

❖ The President's Club Monthly ❖

Nationwide, Advantage, Key and Instant Living's Monthly Newsletter

Editor: Dwayne M. Teeter

Happy Holidays!

December 1992

AMERICAN HOMESTAR OPENS IN STYLE

Mobile America took its next step to becoming a vertically integrated company on December 10th with the opening of American Homestar's state-of-the-art Lancaster facility. Over 200 people attended the gala. Many of the industry's top manufacturing, retail and finance people were entertained with live music as the spirits flowed freely into the late hours of the evening.

Advantage of Channelview President **Chuck Carney, Sr.** cut the ribbon on the very first home to come off line. The 16x80 Galaxy Model had been finished earlier that week and was on display during the entire Grand Opening. The home had a 3 bedroom, 2 bath arrangement with a center kitchen and a deluxe master bath. Everyone seemed to be thoroughly impressed with the overall quality and appearance of the home. "For the money," said Nationwide of Mesquite's **Brandon Newman**, "it's the prettiest home on the market." "Considering you could deliver this home with A/C and a hell of a payable for less than \$25,000," continued Lancaster's **Tom Wilson**, "I think it will blow the doors off of the competition."

A Message from the Chairman

Back in 1982, we at Mobile America set a goal to become a vertically integrated public company. We planned to go public in 1983, create a manufacturing division and expand our retail and finance operations. What we didn't plan for was "the Great Depression" in this region of the country that devastated our economy and our market.

Despite the setback, we never lost sight of our goal and now, ten long years later, we're back on the road again.

American Homestar, our manufacturing joint venture, is the beginning of the realization of our plan. Our objective is to create a unique, top-quality, high-value product for our company locations and other select independent retailers for years to come. We will settle for nothing less.

I sincerely hope that all of you will provide the continued support and enthusiasm that will assure **American Homestar's** success. Remember, this new venture must succeed in order for our companies to access the public markets, thus providing the necessary capital to fuel our growth and insure our future!

Sincerely,
Buck Teeter
Chief Executive Officer

The home is set apart by its excellent trim work, the quality of its cabinetry and tasteful decors. The floor plan made excellent use of every inch of its total space while still maintaining a functional layout.

There were 12 floors in the line at the time of the party, each in a different stage of production. This allowed American Homestar President **Wayne Steiter** to give many people attending a thorough tour of the facility. "I had never seen how they were built before," said Coastal's **Laurie Lowery**, "and I am surprised by the coordination of manpower it must take to get these completed."

For those salespeople who have not seen the plant, a tour will be planned with **Brian Owens** during the next training session. Your approval is the most important result of a job well done. The success of these homes, and consequently the continued success of our growing company, depends on the salespeople and their acceptance of the product. Your input is essential to making American Homestar grow into being the very best value in the Texas Market.

To reach Brian Owens, or anyone else at Homestar, dial 1-214-230-3995 or 1-800-682-7298.

Schwartz, Clary, Arkelin Click, & Jackson take 2nd Quarter Contest!

Dave Schwartz's kids are going to have one heck of a Christmas now that Pops has won the 2nd quarter sales contest. Now Junior can have the G.I. Joe with the Kung Fu grip instead of the used Planet of the Apes Treehouse he would have gotten- all because his big stud dad's 106.1 point finish was tops for the quarter. **Gay "Consistency" Clary** (to no one's surprise) rocketed into 2nd place with a strong November and has an extra \$1,500 to spend at Christmas time as a result. **Sandy Arkelin** of Tyler won \$1,000 by placing only .7 points behind Gay. Congratulations Sandy! **Dewayne Click**, Midland's star, hung on to fourth place and has a check for \$750 on the way. Last in the field of winners but number one in our hearts, Fort Worth's resident superstar **Roger Jackson** finished in fifth place (\$500 in winnings) and looks to do even better next quarter. Just missing the money were Tyler's other "Point-er Sister" **Vivian Lowery**, Mesquite's **Tav "Home Run" Blankenship**, Key-Athen's **Doug Walsh**, Midland's **Beryl Hilburn** and the SuperCenter's **Randy Wilson**. Congratulations to everyone! For information concerning next quarter's contest, turn to the following page.

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WHO'S HOT

Tav "Home Run" Blankenship-Nationwide of Mesquite

3 New homes in November for a whopping \$17,971 in payable gross makes for a slugging percentage of \$5,990 per deal. Holy toledo!

THE "POINT"-ER SISTERS!!!!!!

Sandy Arkelin & Vivian Lowery- Nationwide in Tyler

These two friends keep kicking the competitions rear ends month after month. In November they combined for an astounding 9 deals (7 of them new), almost \$30K in payable gross and 68.9 President's Club Points. Incredibly Astounding!

Wayne Allen

Nationwide in Tyler

Wayne continues to make his mark in East Texas- 3 new homes in November for \$11,903 in Payable Gross! Congratulations, Wayne.

Gay "Consistency" Clary Advantage in Jacksonville

4 homes in November, (3 of them new) and 2nd place in the Contest. This woman has done it all! Or has she.....? Inside sources with the President's Club Monthly reveal that Gay has been approached by Governor Ann Richards to possibly fill Lloyd Bentsen's Senate seat. Unfortunately, though Gay will probably turn down the Governor's offer so she can concentrate (Cont)

on selling even more homes and also continue coordinating the relief efforts in Somalia. Keep up the good work, Gay.

Mike Smith

Key in Athens

Mr. Smith goes to Athens and fillibusters the customers into buying 4 homes in November- 2 of them new! Way to go Mike!

Beryl "Boomer" Hilburn

Nationwide of Midland

Thanks to Beryl, Midland continued their winning streak in November. His 4 deals and \$19,943 in payable gross resulted in an impressive 33.8 President's Club Points in November. Wow!

Yvonne Lujan

Nationwide of Albuquerque

Yvonne is doing her best to reclaim her stake in the President's Club elite. She nailed down 4 deals in November for 24.3 President's Club Points!

Al Duran

Natiowide of Albuquerque

4 deals in November- 3 of them new! Way to go, Al!

Doug Walsh

Key in Athens

Doug had a great November. He sold 3 new homes with an average payable of almost \$6,500! Unbelievable!

3rd Quarter Contest Announced!!!!

Mo' Money! Mo' Money! Mo' Money!...This article is written to officially announce the 3rd Quarter Sales Contest, not to be confused with the 3 Quarter Sales Contest which only gives out 75 cents in winnings. Anyway, the big money is back and its yours for the taking. Here's how and what you win....

The salesman with the most President's Club Points in the quarter beginning in December and ending in February wins \$2,000. 2nd place gets \$1,500, 3rd place gets \$1,000, 4th place gets \$750, 5th place gets \$500 and 6th place gets a \$4 Denny's gift certificate. Remember that any backouts are taken into account, even after the money has been distributed. Also, be sure to check the President's Club Point Listings for your location and compare them to the sales (income) log. You only have 48 hours to find and report any inaccuracy. Fax corrections to the attention of Chuck Carney, Jr. at (713)333-5614.

THE COMPANY TRIPS Will you be on one of them?

As many of you know, at the end of each year, a group of people including Nationwide, Key & Advantage Presidents & G.M.'s, their spouses and other company people take a trip together to some exotic or glamorous location and hold an annual meeting. Last year, everyone went to Bermuda and had an absolute blast. This year a number of destinations are being considered, but as of this writing, none have been settled on. What is known, though, is who will be going. Essentially, if you make the Gold level of the President's Club (200+ points) you will go on a company trip. If you finish in the top 10, you will be invited to the annual meeting with all the President's men. If you make the Gold level but do not make the top 10, you will go on a separate trip with other Gold Level Members and guests (1 a piece) of their choice. This method of having separate trips is used so that a location is not in the position of having all of their key people off of the premises at one time. The destinations will probably be chosen by the time the next "President's Club Monthly" is printed. Check for it!

Nationwide of Mesquite Continues Expansion

Dave Davis Named General Manager

Nationwide of Mesquite, Inc. is opening its third company store in late January, 1993. The location will be run on a day-to-day basis by Mesquite President Larry "Stud Duck" Speck. It is positioned directly in front of the American Homestar plant in Lancaster, TX on a prime stretch of I.H. 35 frontage road. Only 1/2 mile away from Larry's (and V.P. Don Simonson's) Lancaster location, this lot is expected to drastically increase the amount of mobile home buying traffic in the area. Already on-site is a modular office which has the capacity to house 5 salespeople, one secretary, two cats and a chihuahua.

In related news, Dave Davis has been named General Manager of

Larry's Mesquite location. Dave has been back with the Company since July of last year and had first proven himself as a consistently reliable producer when working in Nationwide of F.W. in 1988. Dave's 25 years of mobile home retail and manufacturing experience will enable him to handle all of the unique challenges that the General Manager position offers. Dave inherits one of the company's most profitable locations and most successful sales teams. With Billy Joe Bob Alt, Tav Blankenship, Trice Battle, Dusty Kollmansberger, Brandon Newman, Robby Hunt, Russ Madden, and Secretary Kim Stafford behind him, he can't lose!

Laurie Lowery: Insurance Vixon

OR: A "Let's Kick Some Cash" Contest Update

Yes, the cash contest is still on! Through December 31st we will be tallying points on all cash policies that are sold. Each salesperson receives one point for each \$450 of cash premium, one point for each "Paid in Full" policy, and one Bonus Point for cash policies sold on Green Tree-financed deals. The current standings are as follows:
Highest Total Points: **Billy Bob Alt & Russ Madden** in Mesquite
Highest Total Points in Region #1: **Skip Crosby** 288 SuperCenter
Highest Total Points in Region #2: **Roger Jackson** Fort Worth
Highest Total Points in Region #3: **Gay Clary** Jacksonville
Remember, the overall winner will receive \$150 and the regional winner will receive \$50 each. All prizes may be paid in cash or lottery tickets!

November Y.T.D. Insurance Penetration Results

Location	November	Y.T.D.
Channelview	100% wow!	84%
Eastex	100% wow!	84%
Jacksonville	100% wow!	84%
Mesquite	88% wow!	80%
North Texas	78%	76%
Instant-Gulf	57%	75%
SuperCenter	88% wow!	73%
Lancaster	78%	73%
Midland	86% wow!	70%
Instant-Alb.	45%	67%
East Texas	56%	64%
Fort Worth	54%	60%
Granbury	25%	50%
N/W-Albu.	50%	43%
Average	68%	71%

Remember our goal is 93%!

Move over Channelview & Eastex, there is another location joining your exalted ranks.....Jacksonville! Thank you to Jim and Dawn and their talented staff. We know that numbers like yours do not come without commitment!

NEW DEPOSIT CONTEST RULES

The minimum amount required to qualify for the Monthly Deposit Contest has been raised to \$200. Any deposits for less than this sum will not count. Also, there now will be 3 winners in each category (total & average) with the winners getting \$100, \$75 and \$50. Remember, you must have 8 deposits to qualify for the "average" category.(continued..)

In other words, if there is only one person with at least 8 deposits, they win \$100. This month's contest ends January 1st. Good Luck to everyone! P.S. Congratulations to Kevin Hinman and Dave Schwartz for winning last month's contest!

PRESIDENT'S CLUB LEADERS

Here we are at the fiscal half-way point of the year and there are 12 salepeople who have qualified for the President's Club. Two of them have already reached the silver level and are destined to reach new heights with the company. Listed here are the best of the best....

Silver Level

- 1) **Sandy Arkelin**-Tyler-178.8 pts.
- 2) **Gay Clary**-Jackson.-151.4 pts.

Bronze Level

- 3) **Roger Jackson** - F.W.-141.5 pts.
- 4) **Dave Schwartz** - Inst.Gulf-119.8
- 5) **Yvonne Lujan**-Albu.-113.5 pts.
- 6) **Jack Williams**-Jack.-113.0 pts.
- 7) **Al Duran** - Albu. - 109.9 pts.
- 8) **Vivian Lowery**-Tyler-109.3 pts.
- 9) **Randy Wilson** - 288 -108.2 pts.
- 10) **Jack Doss** - Channel.-107.9 pts
- 11) **Doug Walsh**-Athens-106.4 pts.
- 12) **Billy B. Alt** -Mes.-106.2 pts.

In order to satisfy our side of an agreement, the following basketball results are printed here: Redman (Charlie Lohin, Greg Melton, sub-Brandon Newman) won 3 games, Nationwide (Dave & Jeff Davis, Dwayne Teeter) lost 3.

BIRTHDAYS!

The following people have birthdays in January

Jana Yauger	Fort Worth	2nd
Randall Lowery	Tyler	6th
Greg Aleshire	Fort Worth	10th
Sarah Anthony	Channelview	13th
Roberta Mikel	Home Office	15th
Kim Werner	Home Office	17th
Don Blackburn	Lancaster	17th
Murphy LeBlanc	Instant-Gulf	17th
Garland Boles	Lancaster	21st
Wayne Allen	Tyler	23rd
Walt Goswick	Midland	27th
Lisa McKinney	Home Office	28th
Craig Reynolds	Home Office	28th
Jackie Patrick	Home Office	31st
Sheri Duay	Home Office	31st

COMPANY ANNIVERSARIES

Kim Stafford Mesquite 5 years
"Thank you, Kim for your outstanding work!"
Randy Taylor Tyler 2 years
Barb Carney Channelview 2 years
Jim Snow Denton 2 years
Allen Cassidy Lancaster 1 year
Bob Uzell Jacksonville 1 year

Top Sales Centers at the Half Way Point

Payable Gross Leaders Year to Date

- 1) Fort Worth
- 2) East Texas
- 3) Mesquite
- 4) Denton
- 5) Albuquerque

Physical Damage Leaders Year to Date

- 1) Denton
- 2) SuperCenter
- 3) Eastex Fwy.
- 4) Mesquite
- 5) Instant-Gulf

QUOTE...

"Success is not measured by what you've done compared to others, but compared to what you are capable of doing." - Zig Ziglar

...UNQUOTE

Letters to the Editor

Dear Editor,

What is vertical integration and how does it differ from horizontal integration? Is it something I can prevent with a high fiber diet?

Signed,

Uncomfortable in Fort Worth

Dear Uncomfortable,
Thank you for your letter. *Vertical Integration*, for our purposes, means that a company is expanding into the manufacturing, retail sale and financing of its product, therefore increasing its overall profit opportunity. The way it differs from *Horizontal Integration* is best illustrated by the following example: A retailer which goes out and buys its own mobile home plant and mobile home finance company is vertically integrating. A retailer which goes out and buys 10 other retail locations is horizontally integrating. What does this kind of expansion mean to you? It means the company you work for has more control over its own destiny and thus a greater ability to survive in the bad times and thrive in the good times. A profitable, vertically integrated company has more access to the public markets by being a more attractive and viable investment opportunity. This all means greater opportunities for the employees and partners.

