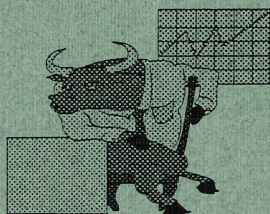


The President's Club Monthly

The Monthly Newsletter of the American Homestar Corporation Retail Division

It's Party Time, Cajun Style! Company Expands to South Louisiana with New Iberia Buyout; Industry Veteran Kerney to Open in Seguin, Tx.

New Analyst Begins Coverage of Company Stock



George K. Baum & Company, a Kansas City based broker, recently issued an initial coverage report on the American Homestar Corporation. The 14 page report presents a thorough analysis of our company including its history, current standing and prospects for the future. Baum analyst, Bill Stephens, opens his report with a strong "Buy" recommendation based on his assessment of the industry and of American Homestar's strong position in this region. He concludes his report with an exciting prediction: "At a price-to-earnings ratio of 11.9 (the average of Clayton and Oakwood for fiscal 1996), American Homestar would trade at about \$17-\$18 (continued on next page)"

34 Locations and Counting...

Not a company known to let the grass grow under its feet, the American Homestar Corporation has increased its presence in the state of Louisiana by purchasing F & M Mobile Homes in New Iberia. Located in the heart of Cajun country, New Iberia is a booming mobile home market which attracts buyers from as far away as Lake Charles and Baton Rouge. Operating under the

Nationwide Mobile Homes banner, the new sales center will be ran by Louisiana native **Butch Newman** (formerly of Instant Living on the Gulf Freeway) and will be open for business by March 1st. Taking over for Butch at Gulf will be none other new G.M. **Louis Murray**, the company's #1 sales-person of the last year and a half.

Near Alamo City...

Northeast of San Antonio,

in Seguin, TX, industry veteran **Chet Kerney** will be developing a new location, also to be run under the Nationwide name. Located on I-35 on a prime stretch of undeveloped highway frontage, the location is being established from scratch. Kerney, who has experience in both the manufacturing and retail side of our business, expects to be open sometime during the middle of March.

Good luck to both of our new locations!

Company Loses Great Friend with Passing of Oak Creek's Rick Joseph

Rick Joseph, Sales Representative for Oak Creek and friend to all who knew him, passed away on February 14 as a result of complications during heart surgery. He was 44. A memorial service was held on Thursday, February 16th at the All Saints Lutheran Church in Arlington.

With Oak Creek since 1990, Rick maintained a loyalty to his company and dealers that is rarely seen in our industry. He worked hard to develop his South and Central Texas

territories, establishing one of the most profitable dealer bases in the manufacturing division. His sharp wit and depth of product and industry knowledge added to the appeal of the highly successful Oak Creek University training seminars. Above all, Rick was a loving father. He leaves a wife, Jill, and two children, Nichole (age 19) and Erika (age 14).

A memorial fund has been established in the names of his daughters at the Bank of America, 4351 Little Road, Arlington, TX 76016 (attn:

Nichole and Erika Joseph Educational Trust Account, ph # (817) 478-2132.

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Jack Doss	7
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President's Club Monthly

Baum Analysis

Continued...

COMPANY BIRTHDAYS

Diana Crabtree
March 3rd
Casimiro Balderas
March 4th
Billy X. Alt
March 4th
Larry Speck
March 4th
Debbie Hammond
March 4th
Earl Ortega
March 6th
Jan Raine
March 6th
Clinton Fawcett
March 6th
Barb Carney
March 7th
Christine Gomez
March 10th
Peggy Levrier
March 10th
Dave Schwartz
March 11th
Deandra Armando
March 12th
Karen Orr
March 14th
Maria Ruiz
March 15th
(continued...)

per share based on our earnings per share estimate of \$1.48 in fiscal 1996... We recommend purchase of American Homestar as this represents an increase of over 80% from the current price, which we expect will be achieved within 12 months."



The report also cited the company's aggressive growth strategy, vertically integrated structure and the Southwest's promising economic outlook

as other reasons for it's "Buy" recommendation. Baum's opinion is that, unless drastic increases occur, higher interest rates will not inhibit sales in our industry. This is especially positive considering that manufactured housing is often included with the rest of the housing industry as to the effect of higher interest rates. Unlike site-built housing, however, manufactured housing sales are not negatively impacted by higher interest rates.

Lancaster News

Brian Shaw

Greetings from the team at American Homestar's flagship plant in beautiful Lancaster, Texas! Here's a rundown of the latest changes with our product and personnel...

New Carpet Color

The Emerald Coast Carpet (aqua, light green), both Reno and Sahara, have been discontinued by our carpet supplier and has been replaced by the Midnight Emerald Carpet (forest green). We will be reorganizing the decor specks that each dealer should have with their samples and will be sending these updates out soon. Please notify all of the sales staff and customers of this change.

Also, the countertop selections that are listed on the decor specks for each color of the carpet per decor is only a recommendation through our color coordinator. Remember, the customer can choose any of the thirteen colors of countertops in any way or fashion.

Proper P.O. 's

Just a reminder that in order to release a house to production, the sales department needs to receive a Coach P.O. from the dealer's Tracker program. This needs to be faxed to our fax machine here in our sales department: (214) 230-3998 fax. In order for the system to work properly, this has to be implemented. According to Dwayne Teeter, the process of producing one is so easy, a blind, mentally slow, arthritic monkey could do it.

Reorganization of Service Department

Jim Moravec is now our Service Manager. You all might know Jim from the Oak Creek service team. Along with Jim, we have brought on two new Service Coordinators, **Candy Albea** and **Loretta Cooper**. Linda Bryan is now helping us out to get part orders processed more efficiently. We are very happy to have these people aboard our Lancaster team.

The Return of.. **\$10**

RENT

VS.

OWN

The Poster

Place Your Orders through Dwayne, (713)333-5601 x 3203

Now, for a limited time only, these beautiful 24"x 30" Posters can be yours for the unbelievably low American Homestar Factory Direct Price of **\$10 per Poster** (unmatted, plus shipping)

Yes, you read correctly, but you must act now to take advantage of this once in a lifetime offer. The first 25 orders will receive, at no extra charge, a fine, hand crafted, limited edition cardboard shipping tube to store these posters in until they are used.

ORDER TODAY!

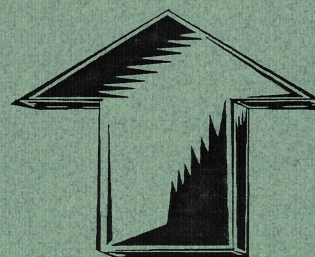
\$10 or you may regret it for the rest of your life. \$10

\$10

President's Club Monthly

Laurie Lowery

Insurance Today



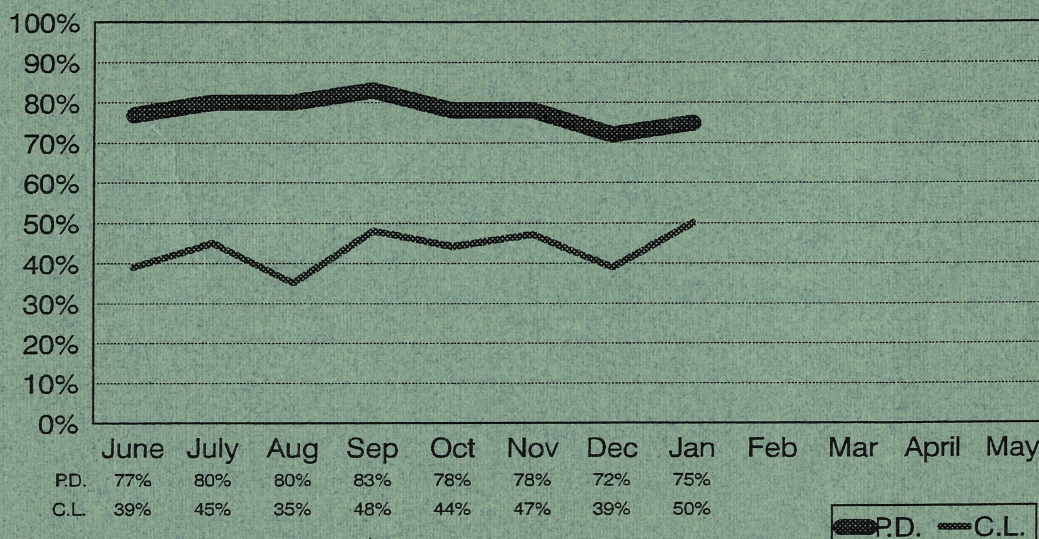
CREDIT LIFE PENETRATION REACHES ALL TIME HIGH!

WHO'S WHO @ WESTERN

*profile: Cindy Herbst
Customer Service
& Underwriting*

Next to Laura Willson and Charla Ferguson, both 10 year veterans of the insurance business, Cindy Herbst is our most experienced insurance person. After spending 2 1/2 years at Nicholls State University in Thibodeaux, Louisiana, Cindy began her career in insurance. She has a variety of insurance courses under her belt and came to Coastal after working as an underwriter for a subsidiary of Kemper Group. Currently, Cindy handles customer service for part of our clientele in addition to underwriting miscellaneous products and checking applications that come in from the dealerships. Cindy possesses an incredible ability to explain detailed insurance coverages in easy to understand terms. She loves being able to educate and help anyone that needs assistance, including customers, office managers from the stores and her fellow co-workers.

When speaking with Cindy you would never know that her only regret is that often, there is just not enough time in the day for everything that needs her attention. This is probably because she gives it so fully when someone is in need. However, you may recognize her accent, she is from New Orleans, La. where her mother and sister still reside.



For the first time since the relatively recent credit life revival, Nationwide stores reached 50% penetration! This success is due in part to an incredible month at one location....Instant Living-Spring. General Manager, **Dave Schwartz**, Business Manager, **Jim Rea** and an incredibly talented sales team managed to closed February with 100% credit life penetration on seventeen deals, a before unheard of achievement. In fact, Instant Living's credit life sales of \$26,900 allotted for over 25% of the total credit life premium sales in the month of January. Mr. Rea not only performed well in credit life but also managed to close every deal except for one with 3 or more years of physical damage. All in all, Instant Living generated in excess of \$70,000 of insurance premium, resulting in over \$20,000 in profit to the location. Incredible Job! Not to be overlooked are Nationwide of Lancaster and Nationwide South. **Cathy Jackson**, Lancaster's Business Manager, produced over \$41,000 in premium volume and maintained her usual high penetrations for both products. It is rumored that Ms. Jackson may more than double these numbers in February. (We've got our fingers crossed for you, Cathy.) Nationwide South's insurance dude, **Randy Wilson**, made the most of a ten deal month by maximizing the insurance profit opportunities and adding an additional 7K to the bottom line.

CREDIT LIFE CONTEST KICK OFF MARCH 1ST

At the recent Business Management seminar, American Bankers and Nationwide announced the upcoming ABIG (stands for American Bankers Insurance Group) Adventure Credit Life Sales Contest. The contest will begin March 1st and will last until May 31st. There will be three prizes given for the most policies sold, the most premium sold and the highest single premium policy.



Nationwide will furnish \$150 awards to the Business Manager or location that sells the most premium and most policies and a \$50 award to the Business Manager or location which sell the highest single premium policy. Each winner(s) will also receive a plaque from American Bankers. Business Managers with single locations will compete against others with single locations and those with multiple locations will likewise compete against one another. Any questions regarding the contest should be directed to Laurie Lowery at x3060.

President's Club Monthly

WHO'S HOT

Quarterly Contest Standings

Sping's Ron Beauchamp used an unbelievable month in January to propel himself to the top spot in the quarterly sales contest. With one month to go,

Ron is only two points ahead of the second place salesperson, Mesquite's amazing Mike Levin (113.2 pts). Always in the hunt, Instant Gulf G.M., Louis Murray is holding tight to third place with 92.3 points. Channel-view's Jack Doss is in fourth with 90 points while Charles M. Hermann rounds out the top five with an impressive 84 points. Holy cow, what a tight race!

Ron Beauchamp *Instant Living in Spring*

Ron exploded in January, setting a location record with 107.5 President's Club Points on seven new home deals. With the help of Business Manager **Jim Rea**, Ron maximized every deal to earn these points. Congratulations, Ron, on a job well done!

Mike Levin *Nationwide in Mesquite*

Mike, one of Mesquite's most consistent sales pros, took down seven big deals in January, six of them new. All in all, his deals totalled almost forty grand in payable gross (tops in the company). With the help of Business Manager **Russ Madden**, Mike also sold 14k in combined insurance premiums. Holy cow, what a great month!

Mary N. Goodner *Nationwide in Oklahoma City*

Mary racked up some serious points in January, taking down six big deals for almost 61 big ones! Her excellent insurance penetration and high margins enabled her to have the third best production in the company in January. Congratulations, Mary.

Louis Murray *Instant Living on the Gulf Freeway*

The company's newest General Manager left the

ranks of the salespeople in grand fashion in January. His four new singlewide deals earned him 53.8 President's Club Points, placing him third overall in the second quarter contest. All hail the swami of unworldly profits!

D.J. McAbee *Instant Living in Albuquerque*

In January, the queen of the working moms brought home the bacon and fried the competition! Four big deals for Albuquerque's super pro! Heck of a month, D.J.!

Edwin Sampson *Nationwide in Lancaster*

He's one of the top salespeople on one of the top locations in the company, and folks, he doesn't mess around! Big Ed rocked the Metroplex to the tune of five new home deals and 51.0 points in January! Tell the competition not cross his path! The man jams!

Jack Williams *Advantage in Jacksonville*

Protector of Democracy, leader of the free world, Guardian of decency and the American Way of Life, Jack does it all, month after month. In January, after joining Jimmy Carter on his peace keeping mission to Bosnia, Jack found time to sell four new home deals and patch up the hole in the ozone layer. Quite a month, Big Jack!

Mike Williams *Nationwide in Tulsa*

Salesperson extraordinaire and resident computer pro Mike Williams had a heck of a month in January, selling four big doublewide deals for an impressive \$19,848 in payable gross. His efforts earned him 39 President's Club Points for the month. Way to go, Mike!

Byron L. Cook *Nationwide in Midland*

You knew it wouldn't be long before you saw this man's name in the column again! Longtime sales pro Cook exploded in January, taking down seven (yes, seven!) big deals and earning 37.6 President's Club Points in the process. A perennial Gold Level PCP member, Mike looks headed towards another trip again this year!

Tom Threadgill *Instant Living in Albuquerque*

A cornerstone to the Albuquerque operation, Sales Manager Threadgill keeps making it happen month after month. In January, he rocked the New Mexico market to the tune of four deals and 37.2 President's Club Points. Nice going, Tom!

Dwane McQuitty *Nationwide in Odessa*

Five deals, 20k in payable gross and 36.0 President's Club Points for the distinguished Mr. McQuitty. Dwane helped propel the Midland operation to one of their best months ever!

President's Club Monthly

WHO'S HOT

The Monthly Deposit Contest

Every month, the three salespeople who have taken the most deposits (min. \$200) win \$100, \$75 and \$50 respectively.

Also, the three salespeople who have the highest average deposits (minimum 8 total deposits to qualify) win the same amount of money. In the event of a tie for total number of deposits, the person with the highest average wins. Must be 18 or old to win. Winners cannot be family members of American Homestar Employees, unless their last name is Murray. As always, fourth place wins a free dinner at Denny's on his or her birthday.

Richard H. Loftin *Nationwide in* *Cleveland*

It hasn't taken Richard long to make a name for himself on the company's newest location. In his first month in the field, he found housing for four different East Texas families. Nice month, Richard!

Christi Lancaster *Nationwide in Denton*

Back in the saddle after giving birth to a beautiful daughter, Christi is showing once again what has made her one of the company's top salespeople the last three years. In January, she sold four big new home deals for an impressive \$18,749 in payable gross and 23.7 President's Club Points. Well done, Christi!

Darrell Shanks *Nationwide in Lufkin*

Jim Clark called the Lufkin team one of the best sales staffs in the company. Well, Darrell is a big reason why. In January, he showed everyone what he was made of, selling four big deals for 22.32 President's Club Points. Word on the street is that Darrell and the rest of the Lufkin gang are just getting there momentum and should have a fantastic spring!

Business Mgrs Meeting *by Laurie Lowery*

As always, maximizing the second sale (finance & insurance) was the focal point of a full day Business Management seminar hosted by Nationwide President, **Chuck Carney Jr.** The day was kicked

Today

Outside my window, a new day I see
and only I can determine
what kind of day it will be
It can be busy and sunny, laughing and gay,
or boring and cold, unhappy and grey.
My own state of mind is the determining key,
for I am only the person I let myself be.
I can be thoughtful and do all I can to help,
or be selfish and think just of myself.
I can enjoy what I do and make it seem fun,
or gripe and complain
and make it hard on someone.
I can be patient with those who may not
understand,
or belittle and hurt them as much as I can.
But I have faith in myself,
and believe what I say,
and I personally intend
to make the best of each day.

Compliments of Thomas E. Schafer, written during his imprisonment in the Viet Nam War.

off with an overview of current insurance and finance performance. CIT's **Jesse Urias** and **Jeff Flippo**, with the assistance of Redman's **Charlie Boyer**, followed up with the introduction of their new "Home Ownership Alliance", retail financing program. Even **Gary Newman** of Ford Consumer Finance made time to participate in the floor show and update the attendees on the status of current programs and finance opportunities. To wind up the lender segment of the day, **Chuck Carney Jr.** and **Laurie Lowery** went over the recent changes in our insurance finance program with Green Tree Finance. Within the last few weeks and several meetings, Green Tree agreed to allow us to finance our credit life and extended service, in

return for our continued sale of their physical damage insurance products. Other highlights of the day included credit life instruction from **Tim Schuur** of American Bankers and extended service training from **Laurie Lowery**. Instant Living-Spring Business Manager, **Jim Rea**, brought down the house with an overview of a rough draft he has prepared on a Business Manager's Manual. Also introduced at the meeting was **Bari Davis**, queen of the model value guide, and a draft of her efforts in the new Office Managers Manual. All in all, the meeting had a broad but meaningful agenda. A special thanks to **Judy "from the home office" Haldane** for coordinating all the details!

President's Club Monthly

The Tracker Page

The Truth about Networking...

Eighteen of the company's thirty-four locations are currently set-up on small peer-to-peer networks which allow for multiple users to access the American Homestar Tracker Software concurrently. Considering that the next version of the software (due out in early summer) will incorporate Service and Whizzes, the work load supported by Tracker will make it nearly impossible for only one computer to handle the work. This article intends to answer some of the most common questions about networks.

A common misconception about networks is, to add an additional computer, you simply need to add another monitor and keyboard. Today's networks require both a processor (the brain of the computer, often referred to as a 486 or pentium) and the usual amount of RAM to operate properly.

In fact, unless particularly expensive networking software is purchased, you even need a hard drive. Unless you plan on establishing a 20+ workstation system on your location, the most cost efficient way to network is using the peer to peer method. This



is done by connecting two fully equipped computers with network cards and a single cable. One computer, called the SERVER, which typically contains the paperwork documentation and the tracker data and is used by the office manager, should be more powerful than the rest. This is because the paperwork merging process is the most resource intensive job the computer has to do with Tracker. Also, because the Tracker data must be stored in only one place, this computer must "juggle" the distribution of its own data among the computers which are sharing it. In other words, two or three computers are using one of its programs at a time, and this can slow down the processor. The weaker, less expensive computers, called WORKSTATIONS, can access the Tracker program, but only need to be responsible for one task at a time.



The cost of a typical server, without printer, is approximately \$3,000. Work-stations can be purchased for as little as \$1,500. Expect a cost of \$250 per station to set-up your computer for network hardware and installation. Before you start the networking process, though, call Dwayne Teeter at (713)333-5601 ext. 3203.

THE
RETURN
OF THE
PRODIGAL
SON....
Look out
everybody.
BOBBY
KENNEDY



is back at Nationwide in Mesquite and he is selling with a vengeance! After a short absence, Bobby has returned to full time sales and has reestablished himself quickly. Last week alone, he took down four deals for almost 25k in payable gross. Welcome back, Bobby!

BOSSIER CITY OPEN FOR BUSINESS... One of the company's largest and best appointed locations has just opened for business in beautiful Bossier City, Louisiana. Located on a curving stretch of the city's "mobile home row" the sales center is easily the city's most visible. General Manager Gary Hood has developed a top notch sales and management team and, thanks to a few weeks of sunny weather, is now showing homes.

CEDAR PARK TO RECEIVE FIRST HOUSES THIS WEEK... Superstar Randy Coffman's new Cedar Park location, hampered by an overly picky and bureaucratic city hall, will finally start receiving its first houses this week and will be open for business soon thereafter. Randy also has assembled a strong staff so expect greatness from this new location!

Down the Lancaster Passes SuperCenter as Top Location, Spring Hot on their Heals...



Stretch

Don Simonson's cast of superstars, located South of the Factory and North of low profits, exploded past Jim Taylor's resting SuperCenter with another fantastic month of high margins and volume. North of Houston, Dave Schwartz's now famous Instant-Spring team is right

behind the leaders, only 35k off of the pace. Of the race, the three big dogs had this to say... **SIMONSON:** "Let the best man win and whoever nets the most money is just that, the best man... nothing else really matters." **SCHWARTZ:** "There's nothing like good inter-company competition to get the blood flowing. But, let's get real. I spotted these guys a full month... what else could

they want?" (Dave's location's first month of business was July, one month into the fiscal year)

TAYLOR: "If I stay off the golf course and stay working 70 hours per week, there's nobody that can touch us. I wish both of the other guys good luck in their battle for second place."

Bold words from these High Priests of Profitability. When all the dust settles, and the P&L's are completed, there can be only one top dog... who will it be?

President's Club Monthly

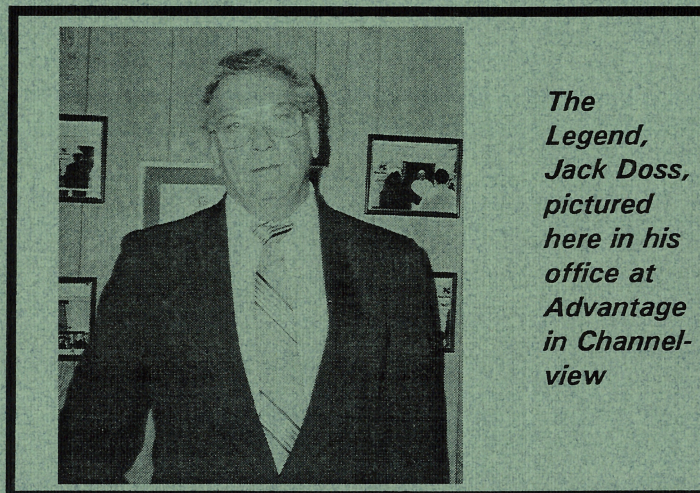
Profiles in Excellence

Channelview's Amazing Jack Doss

Born in a small town in West Virginia in 1938 **Jack Doss** understood early in life what he didn't want to do. Every night, when his father would come home from a day's work in the coal mines, his clothes would be tainted with the dust of the mines, and his face showed the lines of man aged beyond his years by hard work and there would be little lining his pockets to show for his labors. "I told him when I was a little boy that I didn't want to work the mines," said Jack, whose family had known little else since moving to the area generations before. Just the same, at the age of 11, Jack started shoveling coal for 50 cents a truckload. At the age of 24, Jack made his break for a better life and went to work for Montgomery Ward as a stock boy at 95 cents an hour in 1961. He soon was promoted to warehouse manager. There he attracted the attention of the stores operating manager, who, because of his talent with people and good work ethic, moved Jack into sales 3 years later. The move, though met with skepticism by Jack himself, proved to be a good one. Within two years, Jack was the number 1 salesman out of 2,700 stores. He could work in any department he wanted to, though he sold mostly lawnmowers, TV's appliances, and furniture. Unhappy with the new management that took over the company, Jack took early retirement in 1975 and moved to Texas, where he

COMPANY BIRTHDAYS (Continued from Page 2)

David O'Reilly
March 16th
Elizabeth Payne
March 16th
Thomas Thompson
March 18th
Patricia Lancaster
March 21st
Ray McKinney
March 23rd
Richard Loftin
March 24th
Tim White
March 25th
Maria Chavez
March 25th
Dave Shetler
March 27th
Barbara Silvertooth
March 27th
Chuck Steckel
March 28th
Eugene Hoffarth
March 30th



The Legend, Jack Doss, pictured here in his office at Advantage in Channelview

quickly got a job selling cars. Needing a decent place to live, he bought a mobile home from Mobile America (the former name of our company) and it is there he met one of the proprietors, **Buck Teeter**. Buck knew a winner when he saw one and called Jack repeatedly, requesting that he take a job with his young company. Finally succumbing, Jack said he'd give it 30 days; if he couldn't be successful in that amount of time, it wasn't meant to be. Well, now, 19 years later, the rest is history.... with the exception for two short periods of time when he worked for other companies (a mistake he regrets now), Jack has been in the top ten of the sales standings ever since (usually in the number one position!). You could probably say that no one in the past 20 years has sold more homes in this state than Jack Doss.

The President's Club Monthly recently had the opportunity to sit down with Jack Doss and talk with him about the past, and about the future...

PCM: What do you think makes you such a good salesman?

I love people. I enjoy meeting people and I really care about them. I try to help them reach a better way of life. It makes me feel good when I sell a young couple a home and it makes them happy after they have become so tired of living in an apartment. I try to show them a better way to live because apartments are no places to raise a family. We really do offer a better alternative.

PCM: You seem to have a natural talent at selling. How do you explain this?

I think people can see that I care when I help them. It's like Mr. Torrez (a customer from last month) said, nobody else in this city seemed to act like they cared. He had shopped all over and had found the right house, just not the right salesperson. Other salespeople try to high pressure their people into buying homes that they don't really need. I take the time to find the right product, and then I sell myself and I sell

President's Club Monthly

Profiles in Excellence

Jack Doss Continued....

the company. If you do this and have good product knowledge, the people will trust you. When you have their trust, everything else comes easy. When you care about making people happy, and really do make them happy as a result, you also end up getting the referral business. I've hung many a ceiling fans for my customers instead of making them wait a week for a service man to come out. Its little things like this that make the customer feel you care about them. People buy from people. I know people can feel comfortable with me.

PCM: What do you like most about working for Chuck Carney, Sr. and the company in general?

Chuck yells a lot but I love him. He listens to me and I know he cares about me as a person. I think he feels the same way that I do about my customers because he also cares. He stays

on top of the service department because he wants to see these people happy as much as I do. He takes care of business and makes sure things happen. Also, I just bought Barb a plaque that said "Vice President of Advantage Housing", because she is so important to the operation. She works so hard to make sure that the deals go to the home office right and that they get funded. That is very important. They are a great team and I'm happy to work with them.

With regard to the company, the real difference has always been working for **Buck Teeter**. He's always said that his door is always open for me. When I left for a few months and tried to find a company like ours to work for in Florida, I found out soon that there aren't any company's that care for its people like ours does. In our business it is easy to get burned out unless you really like where you work and who you work for. Most dealers don't care about their salespeople... they run them through the pipeline and plan on them all eventually leaving. Its a cutthroat industry and not easy to find a company like this. I felt out of place the two times that I went to work for other

companies. I know I'm at home here.

PCM: Right now, you are facing the most challenging battle of your life, a fight against cancer. With radiation therapy and chemotherapy behind you, and a difficult surgery ahead of you, what have you learned from this illness?

I learned that you can't take your health for granted. I enjoy one day at a time now, when before I lived like I would live forever. Everyday, I thank God for the opportunity to live another day. When I first found out about the cancer, for two days I was shook up. Then I figured out that it is just one thing that I have to deal with. Then I realized it is just like selling a home, its one more challenge to overcome. As long as I feel I can do well by helping people and selling them homes, it gives me the fight I need to keep on going. My customers have all called me, and that means a lot. I have the support and the attitude to beat this thing, and if I don't, I'll be selling mobile home in the sky (laughing).

Editor's note: despite Jack's illness and necessary treatments, he's still in the top 10 of salespeople and has five deals done for the month of February

New Marketing Materials

Ronnie Richards

Watch your mail for several new pieces that have been complete and are now being printed for your use at point-of-sale.

American Homestar Energy Advantage: A 2 color brochure that works as a hand-out, mailer or tent card.

American Homestar Features: A 1 color tri-fold brochure that tells the company story and extols the features/ benefits of the Burleson

product. This can be used as a hand out or mailer.

Meridian Residence Wall Poster: Large multi-color wall poster depicting 3 floor plans (860, 862 and 880). It coordinates very nicely with the MVP series posters you already have. Watch for an 8 1/2 x 11 version to use as a hand out.

You can expect to receive these new pieces by mid-March!

In Appreciation of Barb Carney...

Barb is a precious angel, you know
She does have a halo, but it doesn't quite glow
Because living with Senior is really quite rough
And raising dear Junior with all his guff
Has made her a little troubled it may seem
And looks though it may have
Dimmed her bright gleam
But don't ever worry and don't ever fret
Because Barb in her own way is perfectly set
To have a great time in this Birthday year
Someone give her a party and bring on the cheer.
-Anonymous Author