

Mobile America TODAY



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

Vol. 1 No. 3

October, November, December 1982

Expansion Sales Center Manager Named

New Expansion sales centers which are to be located in Huntsville, Texas, and on Highway #228 South, will be opening in April. New Managers for these locations have already been selected. They are **Mr. Jim Rudolph**, formerly Manager of the Beaumont MOBILE AMERICA location who will be Manager of the Huntsville Sales Center and **Mr. Jim Morton**, formerly Manager of the Used Mobile Home Sales Center, who has been selected as Manager of the new Highway #288 location.

Both of these gentlemen have an extensive background in mobile home sales, and have trained and developed many of the people that are successfully working in the Company today. We wish both of them good luck in their new endeavors.

'82 DELIVERIES AND SALES SHOW 46% INCREASE

Where is the recession? Where is the squeeze on margins? It sure isn't at MOBILE AMERICA!

In Calendar 1982, MOBILE AMERICA sold 2830 new and used homes versus 1947 home in 1981. This was an increase of 45% in unit sales.

Dollar Sales Volume showed a similar increase with

1982 sales exceeding 1981 sales by \$17,780,368, an increase of 46%! This is exciting but, the most exciting part of it is that our marketing programs are just beginning to take effect, and these programs coupled with our new inventory positioning and increased advertising budget, indicate the trend has only just begun.

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

Gilley Taping Completed



Taping sessions have recently been completed with famous country and western singer, **MICKEY GILLEY** who has been Mobile America's spokesman for a number of years. The spectacular new T.V. spots that will be forth-coming from this taping will have a tremendous impact on all of Mobile Americas markets. We have gotten a lot of mileage out of **Mickey's "Mobile America Jingle!"** Everyone in Houston, Texas, when asked if they have heard of Mobile America, will always say, "Oh, that's the company with Mickey Gilley singing - If anyone can put you in a home, MOBILE AMERICA CAN!"

The new spots will be aired starting in March. The indention of **Mickey Gilley** with Mobile America is just another way of establishing credibility and professionalism. **Mickey Gilley**, as most of you know, is one of the outstanding C & W performers in the United States today. He did not do this through slick promotional advertising by a big record company or a professional manager on the east coast. He did it through grass roots support, long hard hours of working his way up from the club scene, his talents as a musician and writer, and pure sweat.

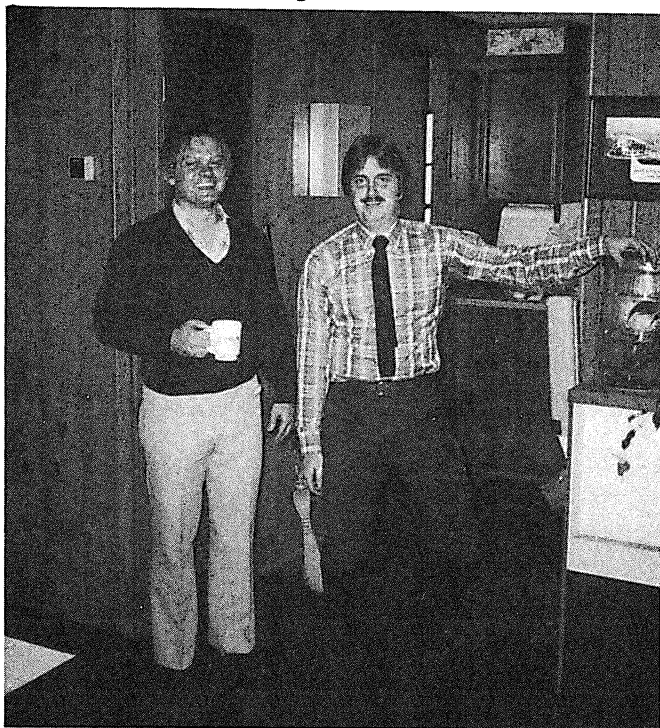
Mobile America, as a professional organization, demonstrates the same tenacity that **Mickey** demonstrated in his climb to the top in the country and western field.

Houston National Life Has Million Dollar Year

Houston National Life Insurance Company experienced a record year in 1982. Net premiums written in 1982 were \$1,099,513 versus \$454,414 in 1981. This was an unprecedented increase of 142% in net written premiums.

continued on page 3

The Baytown Beat



Short Fellow on left is Ron Sommers with Dale Miller Shown on right

Ray "Famous Raymous" McKinney has recently named two new Assistant Managers. **Mr. Ron Sommers** has been promoted to Assistant Manager. Ron joined MOBILE AMERICA after selling oil field equipment in Louisiana and Texas. Ron started with MOBILE AMERICA in July, and in the six months that followed he was the locations top producer for those months.

The other new Assistant Manager at Baytown is **Mr. Dale Miller** who transferred over from the Alameda Sales Center. Dale's hard-nosed attitude is sure to keep everyone on their toes in Baytown.

Other new faces include, **Mandy Teal** who has many years of mobile home sales experience in California and Oregon. Also, a big welcome to **Mr. Jerry Stein**. Jerry is a newcomer to our industry who is a distinguished retired Navy veteran that promises to keep us all ship shape. Good luck to **Ron, Dale, Mandy** and **Jerry**.

1983 Will Not Be Like Any Year We Have Ever Had Before

Your Company wrote the book on "Support Functions". You have the experts in every field available to you.

- **SCHWEP** -----Sales Support
- **RONNIE** ----Merchandising Support
- **WAYNE** -----Operations Support
- **CRAIG** -----Financial Support

BUT MAKE NO MISTAKES These are available to you, but you must use them.

In 1983 we will see results which are beyond anything ever imagined ! ! ! !

Every sales center should have at least 10 salespeople by the Spring of 1983.

Sales Show Increase At Channelview

The new kid on the block is our Channelview Sales Center. Sales have shown a slow but steady monthly increase as the sales staffs training begins to pay off and the follow up files grow fatter.

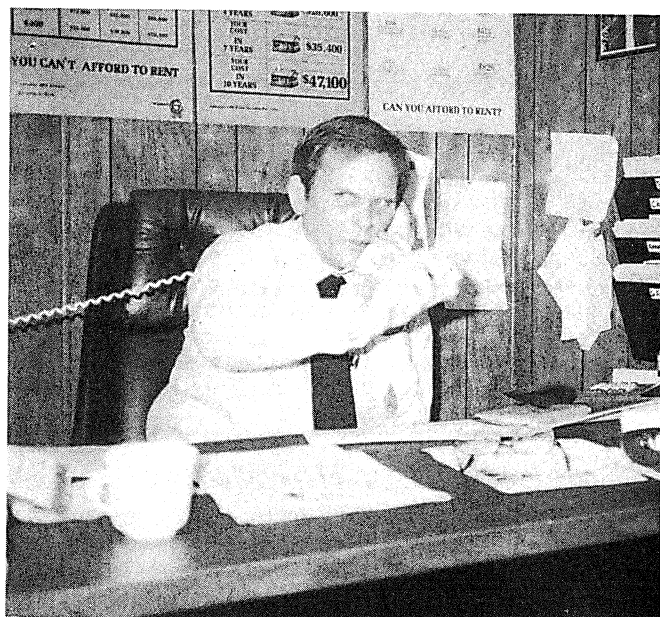
We have four new additions to our sales center from different walks of life. They include: **Daven Ayate, Russ Laycock, Todd Schwepfinger** and **Harold Yargo**. **Kaven** comes to us from the advertising field and is adapting to the mobile home industry rapidly. His suave and debonair personality is truly an asset to us. **Russ** and **Todd** both transferred from different

locations within the Company. We believe their past experience in mobile home sales will be instrumental in the increase of our units sold per month. Our newest salesman, **Harold**, comes to us from heavy equipment sales. His transition to this industry has been a smooth one. He is a man who knows what he wants and what it takes to get it ! !

These new additions, along with our other strong sales representatives, will combine to make Channelview THE most successful sales location.

LOOK OUT SOUTHWEST M/A

Newblood



Ronnie Laramore

Ronnie "General Patton" Laramore's "A-Team" at Southwest A/C is strengthened by New Blood.

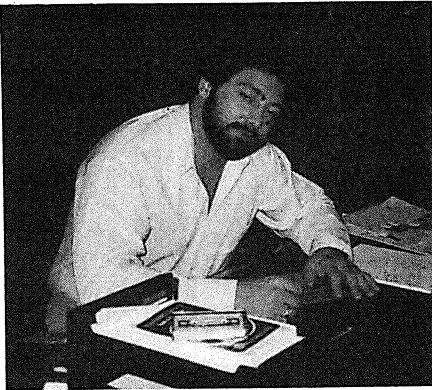
New Control Manager, **Pete Diamond**, back with Mobile America Sales Corporation after a hiatus in land development, joined our S.W.A.C. team in December.

Jim Bivens, Control Manager, is back with Mobile America after a two month "Vacation". "Big Jim" had been with Mobile America for almost 2 years.

New member of the Mobile America team at Southwest America's Choice is our new super-secretary, **Janis Gute**. A hardy "welcome aboard" Janis! !

K.C. Brunn and **George Holland** are two new faces in Sales. **Bill Phillips** has just started in Service. Welcome aboard.

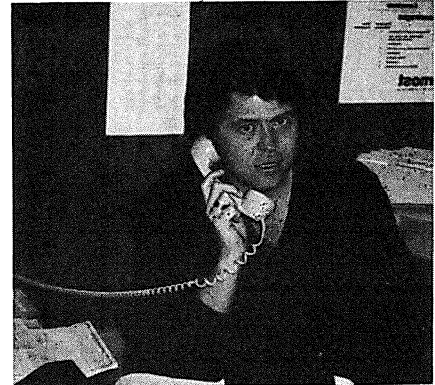
Dickinson Names New Assistant Managers



Tony Conklin

Wes Hayes, Manager of the Dickinson Sales Center has recently named **Tony Conklin** and **Tom Sheridan** to Assistant Manager positions. **Tony** transfers in from the Midland Sales Center where he was Assistant Manager. **Tom** started in Dickinson in the spring of 1982. The former Assistant Managers, **Mr. Tony Mason** and **Mr. Bill Walker** have been moved into other slots. **Tony** is Manager of the North Freeway America's Choice, and **Bill Walker** has been moved to Assistant Manager at the Eastex Freeway Sales Center.

Tom Sheridan hails from LaMarque, and **Tony Conklin** is another Ohio - Kentucky transplant.



Tom Sheridan

Midwinter In Midland

The word from Midland during the last week of 1982 was **snow**. Three inches blanketed the ground the day after Christmas. Midland has never had a White Christmas Day that anyone can remember. Surprisingly, traffic was very strong throughout the week after Christmas as buying customers braved the cold to invest in new MOBILE AMERICA HOMES.

The axe then fell on New Year's Eve morning when the snow began to fall again. The snow continued to fall all day, through the night and through most of New Year's Day, covering the countryside with seven inches of white stuff. The Midland airport was closed for two days due to ice on the runways and driving was dangerous at best for most of the week. The MOBILE HOME buying public continued to visit the sales center in impressive numbers considering the weather. The whole Midland crew is optimistic and excited at the prospects of a record breaking 1983.

The weather did however, adversely effect one of the "team" when **Sanford**, "**The Wonder Dog**", came down with pneumonia. When **Scott Chaney** finally figured out how to keep the 60 pound Old English Sheepdog from spitting out his medicine, Sanford soon recovered and was back to his old playful self and returning to his important job of being mascot of the crew and friend to everyone he meets.

Everyone at Midland would also like to wish Good Luck to two of their co-hearts who have moved back to the "Big City". **Tony Conklin** who is now at Dickinson and **Jim Theiss** who now graces Gulf Freeway should both be very helpful to the production of those two sales centers.

When saying goodbye to the old, it is time to welcome in some new faces. **Danny Rudd** transferred over from Odessa after nearly 5 years of service to MOBILE AMERICA. Danny says he is very excited about joining up with this energetic crew and ready for big money making in 1983. New to MOBILE AMERICA are **David Hamm** and **Dale Blair** who entered the training program in mid-January. David and Dale will both be great assets to the sales center and Scott says everyone should look for those two names high on the list of producers very soon.



Joint Management Committee Enlarged

The Joint Management Committee of Mobile America which was formerly called the Advisory Committee, has recently been enlarged from 4 sales center Managers to 7 sales center Managers. This is basically due to the fact that when the Committee was originally formed, there were fewer sales centers operating. At that time, approximately one third of the Managers were on the Committee, but with more sales centers now open, only about one fifth of the Managers were represented on this Committee.

It was decided at the first 1983 Joint Management Committee meeting that the Committee should be expanded to include more Managers. This will allow more input and more insight into topics being discussed. The three Managers that will be joining the Joint Management Committee have been selected on the basis of their last quarter net profit relative to their net profit quotas. The original members of the Joint Management Committee for the first quarter of 1983 are **Mr. Wayne Whitehead**, **Mr. Bob Rotter**, **Mr. Chuck Carney, Sr.**, and **Mr. Chuck Carney, Jr.** The new Managers who will be joining the Committee are: **Tony Mason** - North A/C; **Scott Chaney** - Midland; and **Wes Hayes** - Dickinson. A special congratulations to the three new additional members of this Committee. With this size Committee, we should be able to entertain many suggestions and topics at our monthly meetings. We look forward to receiving comments and suggestions for review. Please send them to **Sheri McGavern** at the Home Office, or one of the Joint Management Committee Members.

Houston National Life continued from page 1

An analysis of 1982 sales at MOBILE AMERICA quickly points out the reasons for this large increase. The primary reasons were a shift in financing from government business (FHA and VA) to more conventional loan business that allowed more life sales. Another primary reason was the increase in mobile home sales experienced by MOBILE AMERICA, and, last but not possibly most important, was the training provided that better equipped the sales force to sell this plus profit product.

Our goal for 1983 is to exceed \$1,500,000 in net written premiums, which is an average of about \$150,000 monthly in gross premiums written. Do your part so you will earn some of the large commissions we will be paying in 1983.

Top Ten Sales Centers For Last Quarter '82

- | | |
|------------------|-----------------|
| 1. Southwest M/A | 6. Alameda |
| 2. Gulf M/A | 7. Highway #290 |
| 3. Midland | 8. Baytown |
| 4. Dickinson | 9. Spencer A/C |
| 5. Spencer M/A | 10. North A/C |

This represents the gross profit standings for the fourth quarter of 1982. As you can see, we've had some movement among the ranks, as some of the new sales centers have really cranked up to pull ahead. What will 1983 hold in store?

Top Twenty Sales Personnel 1982

- | | |
|--------------------|---------------|
| 1. James Lee, III | Southwest M/A |
| 2. Jack Doss | Spencer M/A |
| 3. Johnny Gilbert | Gulf A/C |
| 4. Tom Sheridan | Dickinson |
| 5. Royce Farley | Southwest M/A |
| 6. Duffy Williams | North A/C |
| 7. Rickey Williams | Southwest M/A |
| 8. Cohen Masden | Alameda |
| 9. David Wimberly | North A/C |
| 10. Harry Lehr | Southwest M/A |
| 11. Bill Walker | Eastex |
| 12. Bill Busby | Dickinson |
| 13. Tony Conklin | Dickinson |
| 14. Danny Dean | Odessa |
| 15. Larry Speck | Gulf A/C |
| 16. Bill Alvarez | Beaumont M/A |
| 17. Drex Grisham | Dickinson |
| 18. Dave Ford | North A/C |
| 19. Linda Gregory | Gulf M/A |
| 20. Jerry Rice | Channelview |

Special congratulation are in order for the top twenty salespersonnel at MOBILE AMERICA. Consistent effort and follow up put these people at the top of the list. We hope to see their names on this list again in 1983. It is interesting to know, that of the top twenty, 5 of these individuals had been with the Company less than one year. Fifteen of the top twenty had been with the Company over a year. That shows that experience is a factor in sales productivity.

Dirty Dozen In Unit Sales Named For Last Quarter

The top twelve sales personnel for the last quarter in unit sales included three of our Used Mobile Home Center Superstars. Below is a listing of the individuals that sold the most units in the last quarter of 1982.

NAME	LOCATION	UNITS
Danny Dean	Odessa	17.5
Cerefinio Galan	UMHC	16
James Lee, III	Southwest M/A	14.5
Rickey Williams	Southwest M/A	13.5
Tom Sheridan	Dickinson	12.5
Carl Loetscher	UMHC	12.5
Wanda Fontenot	UMHC	12
Bob Lake	Alameda	10.5
Jack Doss	Spencer M/A	10
Johnny Jones	Gulf M/A	10
Dale Miller	Alameda	10
Jim Carpenter	Spencer A/C	10

Top Twenty in Gross Profit Fourth Quarter 1982

NAME	LOCATION	# MONTHS WITH MASC
James Lee, III	Southwest M/A	Over 1 year
Danny Dean	Odessa	7 Months
Jack Doss	Spencer M/A	Over 1 year
Jim Carpenter	Spencer A/C	6 Months
Tom Sheridan	Dickinson	10 Months
Johnny Jones	Gulf M/A	9 Months
Rickey Williams	Southwest M/A	8 Months
Dale Miller	Baytown	6 Months
Frank Alvarez	Highway #290	10 Months
Tom Kesterson	Midland	6 Months
Johnny Gilbert	Gulf A/C	Over 1 year
Ron Sommers	Baytown	6 Months
Larry Speck	Gulf A/C	10 Months
Royce Farley	Southwest M/A	Over 1 year
Cindy Sartain	Spencer M/A	6 Months
Drex Grisham	Dickinson	10 Months
Mark Miller	Tomball	8 Months
Forrest Ross	Midland	3 Months
Bob Lake	Alameda	10 Months
Jim Theiss	Gulf M/A	8 Months

We see many new names on this list. Watch the MOBILE AMERICA Monitor, our monthly sales bulletin, to see who will lead the sales race in 1983.

Letter To Gulf M/A Employees From Manager, Chuck Carney, Jr.

Dear Sales Staff:

I would like to congratulate every salesperson who has worked for Gulf Freeway Mobile America in 1982. You have all done a superb job in delivering 187 homes with a gross profit of just under \$1,000,000.00

I would like to especially thank **Mr. Gary Wyatt** for everything he has done while employed for the last two and a half years at the Gulf Freeway Sales Center. Gary has recently been promoted to Manager of Eastex Freeway, and I wish Gary good luck on his new adventure. By the way Gary, I suggest you look up the definition of "adventure" in your dictionary!

We would also like to welcome **Mr. Doug Walsh** to Gulf Mobile America. We feel that Doug will be a big asset to our sales center and will be a necessary cog in the leadership that will make '83 a winning year for us here on the Gulf Freeway.

Sincerely,

Chuck Carney, Jr.,
Manager

Spencer Welcomes New Hands

The now famous **First MOBILE AMERICA Sales Center** located on Spencer Highway in Pasadena, wants to welcome two new hands. First, **Mr. Glen Malone** who hails from Ohio and has had 16 years experience in, would you believe it, the boat bus-

iness. (The current Manager and the previous Manager, who is **John Carl**, were also from the boating industry.) Our most recent Spencer arrival is **Leo Garcia**. Leo is bilingual and will be a big help in sales.

Scenes From Home Office Christmas Party



Bob Levine with Santa



Angie Coroga made sure Schwep's first Christmas in Houston was a white one.

Dickinson Challenges '82 Champs

The Dickinson Sales Center Sales Team wants to challenge the 1982 World Champion Southwest Freeway MOBILE AMERICA Sales Team to a 1983 showdown! **Wes Hayes**, Manager of the Dickinson Sales Center said they want to challenge the Southwest Freeway Sales Center for the Number 1 position in 1983. **Wes** said his team will not settle for second best in '83.

The Southwest Freeway finished the season with 7 first place wins out of the 12 months. Southwest was number 1 in March, May, June, July, September, October, and December. However, the Southwest team finished the season with injuries to some key players.

The Dickinson team is fit for the fight with **Manager Wes Hayes** just coming off a diet. The dieting along with his conditioning program and skiing, makes him look like a strong contender for the championship. His forces are also bolstered by **Tony "Ironman" Conklin**. It will be interesting to see what the Dick-

inson team can do in '83. The challenge is for the first quarter, and it will be based on sales. The losing Manager will host a bar-b-que and beer bust at his house where the winning Manager and sales team will be the guest of honor. We're all looking forward to the challenge if **Bob Rotter's** championship team will accept it.

Schwep Gives Up Big Bucks

For the first time in 29 years, **Russ Laycock** and **Kaven Ayate** of Channelview challenged **Schwep** in his Sales Seminar on January 19, AND WON!! They were challenged to recite verbatim the 5-part answer to the customer statement "I just want to see some homes." **Russ** and **Kaven** both answered the statement and took home \$20.00 a piece from **Schwep's** pocketbook. Channelview is looking forward to draining **Schwep's** pocketbook AGAIN at the next Sales Seminar.



Gene "No Work Norman" Estillete was Santa

Odessa

A West Texas welcome to NEW SALESPeOPLE - **Frank Rodriguez, Tom Sager, and Mike Terry.** **Mike Terry's** first 2 weeks on the sales center saw him convert 33% of his customers into buyers. He has also closed his first 2 loans.

Once again, **Danny Dean** is holding up with a 30 plus percent conversion ratio. After he talked with some of his peers in Lake Tahoe, he has come to the conclusion that Family Protection Life and Physical Damage Insurance **can** be sold. He told me to pass the word along to **James Lee & Rickey Williams** - **LOOK OUT!**

Newsletter From S.W. M. A.

Our supreme serviceman **Mike Wright** was recently sent out to a customers home to see what was wrong with the fireplace. As **Mike** nearly climbed into the fireplace looking for the problem a lovely cat attacked him. You really can't blame the cat though, because Mike must have been taken for the species that barks, as he was on all fours. **Mike** then grabbed a piece of molding and tried to scare the cat away, but the cat ended up chasing **Mike** out of the house. Several cat scratches later Mike came back swearing he'd never go out again unless the owner was home. Now every time **Mike** sees a cat he cringes.

As you probably suspected **James Lee** was great on the slopes of Tahoe. He was out on the slopes everyday, but had very little time for himself. He spent 90% of his time helping all the other guys down the bunny slope. **Royce** knows every inch of the mountain as their wasn't one single snowflake safe with him around. You really get a great view of the trees and the sky from **Royce's** position on the ground sliding to the bottom. He proclaims to have worn out the back side of his snow outfit.

We know what **Rickey** was doing the whole time, he came back with 10 rolls of film, it sure sounds fishy, cause when they all got back a notice came out for the best picutre of Tahoe and the group. **Ricky** sent in so many pictures that home office sent a special runner to get them.

We are proud to announce the arrival of a very familiar face to the GREAT Southwest Sales Center. **Pat Lengyel** is again employed at Mobile America. In the past she worked for America's Choice on the Southwest Freeway. Best wishes and good selling **Pat**.

We also have a successful Sales Story to tell you.

About a week ago Betty Leffler had a customer who was interviewed and found to have over \$20,000 cash for a purchase of a home. Try as she might she couldn't get the customer to show any buying signals. At this point **Betty** went to management and the customer was T.O.'d to **Ken Smith**. With **Ken's** professional help and debonair style the customer left a big Fat Check...The home is being delivered Monday...

Just in case you haven't heard yet our motto for S.W.M.A. Is the Great "GET DOWN ON IT" GET DOWN ON IT" "GET DOWN ON IT"

This info just in, STOCK TIP FOR YOU, INVEST IN ALL THE PERRIER WATER stock you can. We hear there is going to be a rush on it.

The whole Mobile home industry will be delighted to know that Mobile America Southwest filled all pot holes on our sales center, which lasted until the next rain which was the next day, but we'll persevere.

Spencer Shorts

We would like to welcome back **Cindy Garcia** as our secretary after 3 months of absence. **Cindy** has been with Mobile America since May of 1978.

We would like to welcome **Mike Anderson** as a new employee in sales. **Mike** had previously been a pilot.

We would like to commend **Wayne Mitchell** on his super job in service. Since he took over his new position, our customers have called time and time again on his efficiency and courtesy with handling their problems.

Tomball Trivia

The number #1 salesperson in Tomball for the Quarter is BEAUTEFOOL **Mark Miller**. YEAH MARK!!

Ken Anglen, Service Manager for Tomball Mobile America, was thoughtful enough to do some remodeling on our Van. Of course Ken, being the humble man he is, gave all the credit to the 1982 Thunderbird that stopped quickly in front of him.

Speaking of remodeling: Remodeling is being done on our location in Tomball. What a difference the Olympic size pool and Tennis courts will make, not to mention the Jaquzzies in each office!

Last but not least - **Jack Maxey** has figured out how to get 110% out of his salespeople. Any Salesperson not doing his job is threatened with a transfer to **Wayne Whitehead's** Spencer location. UGH!!!! (Wayne are you going to let him get away with this?) Maybe you guys should put your money where your mouth is!!! Let's see who is the best.

Patricia Cantin Promoted To Manager of Personnel & Payroll



It was recently announced that **Patricia Cantin** has been promoted to Manager of Personnel and Payroll.

In her expanded role "Tricia" will be responsible for personnel and payroll administration and will be instrumental in developing personnel policy and procedures.

A 1981 graduate of the University of Houston, she has an impressive background in office management and personnel/payroll administration.

During her six months with Mobile America, she has proven her abilities and skills and is a welcome addition to our management team.

We all wixh to congratulate **Patricia** in her new position.

Totaling Out The Tahoe Trip

Boy! Talk about something absolutely incredible! That certainly is what the TAHOE TRIP was all about!

Typical comments were:

Fantastic!
Incredible!
Couldn't imagine a better trip!
Best trip I ever went on!
Absolutely extraordinary!

And the comments went on, and on, and on

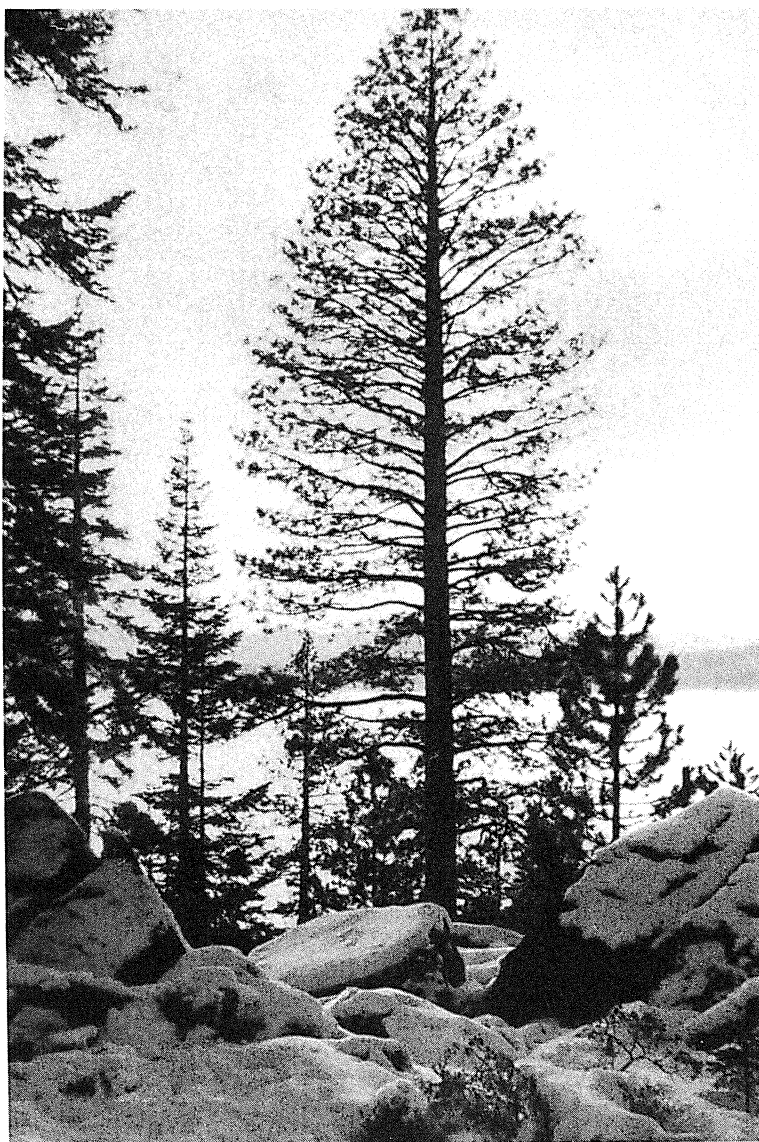
This was truly a DREAM TRIP, worthy of a *President's Club Winner*.

Seventeen *President's Club Members* went with the Management of Mobile America, so ask them if we are exaggerating how UNBELIEVABLY FANTASTIC this trip was.

Cohen Masden
James Lee, III
Danny Dean
Jim Theiss
Rickey Williams
Royce Farley
Tom Sheridan
Mark Miller
Bob Rotter



Chuck Carney, Jr.
Sam Rice
Scott Chaney
Jack Maxey
Wes Hayes
Chuck Carney, Sr.
Tony Mason
David Wimberly



Tahoe Trip Filled With Activities

We had a number of pre-scheduled activities arranged including:

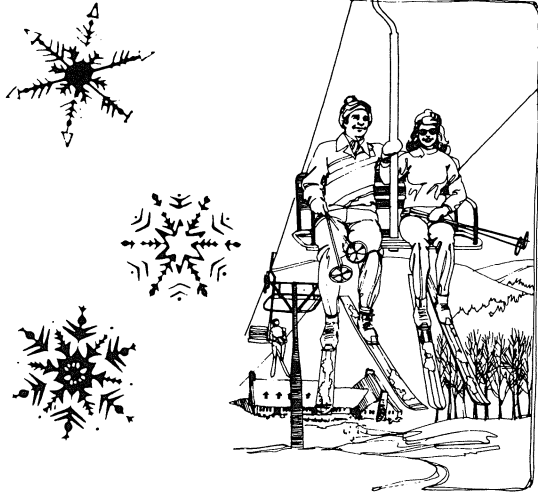
- ★ A Welcome and Get Acquainted" Luncheon, Thursday noon
- ★ A Snowmobile Tour
- ★ A Gala New Year's Eve Party at the Hotel Friday evening.
- ★ A Dinner Show Trip to Reno, Sunday evening at the MGM Grand
- ★ Skiing every Day

This was an extravaganza and a truly memorable event for all. In this regard the company provided **all** the basics, PLUS.

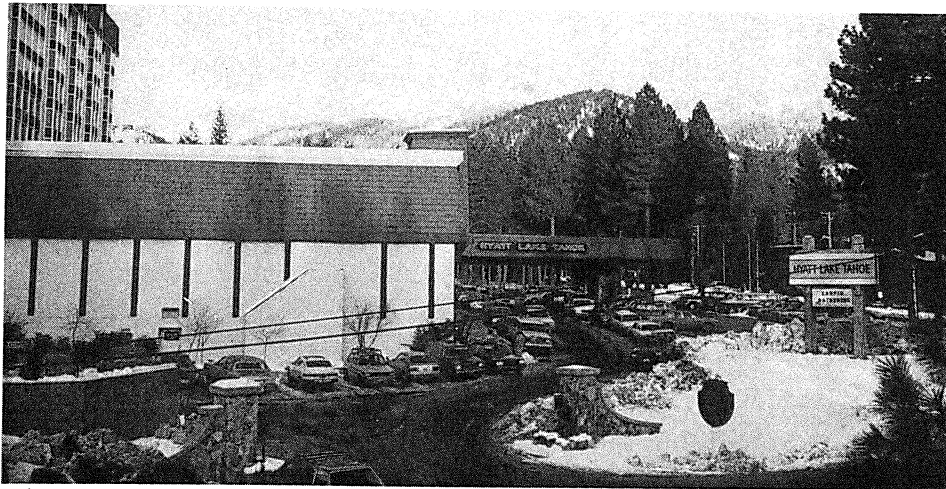
- ★ The total costs of **all** group transportation
- ★ Lodging
- ★ Two meals per person per day
- ★ Ski Equipment Rental
- ★ Lift Tickets
- ★ The Snowmobile Outing
- ★ The New Year's Eve Party at the Hotel

Special pull out section
for your Memory Scrap Book
See pictures on the following pages

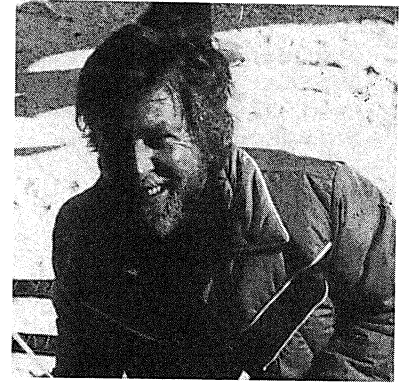
Take Me Ba



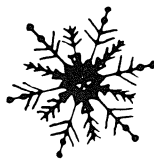
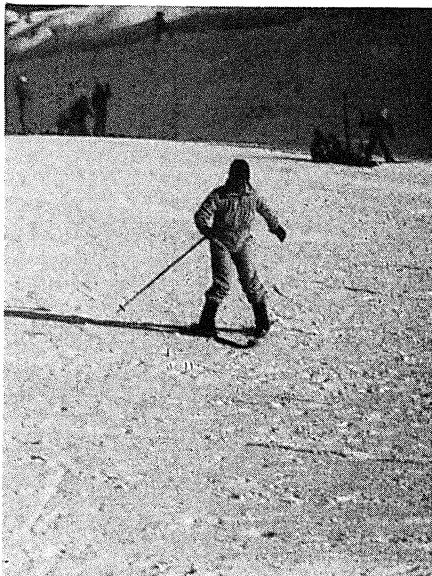
A panorama view of Lake Tahoe. Three 35 mm photos merged to get the FULL effect.



Here is our Headquarters
"The Lake Tahoe Hyatt"



"Guess Who"



Craig Reynolds "gracefully" descending the bunny slope showing his form in the snow plow position. Note that Craig was such an accomplished skier he only used 1 ski pole.

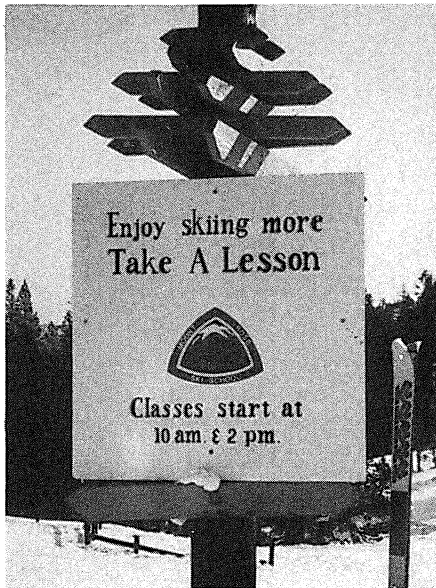


Bob and Betty getting lift to advanced slope.

ck To Tahoe



By: Craig Reynolds



We all took this sign seriously

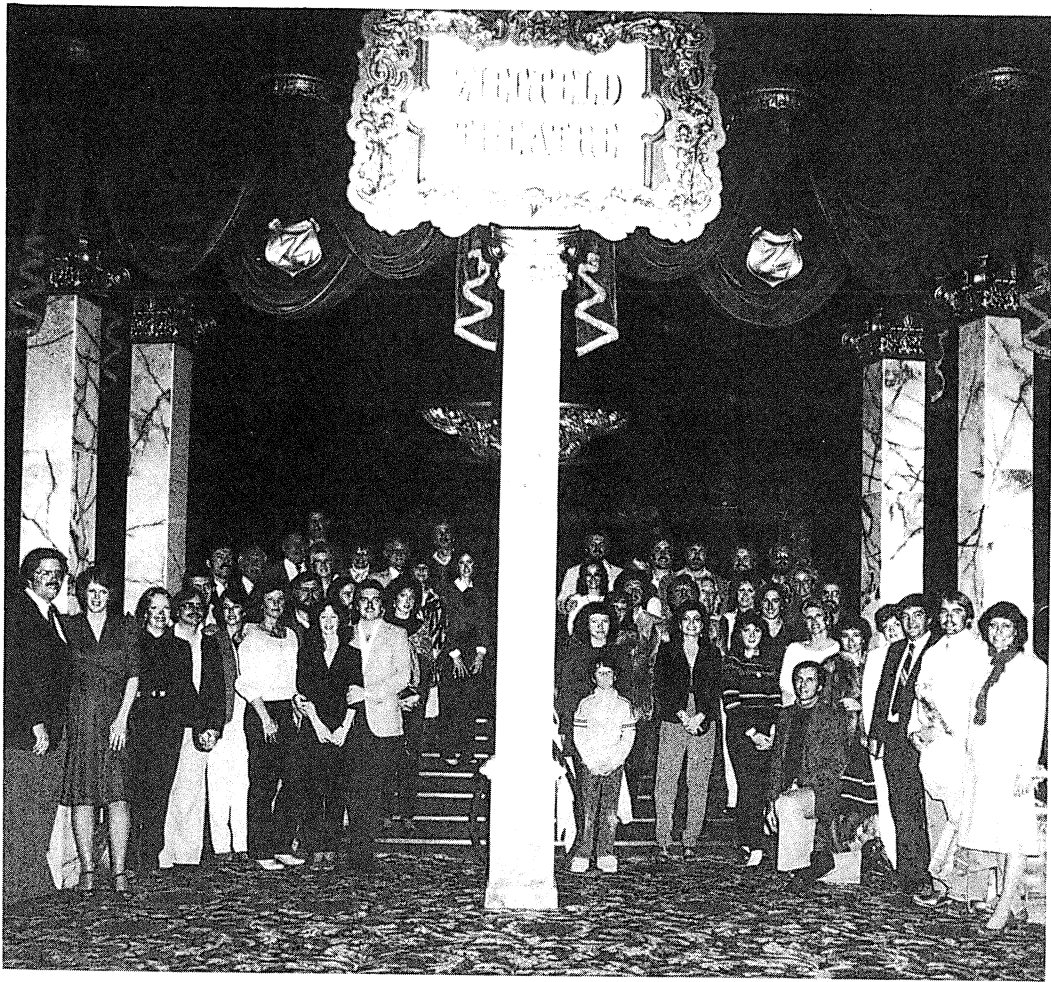


Sam "Body Sled" Rice taking his private lesson.



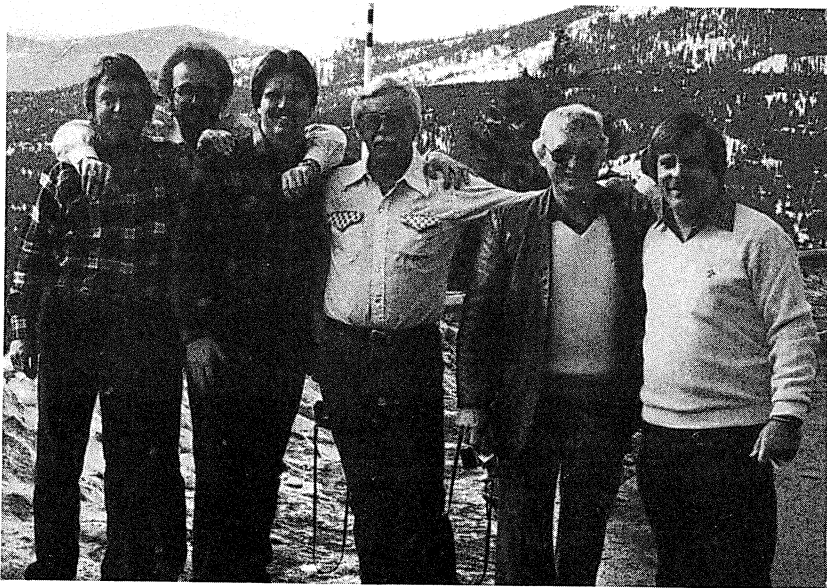
"Team Mobile America" going over pre race briefing for fun filled snow mobile ride.

S



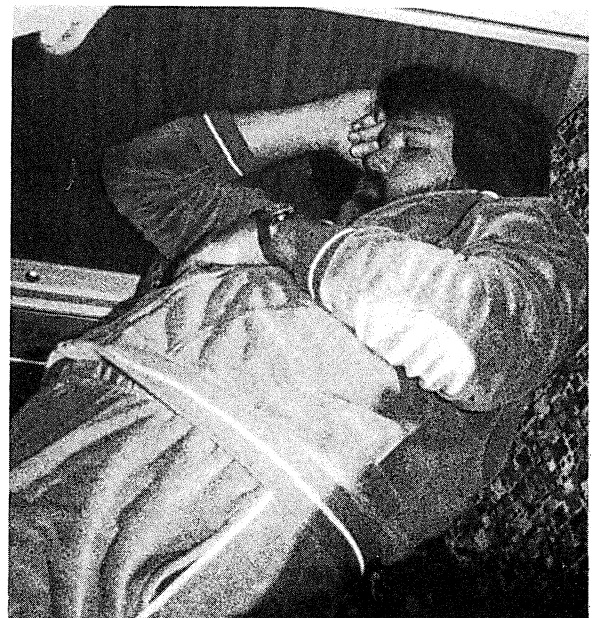
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The Tahoe Group at the MGM Grand Theater in Reno, Nevada prior to the Hello, Hollywood, Hello Show.



Scenic "over look"

Buck Teeter looks over Gene Estilette and Rickey Williams shoulder. Rickey is next to Royce Farley who is holding on to James Lee, III who has his hand in Bob Rotters back pocket.



Wes "Big Bear" Hayes sleeping it off on the bus ride back to the airport for the ride home. Don't wake this guy up!!!

Billy Carter Promo On Spencer Pulls Christmas Traffic

So, no one buys a home at Christmas time, huh? Well, we proved that one wrong this year. When the powerful pull of the MOBILE AMERICA name was coupled with a beautiful new landscaped doublewide display, a radio advertising campaign and Billy Carter, we saw some results even though Christmas was only two weeks away.

Here is the fine team that put Spencer M/A number ONE in net profit vs. quota in the last quarter of 1982.

CONGRATULATIONS TEAM.



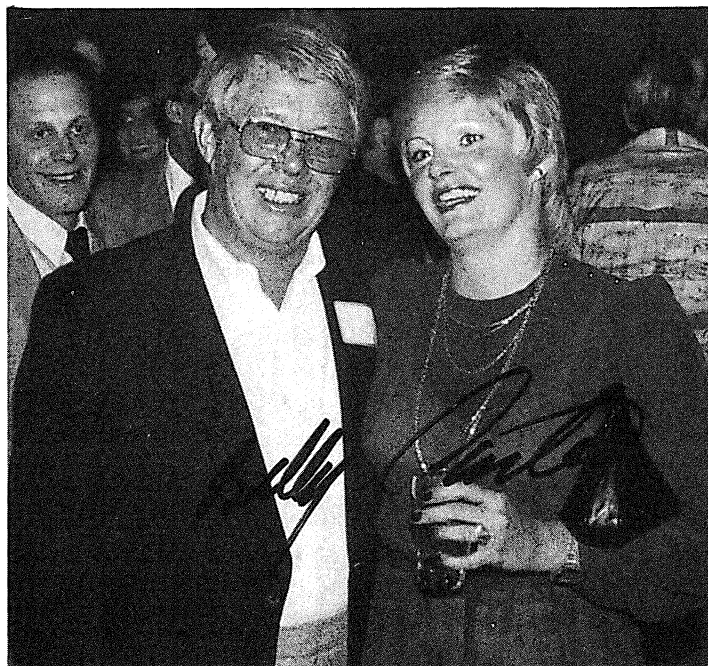
Left to right are Glen Malone, Wayne Whitehead (Manager), Bryan Meyer (back row), Billy Carter, Jack Doss (black hat), Cindy Sartain, and Jon Zimmerman.

MONSANTO FOME - COR To Offer Mobile America Special Program

Monsanto, one of the "Top Ten" Fortune Five Hundred Companies has begun initial preparation to introduce and support a major energy program for MOBILE AMERICA. This program will focus on continuous wrap Fome-Cor sheathing board which is a documented energy saving product recognized by both Houston Lighting & Power and Gulf States Utilities.

All MOBILE AMERICA homes, even the lower priced models, can be made as energy efficient as the most expensive houses on the market with the economical Fome-Cor product. MOBILE AMERICA will have a complete "Energy Program" utilizing Fome-Cor that will establish MOBILE AMERICA as the Standard that all competitors will try to emulate. Watch for this MOBILE AMERICA first.

Christmas Bash-A Smash



Cathy Kahill of Tomball with Billy Carter at Christmas Party.

The annual MOBILE AMERICA Christmas Party was held this year at the new Hobby Airport Hilton Hotel. There were over 500 in attendance at this fabulous soiree that everyone looks forward to each year. There were many special guests from our manufacturers, lenders, insurance agencies, plus our special celebrity of the evening, Mr. Billy Carter. The buffet was bountiful, and the beverages were flowing as everyone got into the spirit of Christmas with the enthusiasm that can only be described as the MOBILE AMERICA TEAM spirit.

Gary Dorsey & Committee Band provided the music for all the dancing. No one was shy, and everyone was seen out on the dance floor during the bash. As the evening wore on, the tempo picked up and everyone danced into the wee hours of the morning until they could dance no more.

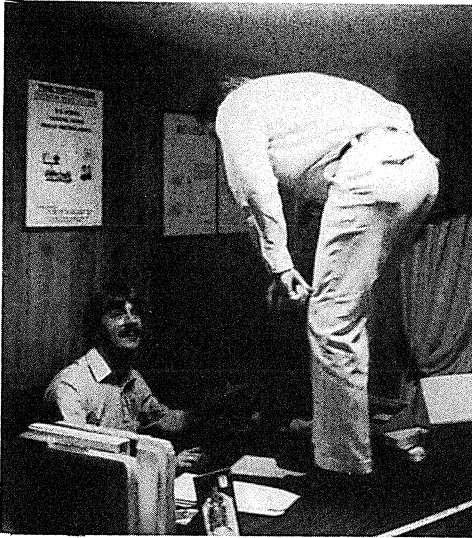
Everyone that attended the party, and almost everyone did, will readily testify that they had a GREAT TIME, and this was the biggest and best MOBILE AMERICA Christmas party of all time. We are looking forward to a fantastic repeat in December, 1983. See you there next year!

T.O. Gets C.D.

A customer buying a home from Odessa salesperson, **Mike Terry** was going to cash in a C.D. and pay cash for his home. He had closed all of the paperwork out and was coming in the next day to bring the cash, but, instead he came in to cancel his purchase because of lay-off rumors where he worked. Mike "T.O."d the customer to Manager, **John Carl**, and after John explained all the advantages of owning versus renting, how he would need a place to live even if he did get laid off, etc., the customer went out and cashed in his C.D. and returned with a cashier's check for the full amount of the home.

I guess the moral of the story is, Two people are smarter than one, especially when one of the people is a seasoned Manager that is comfortable with all the tools made available to him at Mobile America. A salesperson should never let a customer back out without the Manager being involved with that customer on a face-to-face basis.

Follow Up - Follow Up - Follow Up



In this photo Jerry Rice, Assistant Manager of Channel-view is emphasizing to Bobby Williams that he must "Stay on top" of his Follow-Up System.

North Freeway News

A hearty welcome to **Lou Davis** who joins MOBILE AMERICA, from the insurance field. Also, we would like to welcome **Mr. Butch Johnson** who comes over to mobile home sales from the truck sales field. Last but certainly not least, **Mr. Charlie Witherspoon** who comes to MOBILE AMERICA from the retail sales management field.

Sales leader for the last quarter of 1982 at MOBILE AMERICA on the North Freeway was **Mr. Sid Domian**. **Congratulation to Sid.**

A special welcome to new manager **Mr. Chuck Carney, Sr.** who moves over from Hwy. 290.

The goal for MOBILE AMERICA on the North Freeway is to be Number #1 again in 1983.

Eastex News

Welcome to Eastex **Mr. Jack Quinlan** and **Mr. James Smith** and welcome back **Mr. Don Wiley**.

Congratulations to **Barabara & Don Thompson** on the birth of their son, **Daniel**. Born September 11, 1982 - weighing in at 5 lbs. 5 oz.

Congratulations to **Bill Walker** who transferred from Dickinson as Eastex's new Assistant Manager.

Top Salesperson for the final quarter of 1982 was **Ann Johnson** with 8 deliveries, and **Bill Alvarez** with 6 deliveries. Strive for five to keep alive!

Wedding Bells

A special congratulations to **Betty and Bob Levine** on their recent marriage. The new bride is on the staff of M.D. Anderson Hospital where she is a M.D. specializing in child

psychiatry. We welcome **Dr. Levine** to the MOBILE AMERICA Team. We know this group will probably lead her to test some new hypothesis.

Individual Retirement Account Personal Finances

Every Mobile America employee is eligible to set up an IRA as explained below:

NEW IRA DEADLINES

A tax deferred IRA Plan for 1983 can be established up to your tax time next year as a result of the Revenue Act of 1978. This means that you can set up an IRA - Individual Retirement Account - for 1983 as late as your tax payment date.

An IRA can help you enjoy important investment flexibility while tax deferring up to 15% of your salary, up to a maximum of \$2,000 per year. And, if you have a non-working spouse, you can establish a Spousal Account which lets you contribute up to \$250 more per year.

Thousands of people are now preparing for a more prosperous and secure retirement by taking advantage of a tax deferred IRA. In fact, if you are not contributing to an IRA every year, you are losing money in taxes that could have been sheltered for your retirement years.

Alvarez, Wyatt & Laramore Promoted

Recent Management promotions have been announced which have elevated three Assistant Managers to Managership. These include **Mr. Bill Alvarez**, former Assistant Manager at Eastex who has been named to replace Beaumont Manager, **Jim Rudolph**. **Jim** is moving to Huntsville to open the new location there.

Gary Wyatt has been named Eastex Freeway Manager. **Gary** has been Assistant Manager at Gulf M/A for two and a half years. **Gary** is already putting some things together.

Ronnie Laramore has taken the reins at Southwest A/C. **Ronnie** has had experience in Beaumont and in Houston in sales and as Assistant Manager.

Good luck to each of these guys. We expect to see big results in 1983.

Don't Be An Equivocator

Are you an "equivocator"? Do you have problems because you're constantly "equivocating"?

(Read this S-L-O-W-L-Y)

Equivocate - To avoid committing oneself in what one says.

In other words if you're planning to deliver five homes in February, you need to know **exactly which** five customers you are **positive** you can deliver and **exactly when**. Any customers you aren't **exactly positive** about you can't count and you'll have to produce other deliveries.

THINK ABOUT THIS!!!!

Jones Top Life Salesperson In Quarter

Johnny Jones of the MOBILE AMERICA Sales Center on the Gulf Freeway did an outstanding job in the final quarter of 1982 in Family Protection Life Insurance Sales. **Johnny** sold over \$28,000 in Family Protection Life Insurance to be the top salesperson for the quarter. This is a tremendous accomplishment, and it earned an additional \$2,800 for **Johnny** in the months of October, November, and December.

Right on **Johnny's** heels was **Mr. Cerefino Galan** of the Used Mobile Home Center. **Galan** sold \$21,500 in Life, which is no small accomplishment either. Congratulations to you both.

"New Stars At Alameda"

"Columbian blows Alameda away with **"Big Al"** **Alfonso Arce** who comes to Alameda Mobile America from Columbia, South America. He brings with him a background in Architectural Engineering along with strong bilingual Sales Experience. Al will be a BIG Asset for Mobile America. The Sales Staff at Alameda wishes **Al** a long and successful Career.

"Astro World" sends a new Clown to Alameda, **Jack Hammett**, or "**Jack'O the Clown**." He joined forces with the crew at Alameda in December. **Jack** was the Water Ski Clown for the past several years at Astro World. His Fort'e is now Mobile America and we expect GREAT things from **Jack** in 1983.

"Little Horn" manager **Mike "Wallbanger" Wallace** is another new face at Alameda. **Mike** was formerly manager of a world famous restaurant in Webster, Texas.

Fontenot Tops in '82 Life Sales

Ms. Wanda Fontenot who was Number 1 in 1981 in Family Protection Life Sales, came back even stronger to win the title for 1982. Wanda sold \$51,332.75 in Family Protection Life in 1981 vs. her top dollar volume of \$52,499.00 in 1982.

Wanda who works at the Used Mobile Home Center on Gulf Freeway was in a close race with second place Life salesperson, **Mr. Gary Wyatt** who sold \$46,400 in Life. Gary was almost passed up by **Mr. Johnny Jones**, also of the Gulf Mobile America location who had \$45,000 in Life. Number 4 in Life sales was **Mr. James Lee, III**, Southwest M/A, followed by **Mr. Cohen Masden** of Alameda.

Congratulations to Wanda and all of the top Life salespeople.

Redman Athens Announces Energy Model

A New doublewide "Energy Saver Package" which includes, 6" exterior walls with R-19 insulation, R-30 insulation in the roof, R-11 insulation in floor and sunglass windows has been introduced at Redman's Athens Plant.

A special introductory offer on the Energy Saver Package makes this option too good to miss. Also, **Norm Etheridge** factory sales representative wants to extend an open invitation to any and all MOBILE AMERICA salespeople to visit his facility in Athens for a plant tour so you can see first hand how REDMAN builds their doublewides. For further information, contact **Norm** at REDMAN HOMES, (214) 675-5784.



North Freeway Challenge

The boys of North Freeway America's Choice have laid claim to the North Freeway! They challenge any lot in that sector to compete with them on a consistant basis. Call 999-2800 to make a monitary jesture if you want to try us on for size.

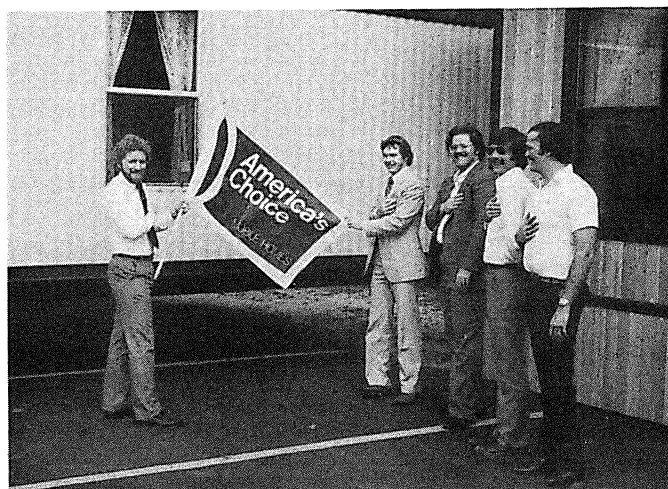
Signed:
Tony Mason and Team
North America's Choice

Peggy Ties The Knot

Peggy Riley of Dickinson Sales Center was married on January the 22nd to **Mr. Gary Foster**. The wedding took place back home in Kentucky, but, **Peggy** and new hubby are back and **Peggy** is at work.

Contratulations to the new bride and groom, and, a great big MOBILE AMERICA welcome to a new family member.

CREDO OF NORTH FREEWAY AMERICA'S CHOICE



Tony Mason holding flag with (left to right) **Gary Sperry**, **David Wimberly**, **Dave Ford** and **Duffy Williams**.

I pledge allegiance to a united Mobile America and to the golden rule to which it stands, one mobile home dynasty under **Gene**, **Bucky** and **Bob** with prosperity and good times for all.

We feel this Credo should be adopted by Mobile America as the company Credo. It should be recited at all major company functions.

Theiss Transfers

Midland super star, **Mr. Jim Theiss** has recently transferred from far west Texas, to the heart of MOBILE AMERICA at the Gulf Mobile America Sales Center. Jim, who was on the Tahoe trip came to Houston so that he could be in the middle of the

action. We expect to see great things for Jim, as he has already proven his capacity for selling homes. NOW we will see Jim perform in the Houston market and demonstrate his ability to be a leader of the troops.

Redman Cruise Winners Named

Presidents Club points earned during October, November, and December put these individuals on a Carribean Cruise aboard the S.S. Norway:

NAME	LOCATION
Wayne Whitehead	Spencer M/A
Bob Rotter	Southwest M/A
Chuck Carney, Sr.	Highway #290
Chuck Carney, Jr.	Gulf M/A & Gulf A/C
Bruce Reynolds	Spencer A/C
Tony Mason	North A/C
Jack Maxey	Tomball
Wes Hayes	Dickinson
Scott Chaney	Midland
Jim Rudolph	Beaumont M/A
James Lee, III	Southwest M/A
Rickey Williams	Southwest M/A

If you didn't make this one don't give up because Sunshine is giving us a cruise which departs Los Angeles in May. You can win one of these cruises by earning *President's Club Points* in January, February, and March. GO FOR IT!!!

Initial President's Club Level Achieved

As of January 1st, there has been a number of Sales Personnel and Managers who have achieved the minimum points required for recognition as members of the *President's Club*. This club of very special people within the MOBILE AMERICA organization will be recognized at the end of its first year of existence. Points earned for membership began June 1, 1982 and continues through July 30, 1983. To become a member of the *President's Club* a Salesperson or Manager must achieve a level of excellence by building points for membership.

The following individuals have surpassed the minimum 50 points required for membership and are now achieving even higher levels within the club.

Bob Rotter	Southwest M/A	65
Chuck Carney, Jr.	Gulf M/A & Gulf A/C	50
James Lee, III	Southwest M/A	79
Rickey Williams	Southwest M/A	53
Danny Dean	Odessa	51

Every sales person in the MOBILE AMERICA organization has an equal opportunity to become recognized as a member of this exclusive club. The basic requirements are set forth in a separate article in this publication.

President's Club Scores Announced —— Sales Personnel ——

Thru December 1982

POINTS EARNED	RECEIPT	THIRD QUARTER & DECEMBER ACHIEVEMENT	YTD POINTS
27	James Lee, III	14.5 Units Sold in Quarter/6 Units Sold in March \$25,000 FPLI	79
10	Rickey Williams	13.5 Units Sold in Quarter	53
10	Danny Dean	17.5 Units Sold in Quarter	51
18	Carl Loetscher	12.5 Units Sold in Quarter/6.5 Units Sold in March	48
	Cohen Masden		48
10	Tom Sheridan	12.5 Units Sold in Quarter	48
10	Cerferino Galan	16 Units Sold in Quarter	44
10	Wanda Fontenot	12 Units Sold in Quarter	37
	Mark Miller		35
5	Royce Farley	5 Units Sold in Month	34
	Jim Theiss		34
7	Jack Doss	6 Units Sold in Month	28
5	Bob Lake	5 Units Sold in Month	27
	David Wimberly		27
	Tony Conklin		17
	Johnny Jones		17
	Jim Carpenter		11
	Johnny Gilbert		10
	Jerry Rice	\$25,000 FPLI	10
	Sid Domian		7
	Pete Oliver		5
	Forrest Ross		5
	Ron Sommers		5
	Larry Speck		5
	Duffy Williams		5

President's Club Scores and Standing

— Managers —

Thru December 1982

POINTS EARNED	NAME	LOCATION		YTD POINTS
10	Bob Rotter	Southwest M/A	Monthly Profit & Unit Quota	65
10	Chuck Carney, Jr.	Gulf M/A & Gulf A/C	Monthly Profit Quota - 2 Lots	60
-	Scott Chaney	Midland		40
-	Wes Hayes	Dickinson		35
-	Sam Rice	Almeda		35
-	Jack Maxey	Tomball		35
-	Chuck Carney, Sr.	Highway #290		35
25	Wayne Whitehead	Spencer M/A	Monthly Profit & Unit Quota Quarterly Profit Quota	30
-	Tony Mason	North A/C		30
-	Ray McKinney	Baytown		10
-	Bruce Reynolds	Spencer A/C		10
-	John Carl	Odessa		5

Spencer A/C News

Spencer America's Choice was proud to be the home of the Number 1 salesperson for November, 1982, that being **Mr. James Carpenter**. Also, James was Number 1 on the Spencer Sales Center in sales for the last quarter of 1982. Congratulation **James**.

Another new face that's really an old face is **Sue Sue Becker**, the new secretary at Spencer America's Choice. Sue Sue was formerly secretary at Gulf Mobile America and "floating" secretary for the Company. She's still floating, but, now she's floating permanently at America's Choice on Spencer Highway.

Top Ten Sales Centers ★ 1982 ★ Gross Profit

'82 RANKING	LOCATION	MANAGER	'81 RANKING
1	Southwest Mobile America	Bob Rotter	1
2	Dickinson	Wes Hayes	7
3	Gulf Mobile America	Chuck Carney, Jr.	4
4	Almeda	Sam Rice	6
5	North Mobile America	Mac McCorquodale	2
6	Eastex	Doug Walsh	5
7	Highway #290	Chuck Carney, Sr.	18
8	North America's Choice	Tony Mason	11
9	Baytown	Ray McKinney	9
10	Spencer Mobile America	Wayne Whitehead	8

Awards For Ideas

The Management of Mobile America has set in motion a formal process for receiving and recognizing suggestions and ideas concerning cost reduction, ways to increase sales, reduce personnel turnover. 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. If the idea was feasible, he would make a formal written proposal and present it to management for review and implementation. 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.

Gulf A/C Welcomes Two New Faces

A hearty welcome to **Mr. Denis Brant**, who hails from Ontario, Canada. We expect to see some big things from Denis.

Our other new face on the sales center is **Mary Hickey**, a home town girl that's fired up on selling manufactured homes. **Mary** adds good looks to Gulf America's Choice Sales staff.

Drex's Hex

Drex Grisham of the Dickinson Sales Center has been practicing his Step Up Program selling. During **Schwep's** recent visit, **Drex** didn't do an exactly perfect job when demonstrating the use of the Step Up Program. Now **Drex** wants to offer you his service in training your people to use this program. Just call **Drex** at the Dickinson Sales Center and he'll come out and counsel your people.

A Message From Our President

By Bob Levine

**YOU CANNOT OVERBLAME
SENIOR MANAGEMENT
FOR PROBLEMS IN AN ORGANIZATION.**

The end of every year is always, for me, a time for reflection.

It's a time to evaluate what's happened that was good and what has happened that was bad. Most of all, it's a time for me to identify that **most significant**, positive thing that happened during the year . . . and to build on it.

It may surprise some of you to realize that

**THE MOST SIGNIFICANT, POSITIVE THING TO
ME IN 1982 WAS MY RECOGNITION THAT I
COULD NOT BE OVERBLAMED FOR
PROBLEMS AT MOBILE AMERICA**

This realization forced me to recognize that it was my responsibility

- to confront each important issue "square on".
- to do whatever is necessary to insure that the **Goals** of Mobile America are set **high** enough for us to become **THE #1 RETAILER**.
- To do whatever is necessary to insure that each Sales Center and each Profit Center is maximized.

Each Sales Center and each Profit Center **will be maximized** and it's my responsibility to do **whatever is necessary** within the framework of consistency and fairness to get that job done.

In all cases, it will involve **TRAINING**. From that point, the technique will change and will reflect the circumstances and the individuals involved.

If each of you will also recognize that

**YOU CANNOT BE OVERBLAMED
FOR PROBLEMS WITHIN
YOUR ORGANIZATION . . .**

AND IF YOU ACT ACCORDINGLY,

**OUR HIGH-STRETCH GOALS
WILL BE GUARANTEED.**


Population On Increase

Now 233 million, in 7 years 250 million. Big increase in bracket from 25 to 44, heavy spending years for large ticket items such as housing. Additional households will keep up demand for housing through the 80's. More people living alone means smaller households -- may mean smaller homes will be sold. There will be a lot more middleaged and retirees with healthy spendable incomes. Population growth during the eighties is expected to be 9.4% nationwide. It appears we are in the right place at the right time. Lets get our share of these housing dollars.

The President's Club

As a Mobile America Sales or Management Team Member You Are The Key To Our Success. Mobile America sets high standards for personal achievement in all areas. We are the best because we expect the best from each of our people.

These special people will not go unrecognized. "The President's Club" is our way of extending this special recognition.

To become a member of The President's Club, a salesperson or manager must achieve a level of excellence by building what we call "Points for Membership." The attached outline of membership requirements sets forth standards for earning membership points.

Those people who achieve sufficient points for membership will be recognized at our Annual Awards Presentation as members of the The President's Club, the most highly prized achievement ever awarded by Mobile America Sales Corporation.

Special Note - In case of any tie the salesperson with the most units delivered and manager with the largest per cent net profit increase over his cumulative net profit quota wins.

Scoring

Scoring includes both new and used units sold.

Scoring started with July sales and will run for 12 months (through June 1983 sales).

Interim Awards

Throughout the year there will be interim awards of Manufacturer's trips and so forth, that will be presented based on "Points For Membership" earned in the President's Club.

Annual Awards

All Special President's Club Awards will be presented after Jun 30, 1983. A special Awards Banquet will be the setting for these presentations.

Fifty Points Required for Membership

Sales Personnel

- 5 Points for selling 5 homes during one month
- 15 Points earned each quarter 12 homes are sold
- 2 Points earned for each home over 5 in one month
- 20 Points for selling 36 homes during the year
- 20 Points for achieving \$200,000 in gross profit during the year
- 10 Points for each \$25,000 in Family Protection Insurance sold.

Manager

- 5 Points for achieving monthly unit quota
- 5 Points for achieving 33% of quarterly net profit quota in one month
- 15 Points earned each quarter net profit quota achieved
- 10 Points for each \$50,000 in Family Protection Insurance sold .

