

Mobile America TODAY



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

Vol. 2 No. 1

January, February, March 1983

Awards Banquet Announced



The Nassau Bay Hilton overlooking Clear Lake

All Area Sales Personnel and their guest will be invited to attend a very special AWARDS BANQUET on Saturday Evening, August 6th at the Nassau Bay Hilton Hotel. This elaborate affair will recognize President's Club Members and includes presentation of President's Club Watches.

The beautiful new HILTON overlooks Clear Lake and out into Galveston Bay. The Admiral Ballroom will be filled with excitement as these very special presentations are made.

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

Mobile America: Steering A Course of Planned Growth

When **Buck Teeter** and **Gene Estillette** got together in May, 1971 and formed Mobile America, they didn't have the luxury of a huge bankroll to get their fledgling dealership off the ground. They started with a relatively meager cash investment of about \$10,000.

But what they lacked in capital at the time, they more than made up for in experience. Both men had been sales center managers for a large mobile home sales organization — **Estillette** in a dealership in Louisiana, **Teeter** in Beaumont, Texas.

Quickly, it became obvious the two founders' experience and drive were more than enough to propel the company along a path of steady upward growth. By the time the recession of 1974-75 was winding down, **Teeter** and **Estillette** had eight sales centers sprinkled around Houston and Beaumont and they were looking for even further expansion.

That's when they brought in **Robert Levine**. He had been president of a plastics manufacturing firm in the Houston area and also had experience in corporate mergers. To **Estillette** and **Teeter**, **Levine** seemed just the man they were looking for to help them continue to build on their success.

That assessment proved correct. Today, with **Buck Teeter** and **Gene Estillette** as co-chairmen and **Levine** as president and chief operating officer, Mobile America operates 20 sales centers and has two more being completed.

One of the keys to Mobile America's success has been what **Levine** calls "substantive marketing programs" that create an image for the company and reinforce that image to the customer.

The process starts with advertising — about 85% on TV —

(continued on page 2)



Mobile America team: Robert Levine, Buck Teeter and Gene Estillette.

Huntsville Sales Center Opens



The Huntsville Sales Center opening.

MOBILE AMERICA'S most recent expansion move has been into the Huntsville area which is north of Houston and just out of what is considered Houston's Market. Without a doubt, this market will be covered by MOBILE AMERICA'S aggressive advertising campaign.

The new Sales Center is managed by **Mr. Jim Rudolph**, formerly of the Beaumont MOBILE AMERICA Sales Center. We are looking for great things from Huntsville, which is one of our flagship Sales Centers.

The location was put in with no expenses spared as far as improvements. It features the new large eighty-foot office unit with the latest in interior decor and furnishings. Assistant Managers in Huntsville are **Mr. Joe Robichau** and **Mr. Doug Miller** who began their training with Jim in Beaumont, Texas. The opening included a ribbon-cutting by the local Chamber with Company officers in attendance. Radio in Huntsville was blanketed with commercials and the same for the Houston television stations.

The results have been an immediate high traffic sales center with excellent quality homebuyers. We are most excited about this newest of locations and urge you all to visit **Jim** and the troops at your earliest convenience. Other Huntsville employees are: **Mike Lewis, Don Smith** and **Paul Szenk**.

What Makes A Great Salesperson

The Houston Post had an article about "**Jim Dandy Dailey**". He is the top car salesman in Houston, tops in Texas (duly noted in an issue of Texas Monthly) and usually tops in the United States.

What separates good salespeople from bad? "ATTITUDE mostly," he says. There are those days that **Dailey** says he wakes up not feeling great. But a short run, a game of tennis, or working in the yard before breakfast usually changes things.

P.S. **Jim** smiles a lot and very few people have seen him when he wasn't **ENTHUSIASTIC**.

GET THE MESSAGE?

Mobile America: Steering

(continued from page 1)

which is used to convey the company's theme or image. For this, Mobile America has turned to **Mickey Gilley**, the well-known owner of Gilley's, the country-western bar featured in the film *Urban Cowboy* where **John Travolta** rode a mechanical bucking bull.

Once created, the image is reinforced in the sales center through posters, graphics, printed handouts and sales-presentation materials.

The final step is making sure the salespeople carry the message. The company has brought in sales expert **Grayson Schwepfinger** as a vice president of marketing to set up training sessions for sales center personnel.

Looking to the future, **Levine** says Mobile America plans to follow a course of "planned

growth," the rate of which will be tied to the company's overall marketing plan.

In the short-run, the company expects to expand its sales force to 180 people — up from the present 140, that up from the 65 of a year ago.

Notes **Levine**, "We have very definite plans for expansion outside of our market." This includes a push across Texas borders, but **Levine** doubts the move will occur this year.

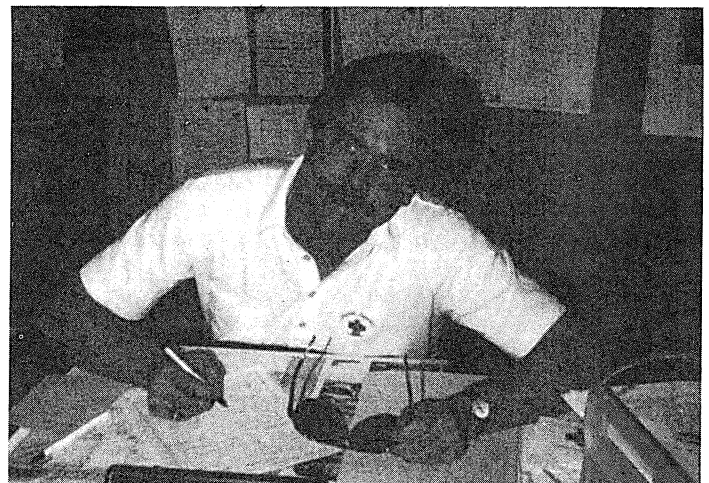
With an eye toward even more future growth, **Levine** states, "We're a large corporation in the embryonic stage."

If Mobile America's track record serves as any indication for future success, the company won't be in the embryonic stage for long.

(Reprinted from General Electric Credit Corporations's Quarterly Newsletter)
"Manufactured Housing Report"



Finke Named Odessa Manager



Chris Finke

All the crew at Mobile America would like to congratulate **Chris Finke** (pictured here practicing his "Concerned Look") on his promotion to Manager of the Odessa Sales Center. Not only has **Chris** done a consistent job through last year to earn this promotion, he has really out done

himself in the first quarter of this year. **Chris**, even with his workload as Assistant Manager in Midland, has delivered 19 units in the first quarter for a gross profit of over \$84,000.00. This put him into the #1 spot year-to-date COMPANY WIDE!!!!

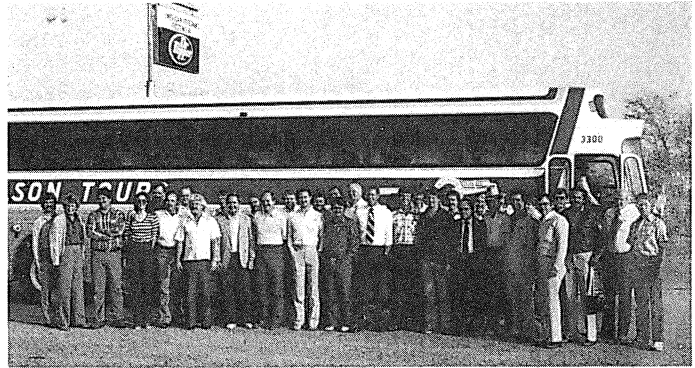
New Schwep School Shows Results

Since **Grayson Schwepfnger**, Vice President of Sales, increased his training program from a two day to an eight day program, the results have been evident. Not only are our sales personnel more highly trained before they actually begin waiting on customers, but when they do they are much more proficient in their selling skills.

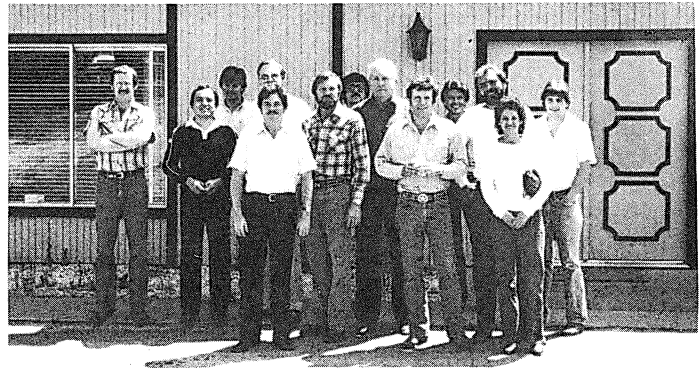
There are many new faces throughout the Company that are obvious examples of this. Just look at April Sales for some new "trainees."

SALESPERSON	GROSS	DEALS
DENNIS ROBERTSON	\$20,414.00	4
RICK DANOS	\$14,145.72	3
MIKE DAVIS	\$13,350.28	2
DON HILL	\$13,690.71	2
RICK PLUMMER	\$11,748.37	2
MANDY TEEL	\$11,441.26	2
BRIGITTE ALBERIGO	\$10,501.30	2
HAL BAADER	\$ 8,020.76	3

Schwep is not totally alone in his training as he receives help from members of the home office including: **Craig Reynolds**, Vice President of Finance; **Wayne Townsend**, Vice President of Operations; **Tricia Cantin**, Payroll/Personnel Manager; **Ronnie Richards**, Vice President of Merchandising and Special Projects; **Mary Morton**, Controller; and even **Gene, Buck and Bob**. Each phase of the **MOBILE AMERICA** operation is explained to the class during the presentation. The class is a combination of lecture, viewing video tapes, question and answer sessions, heavy role-playing, video role-playing, and finally there is the daily test "Professor" Schwepfnger administers. By the way, the new graduates have maintained an outstanding average on the tests they have been taking in the first two classes. CONGRATULATIONS TO ALL THE SCHWEP GRADUATES.



Schweps first full 8 day training school was bussed to a factory on their last day of class.



Second training class in new 8 day program pictured at plant.

Top Sales Centers in Insurance First Quarter Insurance Results

The Sales Centers with outstanding sales of Insurance were prominent among the ranks during the first quarter of 1983. Everyone is getting on the bandwagon of BONUS BUCKS by selling both Physical Damage and Family Protection Life Insurance. The results reported here indicate our great strides forward in this area.

Physical Damage Sales Leaders

SCOTT CHANEY - Midland
CHUCK CARNEY, JR. - Gulf M/A
WES HAYES - Dickinson
BOB LARA - UMHC
BOB ROTTER - Southwest M/A
WAYNE WHITEHEAD - Spencer M/A
GARY WYATT - Eastex
SAM RICE - Almeda
JOHN CARL - Odessa
TOM DOOLEY - Channelview

Family Protection Life Insurance

CHUCK CARNEY, JR. - Gulf M/A
BOB LARA - UMHC
JACK MAXEY - Tomball
TOM DOOLEY - Channelview
BRUCE REYNOLDS - Spencer A/C
WES HAYES - Dickinson
GARY WYATT - Eastex
CHUCK CARNEY, JR. - Gulf A/C
BOB ROTTER - Southwest M/A
WAYNE WHITEHEAD - Spencer M/A

Mary Morton Celebrates Eighth Anniversary With Mobile America



Mary takes the cake !!!

Mary Morton, also known as "MOTHER SUPERIOR", celebrated her eighth anniversary with Mobile America. **Mary's** position is controller at Mobile America where she is responsible for funding of retail installment contracts.

Not only is it amazing that someone could last eight years in the positions that **Mary** has held, but it is also amazing that she has been able to maintain her beauty and youthful figure through all of the stress and strain that are a part of her job.

CONGRATULATIONS on your **EIGHTH ANNIVERSARY** from all of us at **MOBILE AMERICA**.

Secretaries' Bonus

Secretaries received a Van Heusen Gift Certificate for each monthly payment Family Protection Life Insurance policy sold on FHA or VA deals. These gift certificates will purchase many fine items and nearly every secretary has become actively involved in the program. Here are our recent winners.

NUMBER OF POLICIES	NAME	SALES CENTER
9	Linda Fontenot	Beaumont A/C
7	Brenda Halley	Gulf M/A
7	Mary Richter & Judy Smith	Southwest M/A
6	Beverly Galloway	Odessa
6	Dee Hurd	Hwy. 290
4	Patti Saunders	Dickinson
4	Cindy Garcia	Spencer M/A
3	Rhonda Hoppens	Gulf A/C
3	Linda Stewart	North A/C
3	Susie Comeaux	Beaumont M/A
2	Sharon Martin	Baytown
2	Peggy Burgan	Eastex
2	Carolyn Herbert	UMHC
1	Karen Pawli	Almeda
1	Camille Whitman	Tomball
1	Debra Black	Midland
1	Ginger Sommers	Channelview

BEST TEAMWORK

The **MOBILE AMERICA** locations producing the best bottom line are those who have the best managers and **ASSISTANT MANAGERS**. No truly great Sales Center Manager can succeed without two strong Assistant Managers with individual responsibilities. This was realized long ago by **MOBILE AMERICA** and is also recognized as the best way to schedule sales personnel shifts at the sales center.

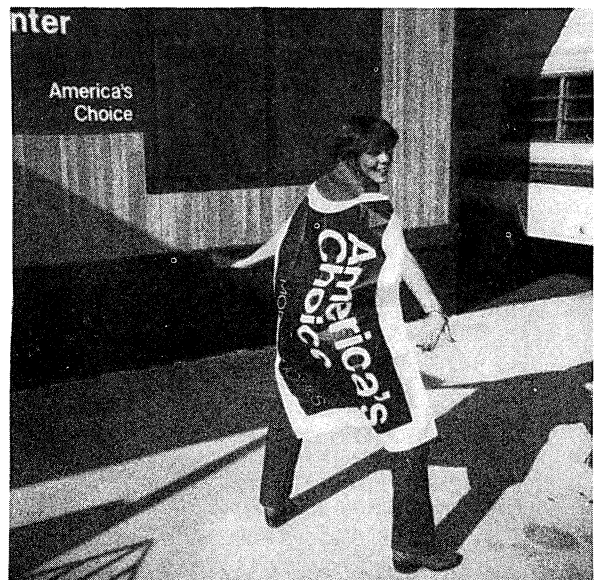
Since sales centers are often open from 8:00 in the morning until 9:00 in the evening, it is not expected that everyone work the entire day every day. Therefore, each Assistant Manager is assigned a team and the teams are given overlapping shifts or "floor time" at the sales center. In this way a manager has an Assistant Manager responsible for following up on every customer with the members of his team and also handling T.O.'s for his team.

Does your sales center have this teamwork? If it doesn't, now is the time to develop your good Assistant Managers, **DON'T HESITATE**.

Monthly Insurance Bonus Winners

Following are the Secretary's Insurance Bonus winners for January through April of 1983. These gals put forth the extra effort in getting the contracts completed with plenty of insurance. We want to recognize them for their efforts.

AMOUNT	NAME	MONTH
\$500	Camille Whitman	Jan.
\$400	Peggy Burgan	Mar.
\$350	Cindy Garcia	Apr.
\$300	Cindy Garcia	Mar.
\$250	Peggy Burgan	Apr.
\$250	Brenda Halley	Mar.
\$150	Sue Sue	Mar.
\$150	Mary Richter	Apr.
\$150	Karen Pawli	Feb.
\$100	Rhonda Hoppens	Feb.
\$50	Patti Saunders	Apr.
\$50	Brenda Halley	Jan.
\$50	Linda Stewart	Mar.



Spencer America Choice's super-secretary is ready to do battle with the forces of evil -----landlords, General Homes, & real estate salesmen.



Recent Marriages Announced By Home Office Personnel



Diane and Greg Wilganowski

Wedding Bells were ringing for two of the lovely ladies in the Home Office. On April 2nd, **Lana Downs** became the bride of **Mr. Harold Awbrey**. Congratulations to **Lana** and **Harold**.

Ever efficient **Diane Reitz** tied the knot on March 12th to **Mr. Greg Wilganowski**. The marriage was held at the home of **Horrace Botello**. A special congratulations to **Diane** and **Greg**.



Harold Awbrey (center) and the new Mrs. Lana Awbrey (right).

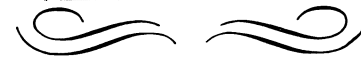
Sales Secretaries Training Session Held At Home Office

The Sales Center Secretary is one of the keys to the success of any Sales Center in the Mobile America organization. Without this key individual, there would be no sales closed and no sales funded. Since this position is such an important position and since the job is so challenging, a continuing program of education is held at the Home Office in Houston for all sales center Secretaries.

The agenda of the last sales center Secretaries meeting looked like this.

AGENDA

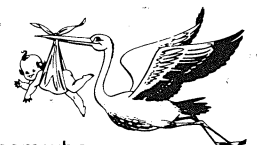
9:00	Sign In.
9:15	Introduction and Opening Remarks - by Ronnie Richards
9:30	F & I Profile - by Ann Morris
9:45	Procedures for Handling Repossession Sales - by Janet Hankins & Nancy Weber
10:15	CIT Presentation - by Betty Huffman & John Alkire
12:00	Lunch
12:45	Deal Cashing - by Mary Morton & Debbie Urban
1:30	General Discussion Forum
2:30	Closing Remarks - by Craig Reynolds



Wedding Bells In Beaumont

America's Choice in Beaumont was the setting for the wedding of **Linda Fontenot**, Sales Secretary, and **William (Bill) Toombs, Jr.** on Friday, April 8, 1983 at 8:00 P.M. The staff at the Sales Center transformed the office into a chapel, and one of the offices into a reception area. **Alexis Hamlin** sang, "You Light Up My Life" at the end of the ceremony. **Marvin Lewis** took pictures and **Debbis Lewis** served cake. It was inevitably the most beautiful and unusual wedding of the times.

"Justin" Time



It was a May arrival for **Justin Drex Grisham** who weighed in at 6 pounds and 14 ounces. **Justin** is the son of **Drex** and **Sharon Grisham**. **Drex** works at the Dickinson Sales Center.

CONGRATULATIONS to the Mom, Pop, and new Baby from all of us at MOBILE AMERICA.

Conklin and Williams Promoted to Manager

Recent management promotions include promotions at the Southwest Freeway America's Choice Sales Center and the Highway 290 Sales Center. **Mr. Tony Conklin**, formerly Assistant Manager in Dickinson has been promoted to Manager of the Southwest Freeway America's Choice Sales Center. **Tony's** background includes employment at the Gulf Freeway Mobile America, North Freeway America's Choice, Midland Mobile America and Dickinson Mobile America. **Tony** served as Assistant Manager under **Scott Chaney** and later under **Wes Hayes** in Dickinson. **Tony** was chosen because of his overall sales performance, his enthusiasm, and his "get it done" attitude.

Rickey Williams, formerly Assistant Manager at Southwest Freeway Mobile America under **Bob Rotter** has been named Manager of the Highway 290 Sales Center. **Rickey** formerly was in business machine sales before joining Mobile America and becoming one of the leading sales personnel. **Rickey's** enthusiastic and youthful attitude not only brought him to the top of the sales charts but opened the door for his step into management. There is no doubt that **Ricky** will continue the profitable tradition established at the Highway 290 Sales Center by the former Manager, **Chuck Carney, Sr.**

We wish to welcome both of these individuals to the elite corps of Mobile America Managers. The job is tough, the rewards are large, and the hours are long. However, knowing the make-up of these two individual super-stars, senior management at Mobile America feels they were cut out perfectly for these jobs. We wish them the best of luck and are already seeing the changes brought about simply through their enthusiastic attitudes.

Herbert Leads March

Carolyn Herbert, the super Secretary at the Used Mobile Home Center on the Gulf Freeway in Houston, recently participated in the **March of Dimes Walk-a-thon**. Participating with **Carolyn** was her daughter **Kelly**. Mom and daughter walked a total of 21 miles on Galveston's West Beach and Seawall Boulevard. Not only were **Carolyn** and **Kelly** sunburned, tired and generally flat footed after the walk, they also earned a total of \$285.00 for the March of Dimes, \$100.00 of which was donated by MOBILE AMERICA.

Congratulations **Carolyn** and **Kelly** on your achievement towards a very worthy cause.

On The Move With Gulf AC

Intersquad competition between "Team A" and Team B" at America's Choice on the Gulf Freeway has given team members a new incentive for becoming # 1. Both Assistant Managers, **Larry "Stump" Speck** and **Jim Theiss** have given their respective team members special instructions to finish on top!!!

Gulf AC starts the second quarter in style with a record breaking gross of \$86,840 in April. Outstanding individual performances during the month of April at Gulf A/C included **David Cheak** who was top gross profit producer with \$26,261. Close behind was Gulf A/C's newest Team Member **Dale Miller** who in his first month grossed \$24,846!! In addition, **Dale** paved the way in Family Protection Life Insurance with \$9000.00 while **David Cheak** led with \$5509.00 Physical Damage premiums.

Special thanks to Sales Secretary, **Rhonda Hoppens** for a super job!



As **Mickey Gilley** says, "If anyone can put you in a home, Mobile America can, especially if Jack's the Salesman."

Hispanic Market Attacked

Recent efforts and programs have been developed that will penetrate a larger percentage of the Spanish-speaking market that Mobile America serves. A statistical analysis has been done of customers purchasing Mobile America homes that had hispanic surnames. It has been determined from this research that a considerable percentage of Mobile America Sales are made to Spanish-speaking home buyers.

A sales staff of bilingual sales personnel has been recruited and is now in place. Advertising has been initiated on radio stations in Houston to cater to the Spanish-speaking populace. Additional printing of Mobile America literature in Spanish has given the sales person tools to utilize in working with Spanish-speaking individuals.

It should be noted that a majority of the Spanish-speaking customers that visit Mobile America also speak English. However, in some cases, at least one member of the family does not speak English and in many cases, the customer feels much more at ease conversing in his own native language. The efforts have thus far proven fruitful as we have seen a larger and larger percentage of customers buying where very little English communication is possible.

Lanette Harris Joins Staff



A graduate of North Texas State University, **Lanette Harris** was on her way to becoming a Professor of Business Communications. She taught Business Communications at North Texas State University while doing graduate work and graduated Magna Cum Laude. As **Dr. John Cook** put it, "she was rated best teacher of the year, by the students, and she received a Dean's Commendation for publishing the most significant research study by a graduate student".

In January, 1978, **Lanette** decided to enter the business world. She completely put together a mobile home dealership on a dead-end street in Denton, Texas (talk about no traffic). She took this losing location and using Schwep's theory, turned this lemon into lemonade. The lot became the #1 single lot dealership in units sold for the Dallas-Fort Worth Metroplex!!! She held the position of #1 for the State of Texas in double and singlewide sales for Wick Building Systems. **Ray Hall**, General Manager for Wick has this to say about **Lanette**, "she's the most all around knowledgeable person I've met in my many years in this industry. It was not uncommon for her to take a deal from a competitor, sell the people the same house with less options for more money, and her customers were always happy".

Will Ehrle, President of the Texas Manufactured Housing Association asked **Lanette** to speak on behalf of the Association at a housing conference held at Texas Women's University in Denton. She was written up in the Dallas Morning News applauding her professional presentation of the manufactured housing industry. She has spoken before the Texas House of Representatives in Austin.

Unbelievably creative and totally honest" says Bill Serafini, Executive Vice President at Country Wide Acceptance Company.

Schwep's comment while introducing **Lanette** at a recent Managers meeting was, "After looking over the people I know nationally, I'm really excited about her coming on board with MOBILE AMERICA. I feel that **Lanette** is one of the top six salespeople I know in the industry".

Bob Levine, President of MOBILE AMERICA said, "In hiring **Lanette**, we are operating within our stated objective of only hiring the BEST".

What It Be At O.S.T.

We would like to send a little word of praise to some of our people in the Central Delivery and Set-up Department at OST.

Awards are given to the people who work for them, they are not given out on a rotating basis as in the past and that is why there were no awards for Top Set-up in February, April, and May. A special word of thanks from **Jack Hensley** and **Mike Wixson** to some great Sales Center Managers; **Bruce Reynolds**, **Rayme McKinney**, and **Tom Dooley**. It is a pleasure to work with these people. Also, we welcome **Tony Conklin** to the OST Delivery group. And to **Sharron** in Baytown and **Ginger** in Channelview. KEEP UP THE GOOD WORK!

March	- Top Toter Driver	- David Orell
	- Top Set-Up	- Clyde Ferre
April	- Top Toter Driver	- Hayes Tuttle
May	- Top Toter Driver	- Hayes Tuttle
	- Top Swamper	- Kenny Nierman

Johnny Freeman Named General Service Manager

Johnny Freeman has been named General Service Manager with the responsibility of coordinating all Customer Service for MOBILE AMERICA. His duties include evaluating performance of all field and lot service personnel and reporting their performance to the Sales Center Manager and Vice President of Operations. He also communicates with factories regarding labor rates for factory chargebacks to be certain that MOBILE AMERICA personnel are charging the proper rates.

Johnny will also be providing training for lot and field service personnel, as well as making routine inspection of sales center service facilities, vehicles, and supply inventories. He can also be called on in a pinch by Sales Center Managers to provide additional service personnel to assist them with any special service problems that they are unable to handle with their own personnel.

We wish to congratulate **Johnny** on his promotion, and we look forward to having him in this very critical position. We know his ingenuity, knowledge of service and his ability to get things done, will not only save MOBILE AMERICA many thousands of dollars in the year ahead, but will also increase our factory chargebacks on warranty repair items.

"R" Team Reporting



NBC television may have the famous **Mr. T** and the "A Team", but Mobile America has the real life "R Team". What team did you say? The "R Team" = = = = = our Repossession Team. Don't worry, they aren't wanted by the military police and they probably won't affect the Neilson ratings. They will and have already affected the repossession ratings.

The dynamic duo - **Kirk Phillips** and **David Martinez** are constantly in the field collecting and inspecting accounts for our lenders. They have been able to save at least eight repossessions by their expert collection procedures.

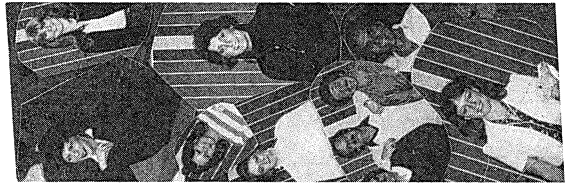
Sadly, not all repossessions can be saved. Meet our **Mr. T** - **Jack Hensley**, Delivery and Setup Manager. His motto: *If it was delivered by mortal man, my guys can pull it back.* He can deliver twenty houses a day, and still manages to pull in repossessions the same day.

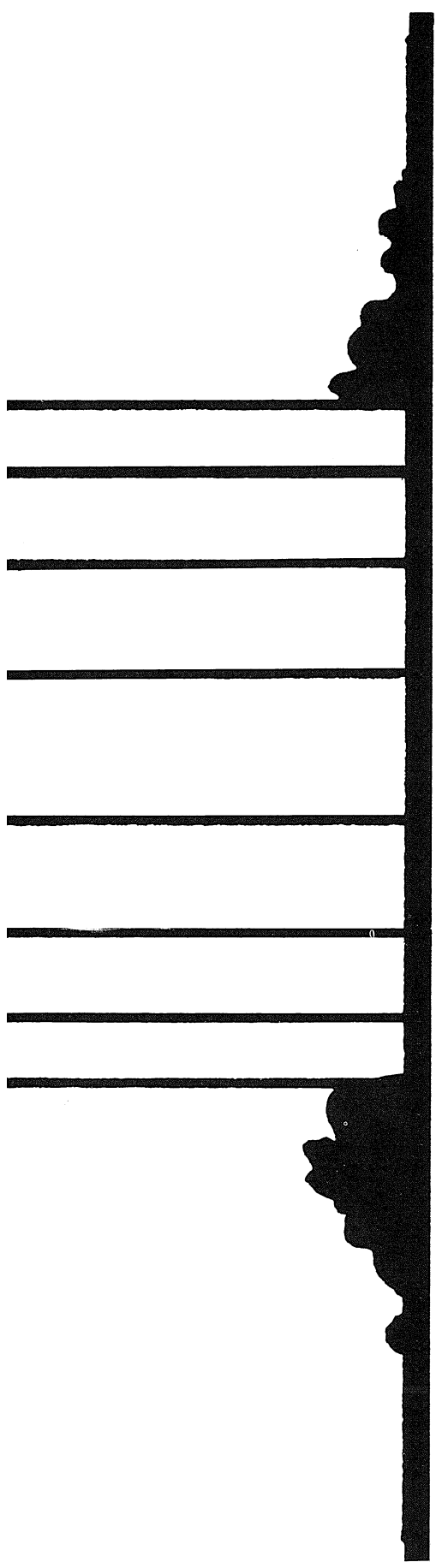
Once the repossesssion is returned to our Reconditioning Center, **Mr. Fix-It Richard Heath** prepares it for resale. His crew is turning out repaired repossessions at the unmatched rate of two per day.

Who keeps track of all this team activity? Introducing the Repossession Adminstrator, **Janet "Hawkeye" Hankins**. She prepares mountains of reports, assignment of tasks, and coordination of the team members. Her attention to detail in all these areas gained her the nickname of **Hawkeye**.

The "R Team" leader, **Phil McCoy**, may not be on the "jazz" as **Mr. T** might say, but he is on top of the repossessions. Orchestrating from his OST office or mobile command post (his pickup), he leads the "R Team" towards the goals of reducing repossessions and expenses. During the month of May, 1983, the "R Team" lowered Mobile America Repossessions expenses by 16%! Now if we could get the "S Team" (Sales Team) to sell one repossession per lot per week.

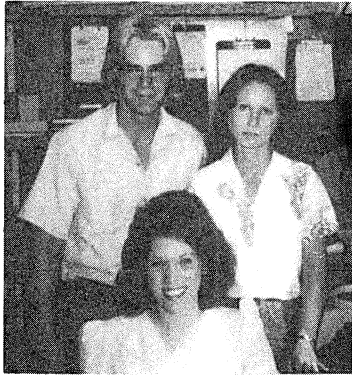
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America** Sales
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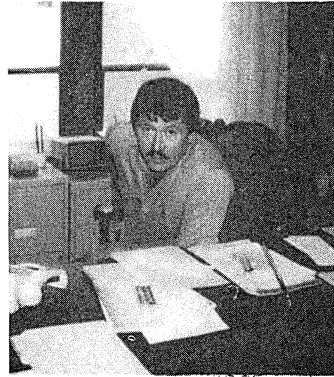


From All Of Us At Mobile America

Eastex Is On The Move!



Joe Gollinsch, lot maintenance, **Wendie Brubeck**, decorator, (standing, L to R) **Peggy Burgan**, Secretary, (seated)



Eastex Manager Gary Wyatt

Since February 1, 1983 when the 'New Crew' moved to Eastex and began to blend with the 'Old Crew', things have moved decidedly forward. The new faces on Eastex are; **Brigitte Alberigo**, **Hal Baader**, **Mike Davis**, and **Tim Tilton** in Sales, **Peggy Burgan**, Secretary, **Ed Wineland**, Service and **J. Gary (Farouk) Wyatt**, Manager.

Other members of the Eastex Staff include; **Ann Johnson**, **James Smith**, **Jack Quinland** and **Don Wiley** in Sales; **Bill Walker**, Assistant Manager; **Wendie Brubeck**, Decorator and **Joe Gollinsch**, Lot Maintenance. An added 'welcome face' is **Flo Downey**, the efficient Service Secretary.

Through the combined efforts of all personnel, Eastex has managed to deliver 42 units during the months of February, March and April with a gross profit of \$193,890. In addition to the gross profit on units delivered, Eastex has written a total of \$60,522 in Mortgage Protection Insurance premiums and \$69,304 in Physical Damage Insurance premiums. Someone on Eastex must understand the true meaning of Insurance Bonuses!

Along with all the 'New Crew' on Eastex, came an office expansion. They now have the only 28x90 Walden double-wide in existence because everyone has their own office, a training room and nice surroundings in which to transact all the business ANTICIPATED.

By-the-way, someone on Eastex is driving a brand New 1984 Corvette which may explain the need behind the continued improvement on the Eastex Sales Center. Maybe it is all coming together because of the sign on each salespersons desk which says "ENTHUSIASM".

Land And Home Program Available At Deer Trails

There is now available a Land/Home Package for buyers who wish to only have a single loan for their land, improvements and home. The financing is arranged through Citicorp on a 25-year conventional mortgage financing program for a manufactured home and lot in an approved subdivision.

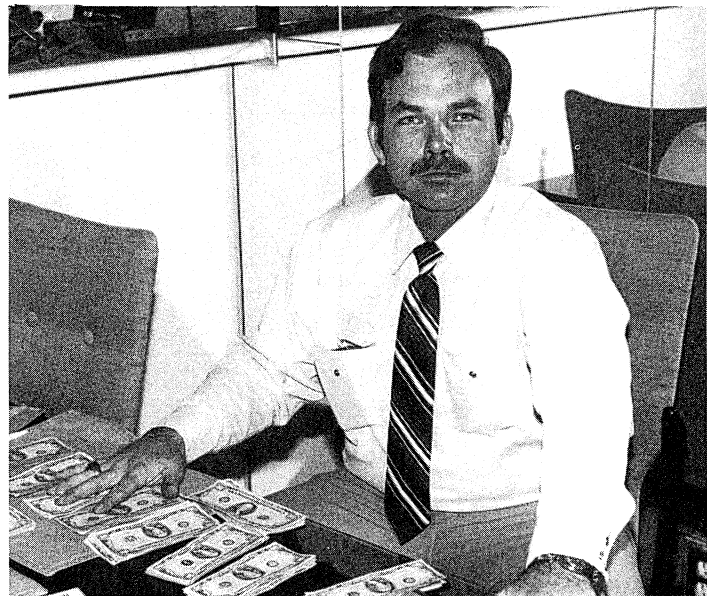
Deer Trails is an approved subdivision. It is on the south side of Humble, Texas. On-location development manager is **Mr. Jon Reid**, a former Mobile America employee. If you wish information on the program including the two model homes set up at the subdivision by Mobile America, please call **Jon** at 454-6270. An individual can own a half acre of land with all improvements including a **landscaped** home with concrete steps front and rear, concrete two-car driveway, woodsiding, shingle roof etc. for under \$500 a month. Please call **Jon** or **Ronnie Richards** for further information.

First Quarter Top Sales Centers Announced

The First Quarter saw the super strong Southwest Mobile America Sales Center stay ahead in year-to-date gross profit with 64 homes sold; however, the top Sales Center in units was Dickinson, with a total of 68 units sold. Midland, managed by **Mr. Scott Chaney**, pulled into second place overall in gross profit to show his West Texas grit. Number 4 in total gross profits was Gulf Freeway Mobile America, managed by **Chuck Carney, Jr.**, followed by America's Choice on Spencer managed by **Bruce Reynolds**. Moving into next place was **Rayme McKinney** at Baytown.

Newcomers to the ranks, Channelview came in just behind Odessa and just ahead of Gulf Freeway America's Choice. Eastex held a ninth position followed by Almeda in tenth. Then came **Wayne Whitehead** Spencer Mobile America, close behind Almeda. We want to congratulate these performers for their first quarter and we look for really spectacular results for the next quarter of 1983.

Every Picture Tells A Story



Rick "Finger" Danos, Dickinson's newly added pinch hitter, tries his best to count \$40,500.00. His boots were too tight and **Bob Levine** had to step in for him. Not bad for one's first sale though. **Wes Hayes** is thinking about "dinging" **Danos** for \$50.00 for not filling out his interview form properly - you see he forgot to fill out the lender investment form- oh well, better luck next time **Danos**.

All in all, Dickinson seems ready for anything. With four individuals scoring top ten honors company wide for the first quarter:

Tony Conklin - #10
Drex Grisham - #7
Kent Duncan - #6
Tom Sheridan - #4

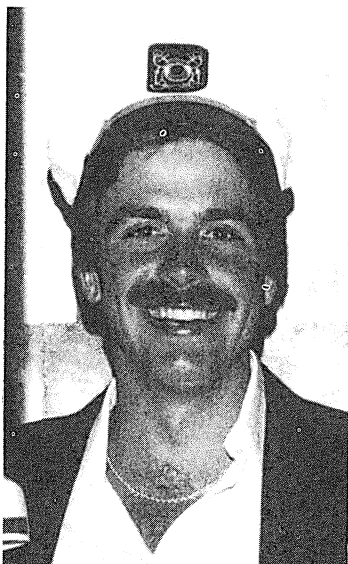
We have trimmed weight and added "lean". **Mr. Conklin** has been promoted - that's right - he's taken his 280 lbs. #10, bad self to Southwest A/C. We know he'll do fine and we're all behind him.

We may have lost 280 lbs. but we've replaced it. It just took two superstars to do it.

Ronnie "Sell Em Fast" Laramore and **Cindy "Close Em Today" Sartain**. Both have said that they like Dickinson because they are both interested in getting "A" head.

Sam Rice - T.V. Celebrity

Sam Rice, Manager of the Mobile America Sales Center on Alameda Road was recently interviewed by one of the local television news stations for the six o'clock news. Unfortunately, **Sam's** starring role was cut back to a bit part and we only got to see **Sam's** bearded face for a very short time. However, the camera did pan the Mobile America sign at **Sam's** location and Mobile America got several thousands dollars' worth of free advertising time on the news.



Acting Captain Sir Scott Caney of the USS Norway and Mobile America in Midland is pictured in officers dress on Redman Cruise. S-M-I-L-E

Midland

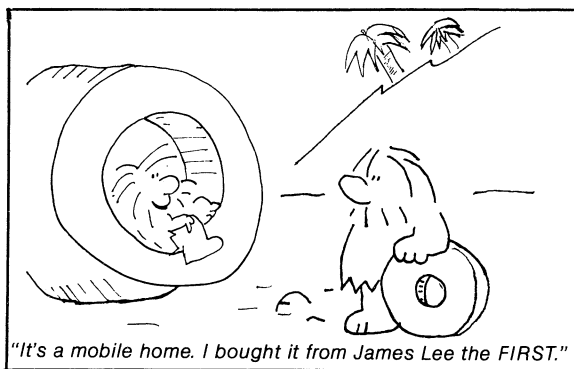
You might say that things at MIDLAND are really "Blowing & Going". Not because of 66 units delivered in the first quarter, not because of the best PHYSICAL DAMAGE Insurance sales in the Company and not even because MIDLAND can boast of the best net profit in the Company for the year. What you could say is "Blowing & Going" in the sand. The area had been battered by strong winds over half of the days of this year. The absence of any rain worth mentioning has left the sandy soil primed for some real eye stinging storms. For two days in April, the winds were blowing at a steady 40-50 mph with some gusts reported as high as 76 mph!!! This storm did quite a lot of damage including a blown off panel on Midland's huge sign, quite a few lost shingles and an awning at a convenience store next door to the lot. The convenience store had to call in a crane to hold their sign steady and avert what could have been a messy scene.

Enough of the weather. The crew at Midland has truly been doing a commendable job of showing their customers the outstanding value of MOBILE AMERICA'S homes. Even though the area is still rather depressed economically, the crew has managed to maintain an **average** of 22 homes delivered per month. Just as impressive, is the fact that **all** of the salespeople who have been with the Company all year are in the top 20 Company wide and are showing continued improvement. This performance is enough to capture the Midland team the #2 slot for year-to-date gross and the guys say **Bob Rotter** and **Company** had better start looking over their shoulders.

Not only has the sales team at Midland been performing above average, the people "behind the scenes" have been carrying out the sales centers first class image in fine form. **Debra Blacek**, Midland's outstanding Secretary, has kept up with the staggering load of contracts and paperwork, and still maintained one of the highest rates of cashable deals in the Company. **Debra** deserves to be highly praised and is a magnificent asset to the Midland Sales Center. Equally as important is the fantastic job done by **Rusti Skora**, Midland's decorator. Even with the large number of homes on display and the even larger number of homes coming and going due to the sales generated by the Housing Consultants, the homes on display are always clean and decorated in a first class manner.

In the Service Department, everyone is all smiles over the fact that service is actually showing a profit. **Scott Chaney** and his sales team never have to worry about "service heat" either. **Greg Masingill** and **Ralph Skora** have a right to be proud in that their department is running like a well oiled machine.

Finally, it should be known that Midland is fielding a softball team this year. The team is made up entirely of employees and customers of the Midland Sales Center who look really impressive in their gold and black uniforms. The whole team has been laboring hard for coach, **Gene "Billy Martin" Fahey** and managed to defeat their first two opponents solidly. What team work all the way around and NOW they are going after the Family Protection Life Championship Title!



Cartoon by Laurene

Gulf Welcomes New Faces

A special welcome aboard to **Mr. Ron Hill, John Loenig, and James Toms**. These three have recently joined the staff at Gulf Freeway MOBILE AMERICA. Good luck on your new endeavor as members of the MOBILE AMERICA team.

An Electrifying Tip

If some of your customers require total electric homes but the majority want the gas models, here's an idea that has been around for a while that you may not be aware of. Just order your new stock homes in with an electric hot water heater, electric outlet for an electric range, and 200 AMP electric service. In this way, if the customer wants a total electric home, you already have an electric water heater and all you have to do is exchange out the range for an electric model, and simply have the air conditioning company install heat strips in the air conditioner for heat.

Great Reception

We were sad to see **Janice Hargrove** leave the front desk as Mobile America's Home Office receptionist. However, her replacement, **Lorenda Oxsheer** appears to be filling the position quite well. If you haven't called in to the Home Office and spoken to **Lorenda** yet, give her a call to wish her welcome to Mobile America.

James Promoted

Ty James, formerly of the Gulf Freeway MOBILE AMERICA Sales Center has been promoted to the Assistant Manager position at the South Fwy. location. Everyone knows **Ty** has worked hard to gain this position. **Ty** has been one of the outstanding sales personnel at MOBILE AMERICA. Congratulations **Ty**, and we want to see a lot of action on # 288.

Don Setter Tops in Physical Damage Sales

Mr. Don Setter of the UMHC leads in year-to-date Physical Damage Sales at \$21,769. Behind **Don** was **Chris Finke** of Midland with \$20,289 for first quarter in Physical Damage Sales. **Mr. Rickey Williams** who is now manager of Highway 290, came in with \$18,402 in premiums written. WAY TO GO GANG, A TREMENDOUS QUARTER!!!!

Jim Morton To Head New 288 Location

Eventually equipped with an on-line computer system for customer quotations, qualifying, paperwork, etc., it will be a quantum leap forward not only for MOBILE AMERICA but also for the mobile home industry.

Three's Company At North A/C

David Wimberly remains the top producer at North A/C. **David's** consistent production in Numbers and Gross have pushed him to the top at North A/C and 8th company wide. Rumors have it he will deliver ten homes in June. Way to go **Dave!**

We hope **Rayme** brings us back something other than Montezumas Revenge!!!

[illegible]

Pictured on left is Grayson Schwepfnger and Louie Mazziotta, (who we had assumed was a mythical character), is on the right.

Joint Management Committee 2nd Quarter Announced

Scott Chaney - Midland
Wes Hays - Dickinson
Bruce Reynolds - Spencer A/C
Ray McKinney - Baytown
Gary Wyatt - Eastex
Chuck Carney, Jr. - Gulf M/A & A/C
Chris Finkbe - Odessa

Members of this prestigious committee are selected based on their percentage of net profit to quota for the quarter of January thru March. They are to be congratulated.

Enthusiasm

A super important part of everyone's job is to generate **ENTHUSIASM**. Sure it's tough to keep your batteries charged on a continuing basis, but with practice, **YOU CAN DO IT!**

Henry Ford said it this way: "You can do anything if you have ENTHUSIASM. ENTHUSIASM is the yeast that makes your hope rise to the stars. ENTHUSIASM is the sparkle in your eye, it is the swing in your gait, the grip of your hand, the irresistible surge of your will and your energy to execute your ideas."

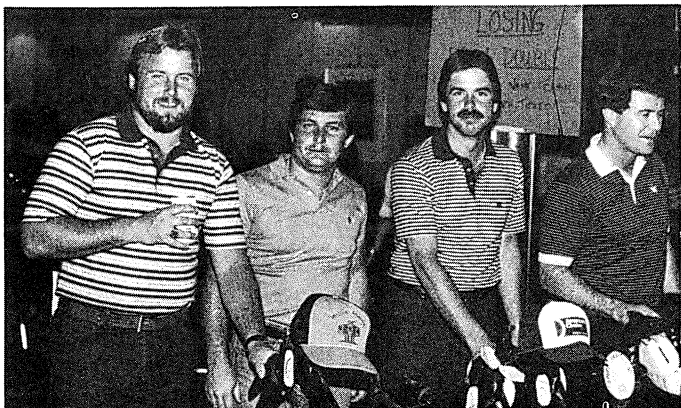
"ENTHUSIASTS are fighters. They have fortitude. They have staying qualities. ENTHUSIASM is at the bottom of all progress; with it, there is accomplishment. Without it, there are only alibies."

Walter Chrysler, when asked to give his secret of success said, "The real secret is ENTHUSIASM you might even call it excitement. I like to see people get excited, they get customers excited, and we get business."

Redman Cruise Horse Race Is A Photo Finish

On the recent Redman Cruise on board the SS Norway, a mini horse race was held. The most exciting race pitted a thoroughbred owned by **MOBILE AMERICA** against a steed owned by **AMERICA'S CHOICE**.

MOBILE AMERICA'S hoss was named "**Nads**" and was ridden by Jockey "**Strap**" **Hayes**. The **AMERICA'S CHOICE** chose "**Black Jack**" which was ridden by Jockey "**Ace**" **Chaney**. It was a photo finish with the winner being owned by **Bruce** and **Sherry Reynolds**, **Chuck** and **Sandy Carney**, **Scott** and **Cathy Chaney**, and **Toni Estillette**.



Pictured left to right are "Jockey's" **Chuck Carney, Jr.**, **Bruce Reynolds**, **Scott Chaney** and an unidentified jockey.

What Does It Take To Be A Good Salesperson?

PERSONALITY

Smile with your eyes. This kind of smile starts with the heart and comes out sincerely.

PERSONAL APPEARANCE

If you know your appearance is above criticism, you will radiate self-confidence.

KNOWLEDGE AND SKILLS

Today's knowledge will not be good enough in tomorrow's economy.

Improve your knowledge of current events and business trends. Improve your selling skills by reading about your industry.

CONFIDENCE

As a general rule, your underlying emotion in a sale is either confidence or fear. The first sends positive vibes to a customer; the second sends the opposite.

HONESTY

This is a character trait which not only secures the sale today, it also lays the foundation for future sales and referrals.

ENTHUSIASM

Enthusiasm is the ultimate "turn on".

Enthusiasm is contagious — your excitement transfers to your prospect.

THE WILL TO WIN

It's remarkable how important it is to **want to win**. Your belief will help the fact.

ESTABLISH TOTAL VALUE

This is a very comprehensive thing. It includes making sure:

Your Sales Center is clean.

Your Homes are well decorated.

Your presentation is professional, warm and complete.

You put them into a home which meets their financial and psychological needs.

Etc., etc.

IN SUMMARY...THERE IS A DIRECT RELATIONSHIP BETWEEN THE NUMBER OF CHARACTER TRAITS WHICH YOU BRING TO A SALE, AND YOUR SUCCESS AS A SALESPERSON.

Rice Tops in Family Protection

Mr. Jerry Rice of the Channelview Sales Center leads the company in Family Protection Life Insurance through the end of March, 1983. **Jerry**, with total Life Sales of \$23,000, was ahead of **Don Setter** at the UMHC, who had \$21,435. Next came **Ty James** with \$20,000 written. Below are the rankings of the Top Ten Salespeople in Family Protection Life Insurance:

Jerry Rice - Channelview

Don Setter - UMHC

Ty James - 288

Linda Gregory - Gulf M/A

Ceferino Galan - UMHC

Bennet Blow - Tomball

Tony Conklin - Southwest A/C

Jim Carpenter - Spencer A/C

Terry Vaughn - Spencer A/C

James Smith - Eastex

President's Club Scores

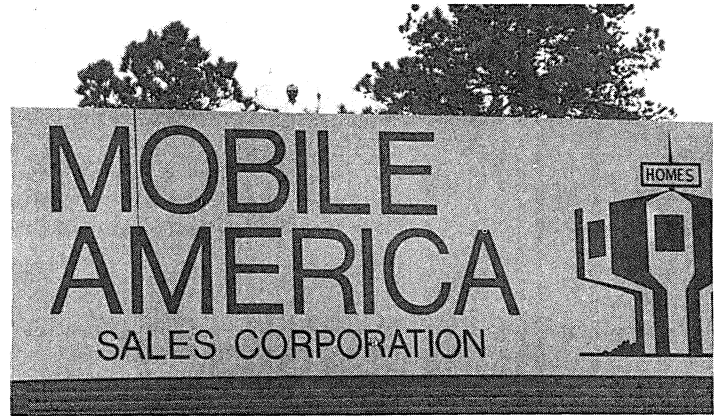
SALES PERSONNEL

Total Presidents Club Points	Name	Location
145	James Lee, III	Southwest M/A
121	Tom Sheridan	Dickinson
119	Rickey Williams	Hwy. 290
105	Ceferino Galan	UMHC
78	Danny Dean	Odessa
74	Tony Conklin	Southwest A/C
56	Chris Finke	Midland
54	Jim Carpenter	Spencer A/C
48	Cohen Masden	Baytown
34	Jim Theiss	Gulf A/C
34	Bob Lake	Almeda
34	David Wimberly	North A/C
33	Jack Doss	Spencer M/A
32	Johnny Jones	Gulf M/A
31	Tom Kesterson	Midland
26	Don Setter	UMHC
22	Steve Stadheim	Southwest M/A
20	Jerry Rice	Channelview
19	Drex Grisham	Dickinson
17	Kent Duncan	Dickinson
10	Johnny Gilbert	Gulf A/C
10	Forrest Ross	Midland
10	Ron Sommers	Baytown
10	Gary Wyatt	Eastex
7	Terry Vaughn	Spencer A/C
6	Bennet Blow	Tomball
5	Linda Gregory	Gulf M/A
5	Frank Rodriguez	Odessa
5	Larry Speck	Gulf A/C
5	Bill Walker	Eastex
5	Duffy Williams	North A/C

MANAGERS

Total Presidents Club Points	Name	Location
95	Scott Chaney	Midland
90	Chuck Carney, Jr.	Gulf M/A & A/C
80	Bob Rotter	Southwest M/A
80	Wes Hayes	Dickinson
45	Sam Rice	Almeda
45	Jack Maxey	Tomball
40	Wayne Whitehead	Spencer M/A
35	Chuck Carney, Sr.	North M/A
30	Tony Mason	North M/A
30	Bruce Reynolds	Spencer A/C
25	Bob Lara	UMHC
20	Ray McKinney	Baytown
15	Gary Wyatt	Eastex
15	Tom Dooley	Channelview
10	John Carl	Odessa
5	Jim Rudolph	Huntsville

FOLLOW-UP!
 FOLLOW-UP!
 FOLLOW-UP!
 FOLLOW-UP!
 FOLLOW-UP!
 FOLLOW-UP!
 FOLLOW-UP!



Joe Robichau on top of the gigantic MOBILE AMERICA highway billboard sign on the new Huntsville Sales Center holding up the first delivery of the Huntsville Sales Center. Congratulations Joe and WELCOME TO THE MOBILE AMERICA TEAM HUNTSVILLE!

Mr. "T" Leads Channelview Chargers

MOBILE AMERICA in Channelview is doing things a little bit differently. They came into fourth place in the Company standings in the first quarter, and this was only their fifth month of operation.

Manager Tom Dooley, who is better known as Mr. "T", says he feels for the sales centers that don't do as well. Mr. "T" is throwing down the gauntlet by challenging Highway #288 and Huntsville to "catch me if you can". Mr. "T" wishes good luck to the newest locations because he realizes they have both a tremendous challenge and a tremendous opportunity lying ahead.

The Channelview Sales Center relies on no single super star but instead on a team effort. Everyone has made a positive contribution that has allowed Channelview to move into fourth place. Those contributing are **Harold, Russ, Bobby, Rick, Jerry and all members of the superb Channelview Chargers Sales Force.** Other major contributors to the Channelview Chargers efforts are **Sandra** for making the homes look so nice, **Ginger** for having the paperwork ready, and **Don** for keeping the customers satisfied with the homes they purchase.

The Channelview Chargers are also proud to boast that they have the highest gross profit per unit for the first quarter in the Company. We know that when they get their unit deliveries up, everyone else had better watch out.



President's Club Level Achieved

Mobile America Team members achieving the President's Club Points for Membership through March are:

SALESPERSONNEL

PRESIDENT'S POINTS	NAME	LOCATION
145	James Lee, III	Southwest M/A
121	Tom Sheridan	Dickinson
119	Rickey Williams	Hwy. 290
105	Ceferino Galan	UMHC
78	Danny Dean	Odessa
74	Tony Conklin	Southwest A/C
56	Chris Finke	Odessa
54	Jim Carpenter	Spencer A/C

MANAGERS

PRESIDENT'S POINTS	NAME	LOCATION
95	Scott Chaney	Midland
90	Chuck Carney, Jr.	Gulf M/A & A/C
80	Bob Rotter	Southwest M/A
80	Wes Hayes	Dickinson

Sales and Management Personnel achieving qualifying President's Club Points will be recognized at an Awards Banquet tentatively scheduled for August 6th at the Nassau Bay Hilton Hotel. The entire Houston Sales Force will be in attendance at this event.

President's Club Points can be earned through the end of June. April scores are yet to be posted. Will you be receiving a President's Club Watch?? Will you be part of that very elite group who will be spending New Year's in some exotic destination??

We Love YOUR Fan Mail

Recently MOBILE AMERICA has been sending out a sales questionnaire to all of our new home owners. This Home Owner questionnaire asks our MOBILE AMERICA home owners if they have any particular comments about either their home, MOBILE AMERICA, or the salesperson they purchased their home from. Below is some of the comments that we are receiving from some of our satisfied home owners.

"Rickey Williams got repair people out to take care of repairs, etc. quickly. Rickey was very pleasant and cheerful and very business like also. He was very knowledgeable about facts and arranged delivery to our convenience and on the date planned."

"Duffy Williams is a very honest and smart young man. You're lucky to have him with your Company."

These are the kind of comments we like to see coming back from our satisfied home buyers. We wish to recognize **Rickey** and **Duffy** for their outstanding job in getting their customers into a home and making them happy. We know it is not always easy.

President's Club Top Performers To Spend "Jet Set" New Year's

The select top scorers in the President's Club will again be spending the New Year's Holidays out of town.

The upcoming trip destination will be announced in a rather spectacular way at the AWARDS BANQUET slated for Saturday evening, August 6th at the Nassau Bay Hilton Hotel.

A Message From Our President

By Bob Levine

**This Fiscal Year Starting June 1st
Will Be The Most Important Business
Year of Your Life.**

**You can make it happen.
You must make it happen.
Here is the only way it will happen...**

- ★ Begin each month on the 1st day of the month
with **vengeance**.
- ★ Make sure that you have reviewed **every** potential prospect
with **every** one of your salespeople by the 2nd day of the
month.
- ★ Make it perfectly clear to **each** of your salespeople they must
deliver a **minimum of 2 homes** by the 15th day of the month.
- ★ Be more relentless with your people during these first two
weeks than you have ever been before.
- ★ **MAJOR FOCUS AND PRESSURE SHOULD BE APPLIED TO
YOUR ASSISTANT MANAGERS.** They are your Generals who
get their people to do the job.

a) **Your Assistant Manager is an extension of you.**

b) **Your Assistant Manager must be given the
authority and the responsibility over his team to
get the job done.**

c) **Your Assistant Manager must be made to feel
that he, and he alone, is responsible for the
success of the team working under him.**

**Your Assistant Manager must be made to feel that
he, and he alone, is responsible for the success
of the team working under him.**

**YOUR ASSISTANT MANAGER MUST BE MADE
TO FEEL THAT HE, AND HE ALONE, IS RE-
SPONSIBLE FOR THE SUCCESS OF THE TEAM
WORKING UNDER HIM.**

On this basis, the average Sales Center will have a minimum of
12 homes delivered by the 15th day of the month.

If you think about it, you will realize that your Sales Center is now
"on a roll".... and you still have the "strong half of the month to go.

The Relentless Pressure is no longer necessary during the 2nd
half of the month. **Level Pressure replaces it.** "Normal"
attention to the details of **each** prospect with **each** salesperson
by your Assistant Manager, and follow up by you, should now be
all that is necessary to bring your Sales Center **well into the
20's.**

WONDER OF WONDERS... You'll even find yourself carrying a
comfortable number of homes into the next month.

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
- 10 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

