

The President's Club Monthly

THE MONTHLY NEWSLETTER FOR
THE RETAIL DIVISION OF THE AMERICAN HOMESTAR CORPORATION

The Secret's Out! Company gets Great Press as Wall Street Journal Profiles Us in Large Article; Stock Hits New High as a Result

Dateline Wall Street...

On October 19th, our company was the focus of an extremely positive article in the country's foremost financial publication, the *Wall Street Journal*. Titled "*American Homestar is Bullish Bet in Mobile Home Market or: a Roll*," the piece made a case for our continued success in a growing industry and market. Often comparing us favorably with other vertically integrated manufactured housing companies, the article cited a number of reasons why American Homestar is considered an excellent buy in to-

day's stock market, including its strong market position in the Southwest, current IPO discount price and expected earnings increases.

Picking a winner

As expected, there was a positive reaction on Wall Street to the great piece. A record 188,000 shares of stock traded hands that day and the price increased 6% on the day of the article's release.

Great Exposure

The article provided an introduction of our fine company to much of the financial commu-

nity. Because we have only been public for three months, many have not heard of the newest publicly traded manufactured housing company.

It will take time for Wall Street to deduce that, despite a sagging site-built market, manufactured housing stocks will continue to be big gainers and are, in many respects, independent of the restraints currently holding back the housing industry as a whole. "In reality, rising interest rates force more people into our market than out of it," said Corporation Chairman of the Board and Co-Chief Executive Officer **Buck Teeter**.

See Related Story, Pg. 5

Four Months into New Year, SuperCenter, Tyler Top Locations

Jim Taylor's SuperCenter location on Highway 288 in Houston and **Jim Clark's** Tyler location are the top sales centers in the company year to date. In the first quarter (ending in August), Taylor set a record for bottom line profit. Amazingly, despite being a single store operation, Taylor's company, Nationwide South, Inc. is the company's fourth most profitable corporation. Also impressive is the fact that

Jim Clark personally oversees the ultra-successful Tyler sales center while also being involved with his other three money-making locations.

The humble Mr. Taylor had this to say about his success: "There's nothing magical about what I've done. For one, I started listening to my partners, Mr. Carney and Mr. Teeter, and also, I've been using the Tracker follow-up system religiously. We do monthly mail-outs which always add an extra couple of

deals to the bottom line."

Taylor also gave much of the credit to his top notch sales staff,

Continued Next Page...

2nd Quarter Contest Standings!

Athen's **David McMichael**, one of the company's most consistent producers, exploded in September and has taken the lead in the big quarterly contest. His 122.8 President's Club points places him 62 points ahead of his nearest competitor, Spring's **Ron Beauchamp** (64.2 President's Club Points). Huntsville's **James McCoy** maximized his business in September and took down 60.4 points for third place. Bill "I'm glad I'm not in Beaumont anymore" **Hopkins** earned a fourth place standing 60.0 points while his sales manager, **Louis Murray** rounds out the top five with 57.1 points. Matt Stanley, Dwane McQuitty, Rick Harms, Robbie Golden and Craig Geffert round out the rest of the top ten with two months left to go. Good luck, everybody!

Inside

Laurie Lowery	3
WHO'S HOT	4-5
TIM WHITE	6
TRACKER PAGE	7
PLANT NEWS	8

OCTOBER, 1994

President's Club Monthly

COMPANY BIRTHDAYS

Cindy Garcia
November 1st

Tom Botzenhardt
November 2nd

Jimmy Shepherd
November 3rd

Brian Shear
November 6th

William Morgenroth
November 6th

Laura Wilson
November 8th

Aurora Hernandez
November 10th

Richard De la Garza
November 12th

Lisa Heimann
November 13th

Stephanie Hicks
November 13th

Anita Soto
November 15th

Top Locations

Continued from Pg 1

which includes pros Vince Cipollone, Terry Thompson and Larry Moore.

"I've assembled a great team that gets the job done every month," said Taylor.

The distinguished Mr. Clark says that his success can be credited to areas: 1) Quality people with a can-do attitude and 2) increased efficiencies in paper flow.

"Our Tyler staff, both sales and support, has a

"whatever it takes to get it done" attitude, as opposed to a "that's not my job" attitude.

In an industry where there is always problems, this is a must to be successful long term." With regards to the better paper-work efficiencies, Clark had

this to say... "Our business has much more paperwork than most and it is very easy to get bogged down with it.

Because we are part of an organization that is committed to moving our company into the computer age, we

are able to concentrate more and more on sales oriented opportunities than paper-work problems."

Top Profit Percentage

Chuck Carney, Sr.'s Channelview location is number one year to date in terms of profit as a percentage of sales dollars. His 10.5% ranks just ahead of Jim Rudolph's Athens location at 10%. Way to go, guys!

BURLESON BONUS PROGRAM!

Don't Forget! For every new American Homestar Burleson product sold retail until February 28th, 1995, the salesperson receives 5 bonus points towards the President's Club. Where else can you get a deal like that!

Here is a list of people who are already receiving the extra points!

MARY GOODNER - OKC - 10 POINTS
RANDY TAPPEN - INST. ALB. - 5 POINTS
DAVE CUELLAR - INST. ALB. - 5 POINTS
JIM LEE - NATIONWIDE ALB. - 5 POINTS
CHUCK HERMANN - INSTANT SPRING - 5 POINTS

NO FEAR

is coming....

Burleson 94'

President's Club for Fiscal Year 1995

Salespeople

Hey, listen up, people! There have been some dramatic changes to the President's Club for fiscal year 1995 including greater rewards for insurance sales, a double-points program for big payables and an altered fast start program. Because we will be carrying a larger percentage of our own products, gone are the MVP programs and new home bonus points. In a nutshell, here is how the salespeople's program works...

1 Point for each \$1,000 in payable gross

2 Points for each \$1,000 in physical damage insurance premium

2 Points for each \$1,000 in credit life insurance premium

1 Point for each extended warranty

1 Point for each Flex-Bill Insurance Policy

2 Points for each deal into the home office by the 15th of the month

1 Point for each deal into the home office by the 20th of the month

Double Payable Gross Points for each new singlewide deal over a \$7,000 payable and each doublewide deal over a \$9,500 payable!

The Award Levels

Gold- 225 Points

Gold P.C. Watch

The Top Ten Gold Level Pros Win a Trip for Two on the Year-End President's Club Trip

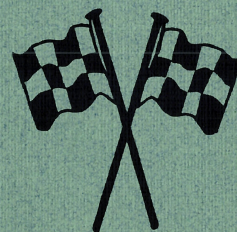
Silver- 175 Points

Engraved P.C. Clock

Bronze- 125 Points

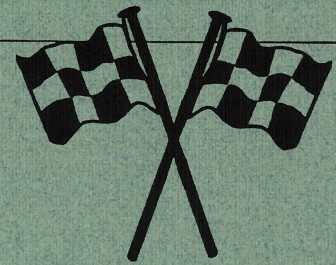
Signed Certificate

NOTE: The President's Club reserves the right to spontaneously reward salespeople throughout the year!



President's Club Monthly

Laurie Lowery
Insurance Today



WHO'S WHO @ WESTERN

profile: Charla Ferguson
Customer Service Mgr

"One of the most gratifying things for me is that I was here during the peak times and that I assisted in bringing us through the lean times. We cut our staff by 75% and managed to make money for the company along the way." Charla Ferguson, a 10 year veteran with our insurance agency, started as a temporary employee in April of '84. She has done everything from policy processing to office management. Currently, Charla oversees all aspects of the Customer Service Dept., in addition to handling deposits and assisting with invoicing. As a child, Ms. Ferguson lived in a variety of places across the U.S. and as an adult, held a variety of jobs. Charla has worked as a sales clerk, a receptionist for a dance studio, and an airport security guard. Most recently, she was secretary to a man she now calls her husband, Bill. The Fergusons have a son, Geoff, who is "eleven, going on nineteen!". And, come Thanksgiving, their family will be welcoming Charla's mother, Belle, into their home as a permanent addition. (By the way, Belle is 62 and loves to dance if there are any prospective dance partners out there!)

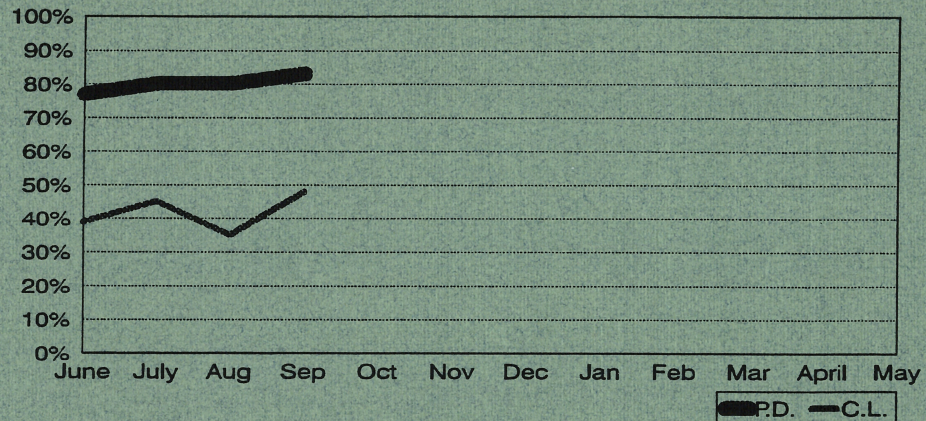
DID YOU KNOW.....

American Modern Home will not insure customers who have had a total loss in the last 5 years. Exceptions may be made if the customer was insured with AMH at time of loss. Please call us for approval on these deals. Approval may take up to an hour.

Green Tree and SePac are the only lenders who count insurance when calculating the down payment.

September Success Stories

Not since November of last year have we experienced such a jump in penetration as in September. Could it be coincidence that both of these record months were kicked off by Business Management Seminars? Not likely. September's Business Management Seminar, highlighted in last month's newsletter, proved to be an excellent source of information for Business Managers and General Managers alike.



In a recent conversation with Jacksonville's Business Manager, Mark Pell, the views of many of the attendees were echoed. Mark was very excited and empowered by the information he received and, like the others highlighted below, immediately turned that knowledge into dollars for himself and his location. September success stories include:

NW Huntsville (BusMgr: Elizabeth McCoy): \$29,000 Total Insurance Sales, 94% PD & 63% CL

ADV Longview (Bus Mgr: Mitch Brown): \$17,000 Total Insurance Sales, 93% PD & 17% CL

NW Tulsa (BusMgr: Carole Phillips): \$21,000 Total Insurance Sales, 96% PD & 25% CL

ADV Jacksonville (Bus Mgr: Mark Pell): \$17,000 Total Insurance Sales, 86% PD & 50% CL

KEY Athens (GenMgr: Jim Rudolph): \$13,000 Total Insurance Sales, 85% PD & 0% CL

*Future Business Management Seminars will be scheduled on an as needed basis. Please contact Laurie Lowery with requests or suggestions for training.



BIG DINNER CONTEST IS OVER!

And the winner is.....**Connie Prather** of Nationwide Denton! Yea! Big thank you to all a participants. During our three month contest almost 50 perfect applications were turned in. We all know this isn't a perfect world but many of you were able to rise above it and produce something wonderful. WE APPRECIATE YOU! (When Connie gets around to telling us where she wants to go for dinner, we will update you on the culinary event.)

Credit Life Training Moved to November

Come November 14, 15 & 16, the Houston, Dallas and East Texas regions will have the opportunity to participate in professional credit life sales training sponsored by American Bankers Insurance Company. Our representative, **Tim Shuur**, and a corporate trainer from American Bankers will provide the actual training (to include product knowledge, feature/benefiting, rating, etc.). Each day will be designed like other regional seminars in that there will be two sessions in order for half the location to attend each session. Since it will be after the holidays before other regions will be scheduled for this training, we invite any Business Managers or salespeople from other regions to attend. Additional information on these dates will be forthcoming.

President's Club Monthly

COMPANY BIRTHDAY'S CONTINUED

Eddie Vilano
November 17th

Jim Tierney
November 17th

Randy Taylor
November 19th

Ronald Flanagan
November 21st

Jeannie Golden
November 22nd

Elaine Snouffer
November 23rd

Ray Cox
November 25th

Peggy Richardson
November 27th

Joseph Francis
November 29th

Gilbert Chavez
November 30th

Quality Control Report *Continued from Page 7*

are getting phone numbers. This report breaks down your accuracy over periods of the previous week, month and year so you can see if you are doing better or worse over time. Because of new "Mailing Label Filter" feature that allows you to focus your mail-outs a number of different criteria, completeness in customer data is more important than ever.

Getting All the Info...

The bottom third of the report lists all non-current salespeople (those who have been deleted from the database) who still have prospects attributed to them. As you know, Tracker requires you to follow very specific directions when reassigning prospects. If a salesperson has not been deleted properly, his/her prospects can not be accessed through the program and essentially they fall into "limbo." This report lists all salespeople who fit this description and also details how you should correct the problem.

Isolating the Problem...

Poor performance with the Tracker follow-up system is caused by one of three problems: not updating call-back info, putting in incomplete data and not reassigning your prospects properly. The Tracker Quality Control Report allows a manager, even one who never touches his computer, to get an accurate measure of how well he is doing on all three of these important points.

WHO'S HOT *Company Wide*

David McMichael **Key-Athens**

Holy cow, what a month! 7 big deals for the grand master of gross profit! That was good for almost 60k in Payable Gross and an unbelievable 122.7 President's Club Points. Wow!

Ron Beauchamp **Instant - Spring**

Another Superstar North of Houston! In September, Ron exploded for 5 new home deals and an impressive 64.1 President's Club Points. Watch out for this guy... he means serious business!

Bill Hopkins **Instant - Gulf**

Folks, this man is a natural talent who can sell in his sleep. Bill is acting on his plan to be on the big trip this year by selling four big new home deals last month for a whopping 60.0 President's Club Points. Keep making it happen!

Louis Murray **Instant - Gulf**

This man deserves his own page month after month... this measely little column does not do him justice! Louis put together a typical "Murray Mega Month" in September.... 7 new home deals, almost 40k in payable gross, and most importantly, 7 happy, satisfied customers. You are one of a kind, big man!

Dwane McQuitty **Nationwide - Odessa**

Mr. McQuitty breaks ground as the first salesperson mentioned in this column. He did it be selling



The Company's Newest Home Run Hitter: Watch out for Matt Stanley, people! Granbury's newest pro likes to pay himself well... In his first month he sold two new home deals with average payables of almost twelve grand and he's got more fat deals carrying over into October. Roll, Matt, Roll! New Arrivals Dept: The Home Office's Missy Anguiano had a baby boy named Hunter Cole on Sunday, October 16th. The baby, which arrived a month early, weighed in at an even 6 pounds. Fall Sale Idea Catches On... Larry Speck's Fall Extravaganza Sale now seems to be almost a company wide event with Granbury, Denton, Bryan, the SuperCenter and many other locations jumping on the profit bandwagon. "It's a great way to get carry over for November, which typically is an average month," said Jim Taylor. "With this sale's help, it becomes a great one."

5 big deals for an incredible 27,667 in payable gross! Holy toledo!

Bert Wayne **Key - Bryan**

Bert rocked the mobile home world in September by selling 4 big deals for \$26k in payable gross! That was good for an impressive 41.0 President's Club Points and puts Bert in shooting distance for a place in the big contest standings!

President's Club Monthly

WHO'S HOT

Company Profiled in Investor's Business Daily

A respected financial periodical, *the Investor's Business Daily*, ran a large article on the American Homestar Corp. on October 28th. Titled "Riding the Boom in Manufactured Housing," the feature (which included pictures of our Lancaster plant interior and an exterior shot of one of our Burleson houses) was a study of the Southwest market and our plans to expand within it. Comparable in length to the Wall Street Journal article, the piece was a more personal profile of our company, delving into our history, mentioning three of our officers and explaining our growth plan in relative detail. All in all, this has been a good month for good press for the American Homestar Corporation!

Paul Taylor *Nationwide in Lufkin*

Newcomer Paul Taylor really made it happen in September, exploding for five new home deals and over 24k in payable gross. Paul is only one member of a great Lukin team that has come out of the gate running! Congratulations!

Richard Vaughan *Nationwide in Tulsa*

Holy smokes, what a month! Richard, another new name to this column, showed the world what he was made of in September by selling an unbelievable five new home deals. With the help of new G.M. Tom Wilson, look for continued great things from Richard and the entire Tulsa staff!

Ray Cox *Advantage in Longview*

Check out the numbers for yourself... 4 deals, 20k in payable gross and \$7,500 in physical damage insurance. Folks, this guy is physically damaging the competition! Roll, Ray-baby, Roll!

Kaylin Valle *Nationwide in Corpus*

This lady is making a name for herself quickly in the land of sun, surf and profit. In September, she took down four big deals, each loaded down with big physical damage premiums! Way to go, Kaylin, keep it up!

Jack Williams *Advantage in Jacksonville*

You know him, you love him, you can't live without him... he's the grand poopah of the East Texas manufactured housing industry.... he's big Jack Williams and he's selling like a madman! In September, he took down four new singlewides and threw in a repo for good measure. Keep rockin', big Jack!

Billie Rolando *Nationwide in Corpus Christi*

She's better than good, she's better than great... she has *Roget's* scrambling to find a word fitting to describe her talent! Billie rocked the town in September, selling an impressive four new home deals and a bunch of insurance!

Stephanie Hicks *Nationwide in Lancaster*

You knew it wouldn't be long until you found her name in this column.... she can't be held back! Stephanie made it happen in September, selling four new home deals for 18k in payable gross. Not one to settle for "OK", she topped off all of her deals with plenty of physical damage and credit life insurance. Way to go, Stephanie!

Don Smith *Nationwide in OKC*

Don got the job done in Septemeber, selling four big

new home deals for almost 17k in payable gross and a \$5,568 in physical damage insurance premium. All in all, that was good for 27.9 President's Club Points. Way to go, Don!

Randy Tappen *Instant Albuquerque*

Singer, songwriter, salesman extraordinaire Randy Tappen, riding the success of his latest single "Thank God I'm a Homestar Man", rocketed to the top of the charts in September, selling four big deals and earning a gold record. Nice job, Randy!

Daved Dealejandro *Advantage Eastex*

Big D made things happen in Big H in September, selling four deals for 16k in payable gross and excellent insurance penetration. Nice month, Dave!

James McCoy *Nationwide in Huntsville*

Hey, if you don't believe in selling lots of insurance with your deals, just ask James if it pays. He took three big deals with big payables and topped them off with big physical damage and credit life premiums, and turned them into an incredible 64.2 President's Club Points. Holy smokes, what a great month!

Marcee Huntington *Nationwide in Midland*

Newcomer Marcee Huntington took down four new home deals in September at the successful Midland location. It looks like we may have another star rising in West Texas!

President's Club Monthly

Profiles in Excellence

A Conversation w/ Granbury's Tim White

Rarely has someone stepped into the company spotlight and made such a big impression in such a short period of time. In his eight months on the job, Granbury's Tim White has done just that, selling more homes for more profit than anyone else in the company. In the first quarter alone, Tim has averaged five homes and 33 grand in payable gross per month.

Born in Fort Worth in 1958, Tim is the son of an elementary school principal and an elementary school teacher. He represents one of five generations of his family to move to Granbury from Fort Worth. A single parent of one beautiful seven year old daughter, Tim says that he follows the creed that "with God's help, anything is possible."

Recently, the President's Club Monthly interviewed this superstar and this is what he had to say...

PCM: Let's cut straight to the heart of the matter. How do you sell so many homes? What is your method?

TW: The key, quite simply, is discipline. I do my sales presentation the same way, every time, no matter what the circumstances. I know if I follow Schwep's four part system, make the most out of each contact, and do my

follow up calls every day, I will be successful.

PCM: What importance does the company story have to your sales presentation?

TW: Because customers feel more secure dealing with a professional than a salesman, it breaks down their resistance by letting them know that we are professionals. It also gives

me a chance to take control of the sale up front. I also think that they are put at ease by knowing that we have the resources to take care of them before, during and after the sale.

PCM: You are known as a tremendous closer. What are a few of your favorites?

TW: To me, closing is the easiest part of the job. If you set it up right by doing the interview, the company story and presentation correctly, it really is a breeze. My favorite close is the value guide close. It allows you to re-feature-benefit the home and sets you up to ask them to buy. If they don't bite then, I can use the "I'm confused" close. If the customer likes the house, likes the price, likes the features and benefits but doesn't want to buy today, I say to them, "Now, I'm confused! I don't understand. You've agreed you like everything we have to offer yet you are not willing to commit." Then I ask, "Specifically, what is it about the offer that concerns you... the carpet, the exterior color,

is it?...is it?...is it?..." Pretty soon, the real objection comes to light. When I figure it out, I say "is that the only thing keeping you from buying today?" If it is, overcome that and the sale is yours. If all else fails, good old fashioned threats of bodily injury and general mayhem usually close the deal.

PCM: How do you set up the insurance sale in your presentation?

TW: I explain to the customer that before a home is delivered, he must have insurance. Since our company is the largest dealer in the southern United States, we have a business manager who specializes in providing insurance at competitive rates. This specialist will have many options available for the customer's consideration at closing.

PCM: What is the secret to selling high volume in a smaller market?

TW: You have to make the most of every contact; you can never quit... buy or die! You do that by T.O.'ing every deal, doing extensive follow up work, and going the extra mile in general. After all, every "up" is a test to see who is better at my job... the customer or me. They either sell me a get-away story, or I sell them a house. My philosophy is: A customer does not come on my lot to buy a loaf of bread. He comes for one reason — because he is interested in manufactured housing. It's my job to see that he leaves my lot with what he came to buy.

PCM: What role has Tracker played in your success?

TW: It keeps me organized, up to date and constantly moving toward that final sale with each contact I make. It allows me to keep in touch with those people who aren't ready to purchase right now. Tracker keeps the customer's name in front of me, and therefore, I remember to keep my name in front of him. It also allows me to keep up with how many people I see and my closing ratios.

PCM: How did you get involved with Nationwide? What do you like most about working with the company?

TW: I answered an add in the paper and had the good fortune to interview with the great Ray McKinney himself. During that interview, I saw firsthand how Mr. McKinney interacted with his staff and knew that his leadership could only lead to success. More importantly, the reason I stay with this company is it's commitment to excellence and customer satisfaction. This company and the people involved with it allow me to make customer's dreams come true. What more could I ask for? Everyone at Nationwide in Granbury has been an important part of the success I have enjoyed.

President's Club Monthly

The Tracker Page

Dwayne Teeter

The Version 2.0 training seminar held in Houston, Texas on October 5, 1994 proved to be a success in more ways than was expected. Not only did all of those in attendance become familiar the new features of the program, but they also contributed a total of 29 valuable suggestions for improvements. Of these, all but one have been implemented in the additional week of programming that we have dedicated to Tracker. Consequently, installation has begun with Instant Living - Gulf Freeway coming on-line on October 17th and most other Houston locations being added the following week.

What's in it for you?

Additions to the program include a revamped security feature that allows G.M.'s to easily change passwords, the ability to track short invoices, a way to take note of Be-Backs, additional paperwork including the Installation report, and a mailing-label summary report which provides salespeople with a list of customers (and their important data) who received your mass mail-outs. Though these changes are important, the biggest gains have occurred from a programmers point of view. Now, because of recent changes to the program's architecture, new versions of the program (whether they are to fix bugs or to add new features) can replace existing ones on your computer in only a few moments via modem. To understand the significance of this, consider

that version 2.0 will require at least one day and my own presence to be installed properly. Version 3.0 (scheduled for completion in the year 2001) will be installed over a modem in less than 5 minutes.

When can you have it?

All I can say is "As soon as possible." I won't move from the Houston locations until I am confident that everyone feels comfortable with the system. Regionalized training is now being scheduled for the Metroplex and East Texas regions for late October or early November. I am pleased with most people's eagerness to have the product and will do whatever I can to expedite it's installation.

Sales Management with Tracker

The Quality Control Report

The newest version of Tracker includes an important new tool for easily measuring your performance in using the prospect database follow-up system. The "Quality Control Report" has also been designed to provide you, at the touch of a button, important information regarding the completeness of the data entered onto the system.

To print the report, simply click the button marked "Prospects" on the main

menu, then click on "Reports Menu" followed by a click on the button marked "Quality Control Report." The system will then ask you for the salesperson's name for which you want the report to be printed. You'll understand the importance of this later. For this example, let's press the "enter" button to get all salespeople's data.

On the top third of the report, there are two numbers printed in bold type. The top number represents the total number of opportunities that are live ups... in other words, they are not sta-

tus zero "dead" ups and they are not phone ups. The bottom number represents how many of these are actually being followed up on. In other words, they haven't fallen out of the follow-up loop. The closer this number is to zero, the better you are doing.

The middle part of the report is a breakdown of how many of these "live" prospects are getting all of their data typed in completely. For example, you may see that in the past year, only 80% of your prospects are getting zip codes entered and only 62% of them (continued on next page)

FREE MICROSOFT WORD AND EXCEL TRAINING!

The company has recently purchased 5 tape training video packages for Microsoft Word (the word processing program on your computer) and Microsoft Excel (your spreadsheet). These can be "checked out" separately from Dwayne Teeter (713-333-5601 ext 3203) for a week at a time and are available on a first come, first serve basis. Each tape lasts 60 to 90 minutes and can be played on a VHS tape player. The location checking out each tape is responsible for shipping that tape to its next destination. Tape topics include "Introduction to...", "Macros", and "Advanced Topics." The tapes are rated NC-17 because they are "Not Confusing to anyone over 17."

President's Club Monthly

BURLESON *STAR* NOTES

Greetings from the flagship plant of American Homestar!

Much is happening at our facility and it is all good. Our new General Manager, **George Cooper**, is sliding into the position very nicely. George was our Material Manager before being promoted and is very familiar with the day to day operations of our plant. We welcome him to his new position and look forward to continued improvement under his guidance.

We also want to thank **Dave Whitson** for his efforts on our behalf during his tenure as acting General Manager. He can now concentrate on his sales and marketing programs.

There is also a new face in our Service Department. **Don Westman** has joined us as Assistant Service Manager and will concentrate his efforts in the New Mexico, Colorado, Kansas and Oklahoma areas. **Bill Ribinskas** will continue to service the Texas market.

Production Notes

We have increased our rate of production to 22 floors per week. This is in a large part due to your sales efforts. Nationwide sales now account for almost 60% of our production. The homes being produced are better than ever and will continue to improve. We are prototyping new methods and materials in our continuing efforts in the pursuit of quality. Also, a plant modernization is underway

and completion is scheduled before Thanksgiving. This will add to our quality control and enable us to bring an even better home to you.

Sales and Marketing

Look for more visits and training sessions from your sales representatives. We are increasing our frequency of travel. Also, we will be presenting additional decors for you to choose from. They are being developed now and are fantastic. The new MVP series floorplans are now being finalized and will be available soon. Watch your fax machines and mail for the hottest plans since the 852. When you're hot... you're hot!

Improvements at American Homestar - Lancaster

Carol Cooper

The most important event that occurred at American Homestar Lancaster in October was the TQM meeting held at the Lancaster facility on October 12. The input received from all who attended is being put to use to help improve product quality and customer satisfaction. This is the number one short term priority for Lancaster's management team and plant supervisors.

Neil Scarbrough, President and General Manager, promised and has delivered a new Dealer Prep/Post Production Department headed by a supervisor whose only function is to assure all homes meet new standards for cleanliness and cosmetic quality prior to shipment. Homes are now being

thoroughly cleaned (carpets vacuumed, floors waxed, countertops shined, sinks cleaned, etc.) AFTER all production activities have been completed. When the clean-up is complete, the home is locked and parked and no one else except for the delivery driver will enter until it arrives at your location. If you've had a home from Lancaster within the last two weeks, please take the time to go out and walk it or walk the next one that comes in and let us know if you feel there is improvement. We think there is!

Larry Speck and **Neil Scarbrough** have also put together their Quality Improvement Committee which met for the first time on October 21st. It was a very positive meeting and much was accomplished. They will be meeting again in about a week and will continue

to work together to improve the cosmetic and service quality of all our products.

Customer Satisfaction and product quality will continue to be the key priority of the Lancaster team. Please let us know how we are doing.

*Just a note: The recent floods in the southeast Texas area have unfortunately left many area residents with damaged or destroyed homes. One of those was an American Homestar homeowner. The customer now must replace his home and **Dave Miller** of Huntsville reports that the homeowner replaced his lost Homestar with a brand new one this week! Way to go Dave!! Your crew is obviously doing it right!*