M/A
7	7	Highway 290
8	11	Tomball
9	8	North A/C
10	6	Eastex

Dean Is Odessa Standout

Danny Dean has been on the Odessa Sales Center for five months now, and has averaged five homes per month. He is doing a superb job of utilizing all of the sales tool at his disposal. For the last three months, Danny has converted 32% of his customers into buyers and converted 15% of his customers into deliveries while maintaining an average markup of 36%. His attitude and desire to be number "1" at Mobile America is a big part of the reason he is doing so well. For the last five months, Danny has personally delivered over 40% of Odessa's total deliveries.

Rumor has it that Danny delivered 10 homes in October, and wants to shoot James Lee, III of the Southwest M/A Center out of the saddle as number one salesperson for the month.

Top Twenty Salespersons Standings Units Delivered First Nine Months - 1982

SALESPERSON	UNITS
1. James Lee	50
2. Royce Farley	36½
3. Jack Doss	33
4. Johnny Gilbert	33
5. Cohen Masden	33
6. Steve Painter	33
7. Tom Sheridan	32
8. Tony Conklin	32
9. Everett Price	31
10. Duffy Williams	31
11. Tom Dooley	28½
12. David Wimberly	28
13. Bill Busby	28
14. Bill Walker	27½
15. Dick Cliatt	26
16. Harry Lehr	26
17. Bill Alvarez	25
18. Ricky Williams	24½
19. David Ford	24
20. Jerry Rice	23½

OST Opens

Want a bargain? We've got plenty of them at 5900 OST. This location, which was formerly one of Mobile America's best producers, has been reactivated.

Recently OST had been a storage area for inventory pool units and used homes. Now, Bob Lara's crew headed by Carl Loetscher, is selling homes and adding another "profit center" to Mobile America.

Units Count Too

A Sales Center's primary goal as in any business is to generate bottom line net profit and we will never lose sight of this basic goal. However unit sales build net profit and we thought you might like to see who the Top Ten in Unit Sales are for the Third Quarter.

POSITION	LOCATION
#1	Southwest M/A
#2	Dickinson
#3	Almeda
#4	Gulf M/A
#5	Midland
#6	Tomball
#7	North M/A
#8	Highway 290
#9	North A/C
#10	Baytown

Top Ten In Family Protection Insurance Sees Green

You can earn literally thousands of dollars in extra income by selling Family Protection Life Insurance. Look at our Top Ten for the Third Quarter!

NAME	SALES	LOCATION
Cohen Masden	\$27,993	Almeda
Gary Wyatt	\$19,100	Gulf M/A
Rickey Williams	\$16,875	Southwest M/A
Johnny Jones	\$15,034	Gulf M/A
Jerry Rice	\$15,000	Gulf M/A
Wanda Fontenot	\$13,990	UMHC
Ceferino Galan	\$13,600	UMHC
James Lee, III	\$13,450	Southwest M/A
Johnny Gilbert	\$12,490	Almeda
Bob Lake	\$12,267	Almeda

You can easily make this list by offering Family Protection Life Insurance to every conventionally financed customer!

Third Quarter Sales Leaders In Unit Production

We have a very strong race in unit sales every quarter and the Third Quarter was certainly not an exception. Look at the results.

NAME	LOCATION	UNITS
James Lee, III	Southwest M/A	21
Cohen Masden	Almeda	17
Rickey Williams	Southwest M/A	16½
Tom Sheridan	Dickinson	15½
Mark Miller	Tomball	15
Royce Farley	Southwest M/A	14½
Jack Doss	Spencer M/A	14
Jim Theiss	Midland	13
Bob Lake	Almeda	13
Danny Dean	Odessa	13
Tony Conklin	Midland	13
David Wimberly	NorthA/C	12

The ties are listed in order of gross profit. We see a few new names in the running and we want to see more!

Awards For Ideas

The Management of Mobile America has set in motion a formal process for receiving and recognizing suggestions and new ideas within the Company. Ideas concerning cost reduction, ways to increase sales, reduce personnel turnover, etc. are just some of the many things that will be eligible to win awards if accepted and implemented. All personnel are requested to submit their ideas in writing to the attention of: **Ronnie Richards** at the Home Office.

Once the idea is received by **Ronnie**, he will forward it to the appropriate department head in the area where the suggestion or idea would be implemented. An example of this would be service. Any ideas concerning service, once received by **Ronnie**, would be forwarded to **Wayne Townsend** for review. If the idea was feasible, he would make a formal written proposal and present it to management for review and implementation. The Joint Management Committee would review the recommended awards to be presented on any ideas accepted. The minimum award would be \$25.00 and there is no limit on the dollar amount of awards, nor the number of ideas an individual can submit.

This idea was submitted by **Mr. Gene Estillette** who will receive a \$25.00 award for his idea. Thank you **Gene**.

Used Mobile Home Center News

Big welcomes are on hand for **Ed Paley & Cathy Smith** who have joined the staff at U.M.H.C. Ed brings 10 years experience with him.

Congratulations are in order for **Wanda Fontenot & Carl Loetscher**! **Wanda** holds the #1 spot in Family Protection Life Insurance and **Carl** is in the Top Ten.

Another "Happy face at U.M.H.C. is that of **Ceferino Galan**. Could it be his promotion to Assistant Manager that keeps him smiling or is there some other reason for it?

Top Sales Center Family Protection Life

July	
Southwest M/A	\$28,079
Almeda	\$28,882
Used Center	\$18,722
August	
Gulf M/A	\$24,531
Hwy. 290	\$20,500
Used Center	\$19,900
September	
Gulf M/A	\$37,500
Used Center	\$20,700
Almeda	\$18,932

Top Sales Centers Physical Damage Insurance

July	
Southwest M/A	\$33,638
Midland	\$31,372
Almeda	\$28,093
August	
Gulf M/A	\$38,269
Midland	\$29,090
Almeda	\$25,135
September	
Southwest M/A	\$29,356
Gulf M/A	\$22,655
Used Center	\$20,026

News From Stafford



Bob Rotter flanked by Super Salespersonnel James Lee on left and Rickey Williams on right.

We now have a Bowling League at Southwest Mobile America. It's the Sales Crew against the Service Crew. Service is trying to get all the Glory. They've pulled ahead of the Sales team, but we're sure that's only temporary.

Betty Leffler and hubby are experiencing the joys of a new water bed in their new home. Every morning she's been late to work!

As most everyone knows our Sales Center is on the front 50 acres of a farm. But I'll bet you didn't know we had a Cattle Rustler among us. Harry Lehr is the only one who can literally make them jump the fence. He can be seen at 6:00 p.m. daily fix'en to get them back in the pasture.

We have some high scorers in the Presidents Club from our Sales Center. They are **James Lee**, **Ricky Williams** and **Royce Farley**. Congratulations for a job well done!

Manager **Bob Rotter** and **James Lee** recently went on a shopping spree to cutter Bills. When they came back they'd spent \$5,000 between them and looked like the "Bobsy Twins." Everything they bought matched, including their hangovers!

We'd like to take this opportunity to welcome back aboard an old friend, **Mr. Ken Smith**. If you guys think Southwest Mobile America has run over you before, just look up **Ken's** individual sales record cause more of the same is comin'! Our team has a goal of #1 every month!

We also have a new Lot Maintenance Man, **Bob Darone**. Now things are really Looking Great. **Bob** and wife **Brenda** have 2 little girls, glad to have ya here **Bob**.

Welcome To New Faces Up North

A big welcome to **Charlie Witherspoon**, **Rick Lunn**, **Ron Weston**, **Neal Anderson**, **Butch Johnson**, **Randy Ernst**, and **Kent Stricker**.

We are glad to have you at our Houston North Freeway "Flagship of the Fleet."

Gulf Freeway Will Miss You Sue-Sue



Channelview decorator Sandy Davis left, Sue-Sue "I'M gonna scream" Becker in center and Channelview's ever smiling new secretary Ginger Sommers on right.

The Gulf Freeway Mobile America personnel want to wish a special good-bye and good luck to their long time super-duper secretary Sue-Sue Becker. She will be missed by all at the Gulf Freeway M/A Sales Center but will still be part of the Mobile America team.

Sue-Sue will be our floating secretary responsible for training new secretaries, assisting at the home office during peak periods, and filling in wherever needed. In that same vane we want to welcome new secretary **Brenda Halley** who comes over from Shelter America. Their loss is definitely Mobile America's gain.



Bill Alvarez on left accepts Award Plaque from Eastex Manager Doug Walsh. Bill is the Assistant Manager of Eastex. Bill was third Company wide in August Total Gross Profit.

Jack's Pack



When it comes to delivering homes, there's no doubt who's number 1 at Mobile America. This honor has been earned and rightfully so by **Jack Hensley** and his troops.

For 9 months **Jack's Service Sector** has had a cost per home delivered that is \$52 less than the next best delivery sector. You can't argue with the numbers, they speak for themselves.

Jack has generated a net profit for the Company of \$28,600 in 9 months and he didn't do it alone. Like everything else at Mobile America it's the people that make things happen and Jack has some of the best.

Some of them, like **Tommy Booth**, who's been here since Mobile America started in 1971 and **Hayes Tuttle**, who was at the Beaumont Service Center 4 years before transferring to Houston, have the years of experience that are needed to get the job done.

There's no way to list everybody and what they do without missing someone, but we are going to try.

Rifford Thomas	Driver
Mike Wixson	Set up team leader
Matt Maples	Set up
George Ferris	Set up and Swamper
Pete Rodriquez	Set up team leader
Joe Rodriquez	Set up
Carlos Salazar	Swamper
Bobby Rowe	Warehouse Manager
Kelly Ferree	Swamper
Tommy Booth	Driver
Hayes Tuttle	Driver

Now that this Service Sector has relocated from Spencer over to OST we really expect to see great things. Come on guys we are going for 400 deliveries in a month and without you we will never make it!

Short Takes From Tomball

Tomball welcomes **Randy Wilson** and **Bennett Blow** to their sales staff. . . we're sure they'll do well!!!

Mark Miller was top salesperson for Mobile America in September, and besides the \$500 bonus he received for this honor, he won the \$20 Gold Piece valued at over \$500 in the Mobile America Gold Lottery drawing.

Thank goodness for **Camille**, the Sales Center Secretary who keeps everyone sane and out of the paper jungle - - - even though we call them the "TOMBALL TIGERS", they do not want to be known as the "Paper Tigers".

Just wanted to let **Wayne Whitehead** and his gang at Spencer M/A know that the Tomball Sales Center is looking forward to collecting the winnings of the "LITTLE BET" that was made between Sales Centersbecause Tomball is number "1" and will remain so among the "B" Sales Centers.

We know **Schwep** likes to travel a lot, but Tomball....I guess you might say Tomball is **SCHWEPPIING** it up!!!

Dickinson Stands Tall

The Dickinson Sales Center did not have a lot of news concerning employees, they just had a lot of good news about their standings in the race to be number "1" Sales Center at Mobile America. Dickinson was number two in gross profit year-to-date, and delivered 59 units during the quarter. Other interesting statistics concerning the Dickinson Sales Center was the fact that they were number two for the Company in September, number four in August, and number four in July in overall gross profit.

Tom Sheridan was the top

salesperson at the Dickinson Sales Center in the quarter with 15 units delivered and a gross profit of \$78,377. A big congratulations to **Tom**!

Dickinson experienced another first in closing the first sale under the Serve-All Marketing Program. The purchaser was an employee of one of the NASA sub-contractors.

If anyone wants a job as a newsletter reporter, there is an opening currently in the Dickinson location. Call Manager, **Wes Hayes** for further information.

Gulf Service Sector Recognized

The Service Sector that works out of Gulf Freeway and handles the Mobile America and America's Choice sales centers on the Gulf Freeway as well as Alameda has been recognized by the Sales Centers that they serve. This Service Sector is headed up by **Nancy Reitz**, Office Manager who has been with Mobile America for five years. All of the functions related to setup, delivery, service, lot maintenance, and anything that needs to be done are handled by the staff at Gulf Mobile America. Listed below are the men and women that make up this Super Service Staff and their length of employment with Mobile America.

Jerry Burden	-----6 years
Craig Bradley	-----5 years
Bill Crawford	-----4 years
Don Buttons	-----3½ years
Gilbert Chavez	-----2½ years
Wayne Wright	-----1 year
Walter Williams	-----7 months
Lucy Orafo	-----9 months
Chuck Hopkins	-----4 months

A special word of thanks to the decorator - **Ms. Helen Simmons** who keeps the homes looking great.

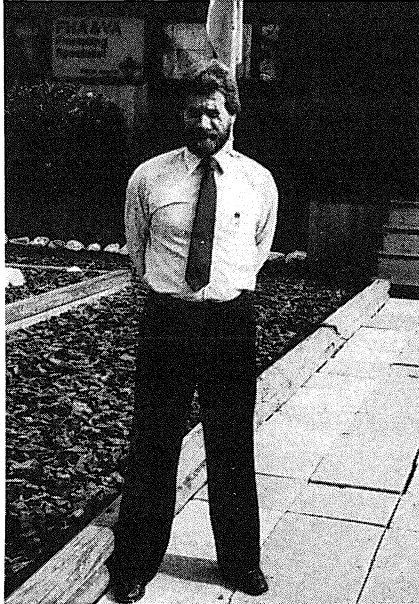
"Progress For Profits"

At Southwest America's Choice new Manager, **Ronnie "General Patton" Laramore**, is off to a flying start! Transferring to S.W. A/C from Highway 290, **Ronnie** is promoting Training, Discipline and "Keeping all his 'Ducks' in order"!

Our IN-HOUSE Mystic, **Barb Hilal**, has devised how to bring in Buyers with E.S.P. and the U.S. Mail! Keep those cards and letters going out!

Park Person, Michelle Edwards, is organizing Park space information to help keep S.W. A/C out of placement problems while **Carol Farley**, our new secretary keeps the papers flowing smoothly.

Big Changes In Baytown



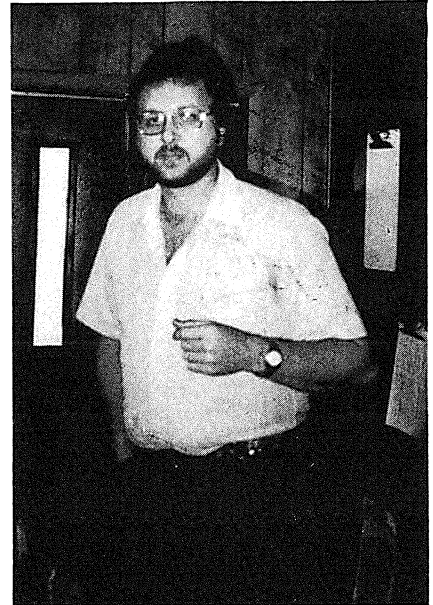
**Pete Oliver, Assistant Manager of
Baytown Sales Center**

Baytown M/A has been the scene of many exciting changes lately. Anyone who comes on the location will be very pleased with the New landscaping work done by our "in house" Lot Landscaper **Mr. Mike Vagts**. In addition the sales center office has been remodeled to be more effective. Besides looking good there has been an upgrading of personnel.

Starting in July **Ray McKinney**, a 9 year Mobile America veteran took over as Manager. **Andy Burt** and **Pete Oliver** have been named Assistant Managers. **Pete** was formerly at Eastex.

In sales, **Mike Johnson** has been off and running to a good summer and fall. **Mark Tanet** was transferred from Tomball and has pulled some super deals out of the hat. **Ron Sommers** has joined Mobile America after a career in the oilfield and is looking good! The Rookie on the team is **Blair Schwepfinger**, but it looks like he'll be around a while. The crew is a strong combination of old hands and new working together like a strong team.

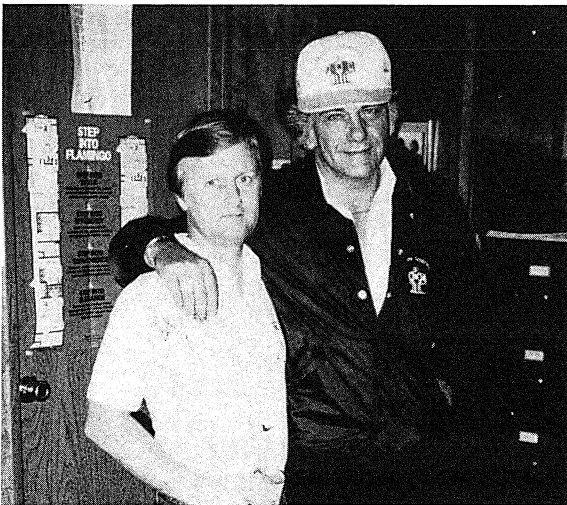
The sales center appearance, the personnel, and the new attitude will combine to make Baytown a force to be Reckoned with.



**Andy Burt new Baytown
Assistant Manager**

Doss Has Impressive Record

Below is a customer letter Jack received.



**Wayne Whitehead , manager at Spencer MA on
left and Jack Doss on right.**

Jack Doss started with Mobile America in 1977 and has built a sales record that will be very difficult to duplicate. During the five years **Jack** has been with Mobile America he has been in the top five in sales every year. Through the first nine months of 1982 **Jack** was # 2 in Gross Profit for the Year To Date with \$197,300 in gross profit on 33 units. But that only tells part of the story. Jack has earned over \$200,000 for himself in 4½ years!

And if that isn't enough we have just learned that Jack has recently increased his sales even further with the use of the 31 Day Follow Up System. His "Be Backs" are now coming back in droves because of Jack's consistent follow up! Lets hear it for Jack!!!

2040 26th St., Sp. 26
LaPorte, Tx. 77571
November 5, 1982

Mobile America Sales Corporation
Administrative Office
812 E. Nasa Rd. 1
Houston, Tx. 77248

Attention: Mobile America Administration

Gentlemen:

This letter is to congratulate you on the excellent sales operation at your office located at 6222 Spencer Hwy., in Pasadena, Tx.

In particular I want to commend you on your top salesman, Mr. Jack Doss. When I became interested in the purchase of a mobile home, I was referred to Mr. Doss by someone I knew I could rely on (my son).

Upon consulting with Mr. Doss, it was readily apparent why he was recommended. I found him to be a dynamic salesman, personable, and helpful in every way possible; conducting himself in a professional manner throughout the entire sales process.

Mr. Doss appears to have an uncanny ability to put customers at ease as he counsels and strives to meet their needs; always seeming to anticipate and resolve problems before they can arise.

My associates and friends were as surprised and pleased as I have been to learn of the efficient manner in which this purchase was handled; including closing procedures, delivery (within twenty-four hours of closing) and setting the home up to make it livable.

Being in contact with many people on a daily basis in my work, it is with pleasure and complete confidence that I will send them to see Mr. Doss at Mobile America if they should express an interest in the mobile home market.

Wishing you every continued success in your efforts; I am a satisfied and happy customer.

Sincerely yours,

Shirley J. Davis

Shirley J. Davis

Spotlight On People



Would you let this man count your money?

Pictured above is **Vice President of Finance Craig Reynolds**. Craig joined **Mobile America** in July 1982 and his contributions are already being felt.

Craig has a Master of Business Administration from Florida Institute of Technology in

Melbourne, Florida. He is a CPA and a member of the American Institute of Certified Public Accountants. Not only does **Craig** belong to these prestigious organizations and hold a MBA degree he also has personality. How many accountants can you find with this attribute?

New T.V. Campaign Kicks Off

Mobile America is going forward with their plans to turn winter into summer through additional emphasis on unit deliveries. In line with this goal, a new television advertising campaign was introduced November 1st. This T.V. campaign coupled with point of purchase banners and special pricing assures heavy market penetration in all Mobile America markets.

The ad, which features a lower priced home, is expected to be especially effective since Mobile America has not run a sale in 1982 and thus has built a large degree of credibility with the buying public. Special high quality banners have been prepared by a canvas shop that will be 4' high by 36' long. These banners will feature the message "82 Clearance". We have already felt the effects of the new campaign.

Caribbean Here We Come

March 5th a large contingency from **Mobile America** will be boarding the **WORLD'S LARGEST CRUISE SHIP** for an exciting week of pure luxury. Outstanding **Mobile America** Managers and Sales personnel will be selected to take the cruise of a lifetime on board the S/S Norway.

The cruise will be a week long voyage to include St. Thomas, Nassau and a privately owned island! Sponsored by

Redman Homes there will not be a boring moment for anyone unless they just want to be bored! Activities include big name entertainment, gourmet dining, casino gambling, skeet shooting, cinemas, disco's, swimming and plenty of imbibing at the many lounges on board.

Trip participants will achieve their cruise through points in the Presidents Club in October, November and December.

The Editors Viewpoint

by: **Ronnie Richards**

Despite all the bad economic news both nationally and locally, **Mobile America** continues to show large increases in sales. Throughout our industry we hear tales of woe and talk of "cutting back" by many dealerships who were able to survive the boom. Most of them did it by accident and they can't seem to accidentally find a way to overcome current conditions. In contrast, **Mobile America** had a plan, has a plan, and will always have a plan that will lead us through whatever economic conditions we encounter and do so with a profit!

Our programs are not accidental, but well conceived, tested, and forcefully implemented with consistent support and follow up. There is no doubt that the professionalism apparent at all levels of the organization blend to make **Mobile America** a tough, disciplined Company with clear cut objectives achieved through a team effort.

We are looking forward to 1983 with great optimism. Our expansion plans assure a controlled growth as the Company enters other markets and moves toward our projected market share objective in our present operating areas. We have a plan and each member of the **Mobile America** Team is part of it. Without either of these components our targeted goals are not achievable.....
.....LOOK OUT 1983 !!!!!

It's Been A Long Road But "We've Only Just Begun"

Can you call it a love affair, team spirit, or does the **Mobile America Way** just get in the blood? We know **Mobile America** is very different from any other organization in our field and probably 99% of all organizations! The only thing certain is things will change and everyone of us must cooperate to facilitate change.

Listed below are the employees who have been with **Mobile America** 5 years or longer as of October 1, 1982. They know what we mean when we say "change".

Date Employed	Name	Location
8-1-71	Tommy Booth	Service
3-21-73	Cherry Tehee	Home Office
5-1-74	Mac McCorquodale	North M/A
10-1-74	Enayda Brauer	Spencer A/C
4-1-75	Rayme McKinney	Baytown
4-23-75	Mary Morton	Home Office
5-30-75	Jack Maxey	Tomball
6-1-75	Jim Rudolph	Beaumont M/A
2-19-76	Oscar Ledit	Beaumont M/A
2-19-76	Barbara Shuler	Eastex
3-8-76	Sue Sue Becker	Gulf M/A
3-29-76	Gary Wyatt	Gulf M/A
7-15-76	Doug Walsh	Eastex
8-1-76	Chuck Carney, Sr.	Hwy. 290
8-16-76	Ann Morris	Home Office
10-1-76	Jerry Burden	Gulf Service
10-1-76	Sid Domian	North M/A
4-4-77	Bob Levine	Home Office
6-1-77	Chuck Carney, Jr.	Gulf M/A & A/C
6-6-77	Nancy Reitz	Gulf Service
8-5-77	Jack Doss	Spencer M/A
8-23-77	Mary Ritcher	Southwest M/A
9-12-77	Thomas Nibarger	Service
10-1-77	Bruce Reynolds	Spencer A/C

Congratulations to this young group of "Old Timers". Watch this list grow as our company grows!