

The President's Club Monthly

THE MONTHLY NEWSLETTER FOR THE AMERICAN HOMESTAR CORPORATION

American Homestar Corporation Goes Public as World of Opportunity Opens up to the Industry's Newest Major Player

Only the First Step...

On July 12, 1994, the American Homestar Corporation officially began trading on the NASDAQ stock exchange. The offering occurred after weeks of intensive meetings with the nation's top financial institutions. The 2,000,000 shares stock initially offered opened at 8 dollars per share and ended up at 8 1/4 after its first full day on the market. It closed the week at 8 3/8. "The stability of the price shows that we came

out at a price that the market considers fair," said Nationwide Housing Systems President, **Chuck Carney, Jr.**, "we're also trading at relatively low volumes which means most people bought the stock as a long term investment."

The public offering results in a capital infusion that will enable the company to reach its goals much faster. Opportunities such as retail acquisitions, plant expansions and continued vertical integration are now much more feasible. However, the real opportunities for the company's current and future

stockholders lies in the future. The American Homestar Corporation is extremely committed to its goal of becoming one of the country's premier vertically integrated Manufactured Housing companies. Because of its successful track record, strong current posture and, most importantly, because of its people (the best in the industry!), the company, and consequently its stock, are positioned to become one of the nation's top performers in the coming decade. The journey will not be easy, though. It will take everyone doing their part everyday to make it happen. Good luck, American Homestar!

Company Personnel Comment on Public Offering

Many people with American Homestar reached important personal milestones when they saw the company that they helped build become the nation's third largest vertically integrated public manufactured housing company on July 12th. *The President's Club Monthly* talked with a few of them to find out what going public personally means to them...

Buck Teeter, Chairman and Co-CEO of the Amer-

ican Homestar Corporation

I worked for the first vertically integrated public company in this industry and I clearly saw that they had the best concept for the future. I had a dream when I founded this company in 1971 that we, too, would reach that stature. My objective was to build a company, take it public and build it into a major force in the industry. We now have the vehicle to achieve the second impor-

tant part of my goal. It is very exciting to share this important objective with our many shareholders and em-

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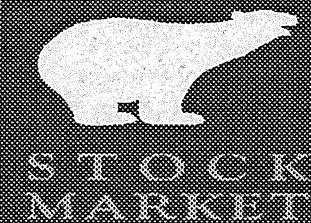
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Wrestling the Bear...

Well, no one said it would be easy. Beaten down housing industry stocks, the weakest dollar since the second world war, fears of rising interest rates and uncertainty in Haiti and North Korea all made for a roller coaster of a stock market ride in the weeks preceding the big offering. In total, 9 out of 10 I.P.O.'s scheduled for the last half of June were either postponed, cancelled or heavily discounted due to the market situation. However, faith, luck (in the form of a well-timed Wall Street Journal Article about undervalued manufactured housing stocks) and a strong underwriting team helped propel our company to the ranks of the publicly traded on July 12th. Congratulations to all current and future American Homestar Stockholders!

July, 1994

President's Club Monthly

COMPANY BIRTHDAYS

Karen McVey
August 1st

Harry Lehr
August 4th

Nathan Templeton
August 5th

Kelly Alcorn
August 5th

Dewayne Click
August 7th

Jack Calk
August 7th

Paula Massey
August 7th

Sandra Roberson
August 11th

Nancy McCann
August 11th

James Martin
August 15th

Ricky Storey
August 15th

Betty Haney
August 17th

Jim Rea
August 20th

Jack Maxey
August 24th

Charles Buttry
August 26th

Ronald Walker
August 26th

John Gardner
August 29th

Matthew Stanley
August 30th

Edward Price
August 30th

What Being Public Means...

Continued from Page 1

employees as well! I think that the financial markets have clearly endorsed the vertically integrated approach, as well as recognized that American Homestar has what it takes to be a major company in our industry. I view this as a new beginning, a period of prosperity, and personal growth for all involved. Congratulations!

Larry Speck, President - Nationwide of Mesquite, Inc.
Being a public company will help us grow at a faster pace and put us in a better position to attract the best people in the industry. The kind of growth that we want to achieve can only be done with high quality people.

Jim Taylor, President - Nationwide South, Inc.

It is exciting to be a part of a public company and knowing that my work has helped get us where we are today. I also know that it will take my continued commitment to help get the stock price to increase. I'm going to do my part and I hope that the other Presidents will, too.

Laurie Lowery, Manufactured Housing Division Coordinator, Western Insurance Agency

To be perfectly honest, I am not quite sure what "Going Public" means to me, the employee. Like many of the people that now make up American Homestar Corp., I will continue to do my job as I had before we were a public company. That may be

why I have a hard time translating... expansion, increased market opportunities, decreased floor plan debt, future stock options, improved recruiting ability.. into a clear picture of what tomorrow brings and how it will effect me and my job.

As the daughter of the Chairman of the Board and Co-CEO, I am totally sure what this accomplishment means. It means that dreams really do come true. It means that hard work and tenacity pay off if you don't lose

sight of your goals. I think I can speak for both Dwayne and I when I say how incredibly proud we are of our father and how happy we are for him. Congratulations, Dad!

Brandon Newman, Sales Manager - Nationwide in Mesquite

Personally, I feel that going public will be great for the company and great for me. It's job now is to increase earnings and it is only going to do this through steady growth. This means opportunities for those of us who want to grow with the company. I'm looking forward to doing just that.

Dwayne Teeter, Asst. Vice President, Nationwide Housing Systems

Going public means that now we can afford to buy a higher grade of toilet tissue at the home

office. No more of the rough stuff.

Dave Miller, President of Nationwide of Huntsville

It is very exciting to be a stockholder here on the ground floor. I consider this an investment in our future and in our children's future. This isn't some kind of get-rich-quick scheme, this is a way to earn your way to security. That's something I like about this company... we're not out for the quick buck. Instead, we respect our market and our industry.

John Smith, Tech-Support for Nationwide Tracker

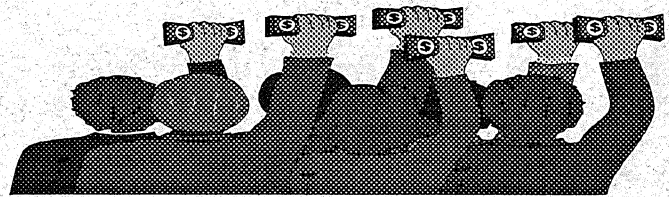
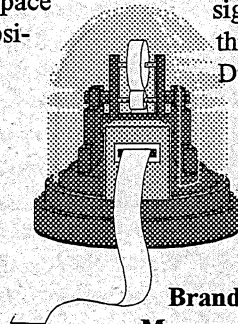
With the opportunities afforded by the public offering, we can look forward to developing the best available software and training in order to bring our retailers a state-of-the-art, automated office system.

Mary Morton, Vice-President for American Homestar

It means more prestige, more money and a much stronger company. I remember days when I would

sit at the desk and cry because I couldn't make the money stretch far enough. Those days are gone. I'm very proud of the entire organization for getting it done.

Brian Shear, General



HSTR
Our Nasdaq Symbol

President's Club Monthly

Profiles in Excellence

The Company's Top Salesperson, Louis Murray

Profiles in Excellence is a monthly article which highlights the accomplishments of the company's top producers

Married in 1972 to his wife **Cindy, Louis Murray** is one of those rare individuals who have been able to balance the demands of work and family to a great degree of success. He has two children, a son (**Louis, Jr.**) who is a senior at the University of Houston, and a daughter named **Annette** who is a Senior at Dobie High School. A graduate of South Houston High School, Louis attended H.T.C. University where he earned his Bachelor's Degree in Mechanical Engineering in 1978. He also earned an Associate's Degree in Management Skills and Maintenance Supervisors from Texas Tech University in 1990. Louis spent 18 years with Hughes Tool Co., an oil well drill bit manufacturer. The company put him through college as well as provided Louis with a career as a machine operator, production planner, line supervisor, manager over planning and scheduling, and several other management positions. Louis was the youngest manager in company history and reported only to the President and CEO.

Louis's career with Hughes ended after a company buyout and subsequent plant shutdown. Soon thereafter, he was selling mobile homes for Magnahome in

Dickinson. Despite the success he personally enjoyed there, Louis did not enjoy working for the company and was soon looking for another to work for...

The **President's Club Monthly** recently had the chance to talk with Louis Murray and this is what he had to say...

You do not fit into any kind of "sales" stereotype - you have an approach that is all your own.

How would you describe your selling style?

I always stay fully focused and prepared for anything. I believe a salesperson has to know and understand the product. I believe in representing and selling the company I work for, and for the record, I don't consider myself a salesman. Someone once said I would make a good attorney, my friends call my Attorney Murray. My basic belief is that if you learn, listen, read, understand and believe in yourself, anything is possible. I'm goal oriented, I'm a challenger, and I sincerely believe in fulfilling the customer's needs and wants. The customer is the most important element of the business and should be treated like a King. My style is making the customer believe I am the best person to help him or her. I do this by building value in the product and by having all the answers.

Do you benefit from the

company-provided sales seminars? What additional training would you like to see added?

Absolutely. Training is essential. This is a rapidly changing business. We must always strive to find new ways to better train our people. I would like to see more training in finance. Also, I would like to see our manufacturing reps more often.

You recently were promoted to Sales Manager. What plans do you have for the future at Instant Living in your new capacity?

My plans are to show leadership in terms of providing all my sales staff with every ounce of knowledge and perseverance, show them what has worked for me and how my techniques can work for them. We're in the mid 90's now. Things are different. I want to show them how to believe in themselves, strive to meet their goals and show them what a difference enthusiasm makes. It is true that you can make lots of money in this business and have a great time doing it!

When you left your previous employer, another mobile home retailer, you were highly recruited and you chose working for Nationwide over other opportunities. Why?

Very simple. At Mr. Dave Schwartz's and Mr. Butch Newman's request, I was very fortunate to be given an interview by Mr. Buck

Teeter and Mr. Craig Reynolds. There they laid out their five year plan for growth, a plan that I was very impressed with. So far, everything they said that they would do, they have done.

What do you enjoy most about sales?

It is not just the sale that matters. It is the purpose of the sale. I am providing family housing for my customers. It gives me great satisfaction to know that I helped in providing the Great American Dream to those in need.

Any final thoughts?

This is the first time I have been able to excel without anyone holding me back. It is a great feeling to know that you can be the best that you can be. I happen to feel that people make a difference in companies. This company is great because it's leadership and employees are great.

What Going Public Means

Continued From Page 2

Manager of Advantage in Greenville

Going public means that now I can look in the obituaries to see if I'm alive and in the NASDAQ listings to see if I still have a job. Seriously, though, it means that we have obviously reached a higher level of success and the elevator is still on the way up. We are on track to meet our goals and realize our dreams!

President's Club Monthly

WHO'S HOT

Quarterly Contest Update

And their off!...

Larry Moore, the SuperCenter's new star, scored big in the first month of the fiscal year.



His 71.5 President's Club Points earned him a first

place standing in the quarterly contest.

#69's Randy Tappen is a close second place with 71.2 points. August Murray of Instant Gulf is third place with 58.9 pts while Granbury's

Tim White is right behind him with 58.2 pts. Mesquite's Bascum Kemp rounds out the top 5 with 50.6. With \$5,750 in prize money at stake, this is going to be very interesting!

Bryan Grace Nationwide in Albuquerque

Bryan the freshest face in Albuquerque, got off to a great start by taking down 7 deals in June. Keep your eyes open in the future for the rising star to the West!

Tom Theadgill Instant Living in Albuquerque

Tom, who was recently promoted to Sales Manager of this surging location, exploded in June... 5 deals, 20k+ in payable gross and 23.4 payable gross points! Holy cow!

Larry Murphy and Dave Cuellar

Instant Living in Albuquerque

These two stars combined for a very impressive 7 new home deals in June and over 33k in commissionable profit! Hey, that kind of payable isn't gross!

David McMichael Key-Athens

David is starting FY 1995 where he left off in FY 1994... selling like a man possessed! In June, he scored an impressive four new home deals! Always the home run hitter, David averaged over \$6,800 per unit in payable gross. He probably wanted a little extra spending money for the big trip! Keep it going, you Nevis-bound sales pro!

August Murray Instant-Gulf

Hey, Louis isn't the only Murray who is selling up a storm in Houston! August had a great June (or did June have a great August?)... 6 deals, 5 of them new and an average new home payable gross of over \$6,100! Word on the street has it that August has a lot of momentum going into July so look out for him in the quarterly contest!

Butch Newman and the entire Instant-Gulf Team

Butch, who has a reputation for building one of the most professional sales staffs in the company, has assembled a winning team in South Houston. His group combined for yet another 20 home month in June, once again breaking the \$100k barrier in payable gross. All in all, nine different salespeople contributed to this amazing month. Butch and the whole Instant-Gulf gang deserve a hearty chorus of "Congratulations!"

Jack Doss Advantage of Channelview

You can't keep him out of this column for very long! When Jack wasn't preparing for his annual President's Club trip, he found time to sell four new homes and earn an impressive 39.2 President's Club Points. How does he do it year after year? Who knows, just keep doing it Jack.. keep doing it!

Bascum Kemp Nationwide in Mesquite

This man can present the company story better than anyone else in the company. After listening in on one of his recent sales presentations, I was ready to commit to home ownership myself. Bascum exploded in June, selling 5 new homes with an average payable gross of over \$5,600. Keep it going, Bascum!

Bill Wise Nationwide in Tulsa

Bill hit for the cycle in June, selling a new single, a new double, a used and a repo. That added up to \$17k in payable gross and 21.7 President's Club Points. Nice month, Bill!

Dusty Kollmansberger Key-Greenville

The Greenville location had its best month ever in June (way to go, Brian Shear and Co.). Of course, Dusty was a big reason... she sold 5 houses for over 20k in payable gross and earned 32.6 President's Club Points.

Diane Miller Nationwide of Huntsville

Diane is to mobile home sales as Barbra Streisand is to singing. She had the competition clinging to misty colored water memories in June... she took down 4 big deals for 17k in p.g. and 23.1 President's Club Points! Keep rolling, superstar, keep rolling!

President's Club Monthly

Who's Hot Continued

How Much are
We Worth
? \$?
? \$?
TODAY?

If you are in the Houston area and would like to know what the American Homestar stock is trading at, simply dial the Chronicle's stock quote hotline at 468-7866 and press 3000 as soon as the recording starts. Then, after the short commercial plays, press 42-73-81-72 and our price, along with volume and daily highs and lows, will be played for you. Out-of-towners can look it up under the NASDAQ stock listings in the business section of your local paper. The stock is not usually listed under its symbol (HSTR), but instead by an abbreviation of its name (such as AmHomstr).

DO NOT USE THIS NUMBER
FROM OUT OF TOWN

Leon Dooley Advantage in Jacksonville

Leon had a well rounded in month in June. The boxscore: 1 NS, 1 ND, 1 Used and 1 Repo. Leon made the most of each sale by including plenty insurance. Nice job!

Pat Bonfanti Nationwide in Tyler

Pat, the newest member of Jim Clark's staff of superstars, started off strongly by taking down four big deals. Way to go, Pat, we hope to see your name in this column a lot more often!

Tim White Nationwide-Granbury

Despite being in one of our smaller markets, Tim is many people's early pick to be fiscal year 1995's top salesman. In June, Tim picked up right where he left off in 1994, by selling lots of manufactured housing! The numbers... 5 new homes, 30k in payable gross and 58.2 Pres. Club Points!

Ed Price Nationwide in Lancaster

Ed did what it took to make it happen in June, selling four deals. Congratulations, Ed, job well done!

Jerry Buerger Nationwide in Lancaster

Jerry, a new member to Lancaster's exciting staff, erupted in June, taking down four deals for 16k in p.g.! Happy to have you on the team, Jerry!

This Column Reserved for North Texas Superstars

In a scene that is becoming more regular than the sun rising in the east, Texas sports teams winning world championships, and O.J. Simpson preempting soap operas, those incredible pros North of the Metroplex keep selling and selling and selling...

Kris Kaiser

Kris, a cornerstone of the Denton team, converted 5 different opportunities into new home sales in June. His 26k in payable gross and \$5,600 in p.d. insurance sales translated into 47.3 President's Club Points in June. Way to go, Kris!

Susan Lewis

When not helping to manage this awesome sales force, Susan finds time to sale homes... lots of them. June was no exception for Susan, she took down four deals, including plenty of p.d. and credit life with each one. Nice job, Susan!

Ken Andoe

A new name to many, Ken made it happen in June. His 4 new home deals and impressive insurance results earned him 29.7 President's Club Points and a good start in this year's standings. Ken, you seem to be quite good at this manufactured housing thing.. stick with it!

In total, the Denton team combined for 20 deals (17 of them new), 80k in payable gross and almost \$23,000 in physical damage premium. Congratulations!

Burleson News Glenn Meir

Dave Whitson has been named acting General Manager. He will return to his position of V.P. of Sales and Marketing when a permanent replacement is in place.... I've settled in as Sales Manager and I'm very glad to be back in Texas with old friends and I'm looking forward to making new ones... Sam Winn is new a new territory representative and brings much knowledge and enthusiasm to the position... The new 852 MVP continues to be a sales sensation. It has all of the quality and features of a Meridian at an entry level price, thus it appeals to a wider market. If you don't have one on your lot, you are missing sales!... Our Meridian and Homestar products continue to impress the buying public. The latest statistics show models 862-4s and 860-4s to be the best sellers of the last 12 months... Many new and exciting things will be happening at this plant in the coming months, and you will be a part of them!

Lancaster News Brian Owens

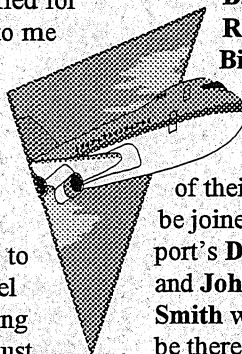
We have a new addition to our production staff. Larry Milby is now our final finish supervisor. Larry has come to us from Fleetwood in Florida and has experience in all areas of manufacturing. We are certainly happy to have Larry on our

President's Club Monthly

Behind Curtain #3....

Its A Luxurious 4 Day Cruise to Mexico

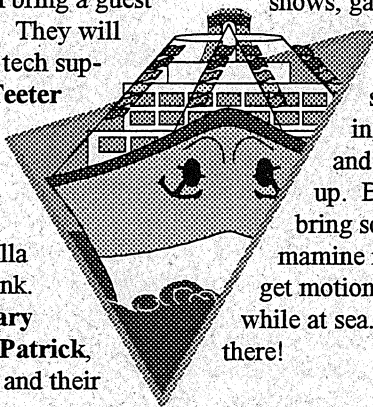
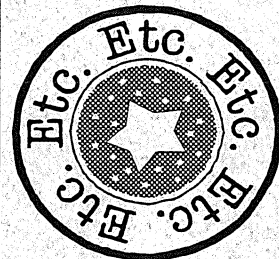
Gold Level Sales Superstars who are not going on the trip to Nevis have qualified for what is shaping up to me the most exciting second trip of all time! It's a four day cruise out of Miami, through the Florida Keys (that's right, Parrot-heads), to Cancun and Cozumel with a two day looting excursion in Haiti (just kidding). The Norwegian Cruise Line Ship (one of the Caribbean's nicest cruise lines) departs Florida on September 19th and returns on the 23rd.



Top sales pros who will be on the ship include **Jack Williams, Randy Taylor, Jim Tierney, Bob Mackie, Byron Cook, Brandon Newman, Barry Parks, Gary Robson, Craig Pickett, Billie Rolando, Dwayne Click and Dave Cuellar**. They each can bring a guest of their choice. They will be joined by the tech support's **Dwayne Teeter and John Smith** who will be there to make sure that there is always an umbrella in everyone's drink. Accounting's **Mary Morton, Jackie Patrick, Michelle Butler** and their

guests will also be joining the party gang. Representing the office managers will be 288's Cheryl Cowie and Tyler's Betty Haney.

For those of you who have not been on a cruise before, there is plenty of fun activities available both at sea and in port including shows, gambling, sun-tanning, swimming, skeet shooting, basketball and sobering up. Be sure to bring some Dramamine in case you get motion sickness while at sea. See you there!



David Shettler, longtime Mobile American and Magnahome superstar (and all-around great guy), has joined the Nationwide team in Mesquite as the new Asst. General Manager. He will be training under the tutelage of none other than the illustrious Dave Davis. David is a proven winner who will be sure to add to the successful tradition of the Mesquite location.... Musical and dance highlights of the Star Gazer's cruise following the annual meeting included Gary Robson's version of "Up on a Roof", Jim Clark's and Tom Wilson's rendition of "The Safety Dance" (how's the head, guys?), and who can forget Rick Dahlson doing "the gator"...Spring has Sprung! Dave Schwartz's Instant Living - Spring location is off to the fastest start in company history. In just a few short weeks, it is already the highest traffic location in the company, has a first class sales staff and office manager (Connie Snyder), and the location looks great. I don't want to ruin the surprise, but don't be shocked if they are one of the top lots in the company... their first official month in business!... Jacksonville's Angela Jackson gave birth to a baby girl on the 24th of June. Her name is Haley Allisa. Congratulations, Angela and family on your beautiful new arrival!

Promotions

Movin' On Up

In July, a number of American Homestar's best and brightest earned promotions. In Jacksonville, onetime sales superstar and current General Manager extraordinaire, Dawn Clark, has been named Vice President of Nationwide of East Texas, Inc. Dawn has always been an essential part of this top-performing operation.

In Mesquite, the Sales Station **Brandon Newman** was named as Sales Manager of **Dave Davis's** Nationwide operation. Brandon has proven to be a top sales performer and has always shown potential as someone who could lead a sales staff of his own.

In Albuquerque, **Tom Threadgill** was named Sales

Manger. Always a top performer, Tom's promotion is well deserved.

In Denton, **Connie Prather** has taken over as Business Manager. In her current position she will be responsible for closing deals, expediting funding and increasing insurance penetration. Congratulations, Connie!

At the SuperCenter, **Jim Mixon** has transferred from Instant-Gulf and has been named Sales Manager. Jim brings to 288 extensive experience in the industry and get-things-done attitude.

Also, **Louis Murray** has been named Sales Manager of Instant-Gulf after a year and a half of exemplary sales performance.

Congratulations to all!

Learn From their Success!

SuperCenter's Latest Sale

By now, you all know **Jim Taylor's** SuperCenter location to be the epitome of consistency. Jim credits much of his success to his regular Tracker mail-outs. "Once a month, I send a flyer to everyone in the database advertising some kind of sale," said Taylor. Then, I change my existing ads so that they mention the same sale. I usually end up with 10 deals out of the promotion and all it costs is postage." Jim's last promotion, on the July 4th weekend, earned the location 14 deals and over \$22,000 in deposits. "I'm a believer," said Taylor. So, too, should you be, dear readers.

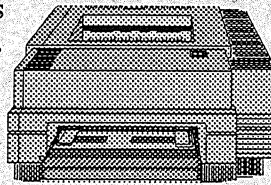
LANCASTER NEWS!

continued

team....REMINDER: the new wind standards for coastal areas are now in effect. All homes for these areas will have to be built to Zone II construction if produced after July 12th. Existing stock units built before this date are effected. Please make sure everyone is knowledgeable of the Zone II areas....BUSINESS IS BOOMING! The summer months are upon us and our backlog is increasing. Due to the demand on our existing models, we delayed prototyping our new HS 568 (28x68) model until Sept. or Oct. PLANT EXPANSION: Our new additions and remodeling of the Lancaster facility is 90% complete. This will be a tremendous asset in helping us reach our production goals.

The Tracker Page Who Cares?

Many of you sales pros out there may read this page every month and wonder to yourself, what does this program have to do with me, other than being something that spits out a few letters and call-back sheets everyday. Well, its not only about what it is doing for you today, as much as it is about what it will do for you tomorrow. We at the tech-support department (or whatever we're calling it this month) have a dream for the future. On tomorrow's locations, we see computer terminals in front of all capable salespeople, through which they can access information on the status's of their deal's funding, their customer's service situation and the status of



Remember, never pour Pepsi in your Laserjet 4

their factory orders. We see a day when the company story is done with the use of interactive multimedia with full motion video. We envision a situation where the work of the Business Manager, Office Manager and Service Manager is coordinated through

Tracker. We don't envision a paperless office, but we do see something close to it.

Hey, people, with a strong commitment from man-

agement, these programs could continue to evolve and come to fruition in a few short years. However, one never runs before he walks and using the program in it's current form to its fullest potential is the first step to becoming the "on-line" company I know that we will someday be.

How are you doing? A simple test

The coordination of salespeople's follow-up on a DAILY basis is one of the most important features of Tracker. If it is not being done on your location with great consistency, the salespeople are being shortchanged. To get an idea of how up-to-date you are with the follow-up, go to the computer, pull up the Prospect Database main menu and push the button marked "Print Call Back Sheets." Type in the follow dates, followed by the appropriate key strokes [in brackets].... 01/01/90 [enter]



Tech Support Upsets Another Confused Office Mgr

[yesterday's date] [enter] [enter]. The computer then will print a call-back sheet for everyone who was to be called before yesterday, yet has fallen through the loop. If more than a few print out, you need to keep closer track of follow-up. Good luck!

Tech Support The Do's and Don'ts

With an ominous deadline looming for version 2 (late August) and much more work to be done, time is becoming scarce for the tech-support team. The program has grown to over six times the size of version one (1.4 meg's!), not counting over a megabyte of new documents for the paper-work program. Because of the enormous amount of work remaining, please limit your questions for us to problems with the Tracker Software itself (prospect database, paper-work data entry and the documents themselves). We can no longer help you with problems associated with use of any other pieces of software on your system, such as spreadsheets and word processing documents. Hardware problems should be addressed by the manufacturer of your computer. We strongly encourage all office managers to either read their manuals (that's how we learned the programs) or take classes in Microsoft Word and Microsoft Excel to get a better understanding of the software. You'll be surprised how easy it all is!

IMPORTANT

Managers! If you are hiring a new office manager, make absolutely sure that she/he has windows experience. If the person does not, it is as good as having no computer experience at all. Tech support has neither the time or the desire to teach brand new people the basics of today's computers.

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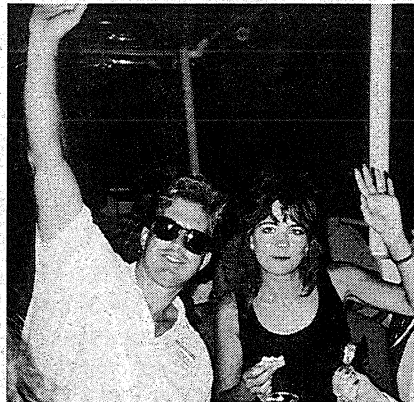
Views from the Cruise

Company Throws Down in Clear Lake after Annual Meeting

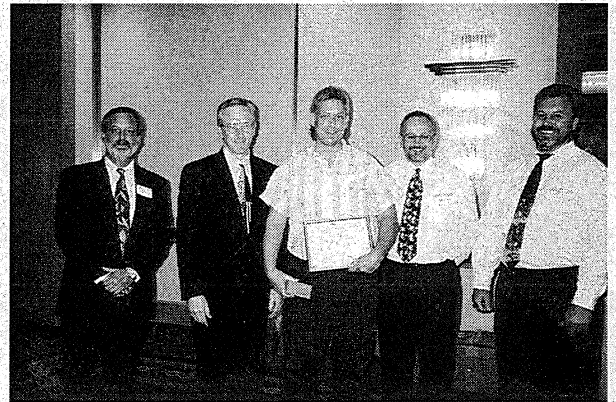
The American Homestar Corporation held its year-end annual meeting at the South Shore Harbor Hotel on Clear Lake (South of Houston) on the weekend of July 8th through 10th. Attending were members of management from both the manufacturing and retail divisions along with Nationwide's top salespeople. President's Club watches, plaques and awards were handed out to the top home and insurance sale performers. To give all attending a better understanding of the company plan, Co-CEO's **Lad Dawson** and **Buck Teeter** and CFO **Craig Reynolds** gave a full-blown presentation of the road show.

On Saturday evening, company personnel and their wives were treated to an evening of food and entertainment on board the luxurious 100 foot pleasure craft, the Stargazer. Every party is only as good as it's guest list, thus making this one of the greatest shin-digs of all time. The gang partied well into the night as the liquor flowed and the music rocked. "We need to do this about once a month," said American Homestar's executive assistant, **Robin Cooper**, "I think everybody had a great time."

The company would like to recognize **Judy "Marge" Halide** for coordinating much of the whole weekend. It was a huge responsibility that she handled with great success. Thank you!

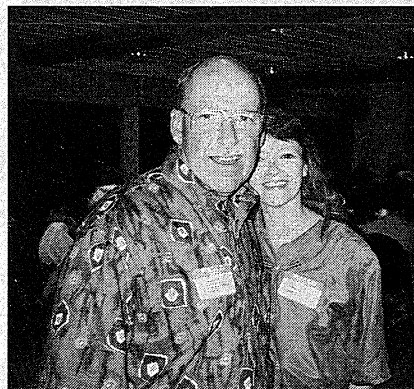


Dawn Clark waves to the camera as her husband, **Jim**, waves down the bartender



Oklahoma City General Manager Extraordinaire **Jeff Goodrich**, back from the dead, receives an President's Club Certificate. Atta-boy, Jeff!

Would you buy a home from any of these guys? Obviously disoriented, **Jim Taylor**, **Ray McKinney**, **Jack Maxey** and **Mike Wallace** go on about how great it is to be back on the *Sovereign of the Seas*.



Dave and Laurie Davis, of Mesquite, show off their pearly whites.

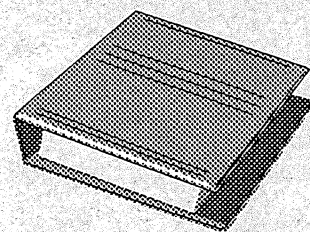


(From Left) **Robbie Golden**, **Greg Burnett**, **Kevin Burnett** and **Jeannie Golden** comment on how clean Houston looks from a few miles at sea.

President's Club Monthly

Laurie Lowery
Insurance Today

OFFICE MANAGERS UNITE!



WESTERN BIG DINNER CONTEST

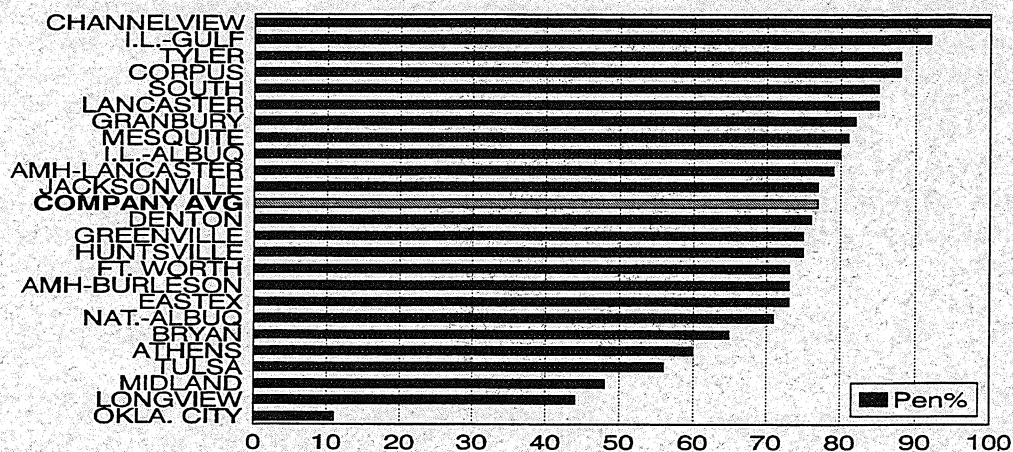
From July 5th through September 30th, each perfect application received by Western will earn the office manager a name in a lottery drawing for a dinner for two! You can find examples of perfect applications in the manual distributed at the Office Managers training seminar. Please remember to : (1) fill in the "Bill To" (at renewal) section, (2) fill in the "incorporated city" space, (3) deduct \$40 for policy fees when quoting 3 yr. ARG premiums or American Bankers premiums.

GOOD LUCK!!!

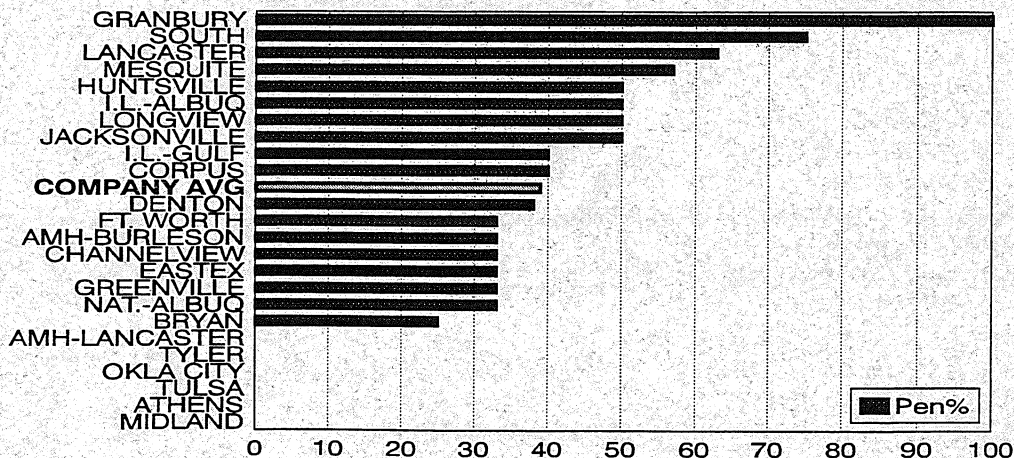
On July 5th and July 6th, Houston area and Dallas/Remote area Office Managers got together for our first annual "A Day With Western Insurance" training seminar. The seminar was developed in an effort to improve communications between Western and the locations and to offer our Office Managers, a central source of information for our locations, the resources they need. Office Managers from all but four of our locations were trained in product knowledge, procedures, insurance underwriting, and quoting, and received a manual which contained all the information given in the seminar. **Betty Haney** of Nationwide East Texas had these thoughts on the meeting: "I've been with the Company for two years and I learned a lot, even though some of the information was not new to me. I think the most important thing I got out of the day was the manual...its a great source of information and an excellent training tool. I really appreciate the fact that I was able to leave the seminar with a very specific idea of what Western needs to do their job and how my work directly effects theirs. That's exactly what I need to be successful."

Big thank you to all the Office Managers who made time to be at the seminar and to their management for supporting our efforts. If you were not able to attend the seminar, you should receive a copy of the manual within the next week.

MONTHLY RESULTS: PHYSICAL DAMAGE



MONTHLY RESULTS: CREDIT LIFE



**HATS OFF TO INSTANT
LIVING GULF
FRWY FOR
ATTAINING
HIGHEST
P.D. VOLUME
IN JUNE!
\$29,247 PREMIUM
GREAT JOB, TEAM!**



President's Club Monthly

The 10 Commandments of Sales

Susan Lewis

Denton Sales Manager **Susan Lewis** has taken **Buck Teeter's** "10 Commandments" for management and reworked them to apply to our sales force. It is reprinted here with her permission...

1. **Professionalism** - Be professional in attitude, appearance, and action. Make sure that your product, sales center and office all make a positive statement about you and your business.
2. **Enthusiasm** - Maintain a fresh and enthusiastic attitude. Welcome every customer with a smile and a hand shake. Be excited about what you have to off - you have every right to be.
3. **Time Management** - Stay in contact with every customer, and every sale, every day. Set realistic goals for yourself and make sure they are met. There is no substitution for your personal involvement.
4. **Self Confidence** - Take pride in knowing that what you have to give is the very finest this industry has to offer. Be knowledgeable in all aspects of your business. Take advantage of all training offered.
5. **Honesty and Reputation** - On every application, be "up front" and honest with your lenders. They are your life blood. Always verify information. Your personal credibility is on the line.
6. **Sales Mix** - Stress new home sales (90% or more of your business). Used homes should be a sale of last resort.
7. **Mark-Ups** - Get maximum mark-ups - units deliveries alone are not the answer. You can sell 4 units a month and not make a nickel. Set a goal to have 90% of your monthly sales at maximum advance. To do this, you must first create value, then deliver it. **USE MODEL VALUE GUIDE PRICING.**
8. **Insurance** - Sell insurance products with every contract. Three years P.D. on every sale, Credit Life on every sale. *Unless lender restrictions apply. The coming year will bring fewer restrictions. Remember, if you aren't selling your customers insurance, someone else is!
9. **Customer Satisfaction** - Remember that the customer signs your pay check. He must be completely satisfied with you, your product and your company. He should be your best friend, but he can be your worst enemy. A satisfied customer (one who is fairly treated) is your most profitable alternative.
10. **Personal Growth** - Set personal goals that will lead to your success. Set a pace and maintain it. Be inspired to be your absolute best everyday!!

"Failure is not fatal, but failure to change might be."

Greenville's Grand Opening

*Brian Shear and Co.
Do it Up Right!*

In an event that **Chuck Carney, Jr.** called "the best grand opening I've ever seen," **Brian Shear** and staff (pictured at right) officially opened Advantage Housing in Greenville. Over 100 people attended ribbon cutting ceremony, including the mayor, city councilmen, and members of the Greenville Chamber of Commerce.



The Mayor of Greenville (far right) presides over ceremony with Brian Shear (center in tuxedo) and members of Greenville staff.

Traffic was heavy all weekend long. "We took down six solid deals," said Shear, "and we've got a good shot at seven more."

President's Club 94 Multiple Year Honors

Salesperson	# of yrs in P.C.
Jack Doss	4
Randy Wilson	4
Dusty Kolman	3
John Raine	3
Gary Robson	3
Billy Alt	3
Al Duran	3
Walt Goswick	3
Dave Schwartz	2
Randy Taylor	2
Yvonne Garcia	2
Tom Threadgill	2
Dewayne Click	2
Jack Williams	2
Christie Lancaster	2