

The President's Club Monthly

The Monthly Newsletter of the American Homestar Corporation Retail Division

Houston has *Another* Champion as SuperCenter Edges Out Nationwide Lancaster to become the Number One Location in Fiscal Year 1995

Company Expands Training Program with Return of Lanette Carpenter

Coming soon in person to your location, the one and only **Lanette Carpenter**! A former in-house trainer for Mobile America, Lanette returns in the capacity of Vice President of Sales Training and Development. Many of you have already had the opportunity to meet her during her recent stint as M.C. at the five-day basic training seminar. Lanette has been involved in the business of computer training and her own retail sales center in the last few years and is happy to be back with our operation. Look for a new monthly column from Lanette starting in the next issue of the *President's Club Monthly*.



A Great Finish to a Great Year.

Jim Taylor's amazing group of super sales pros on Highway 288 in Houston barely held on to the number one position in the company as of the last month of the fiscal year. They survived an all out assault by **Don Simonson's** incredible Lancaster Nationwide team, who came within only \$8,000 of displacing the SuperCenter as the most profitable location in the company. All in all, Taylor and Co. set records for single location profitability and phys-

ical damage insurance volume for the year.

Finishing in third place after only 11 months in business was **Dave Schwartz's** group of superstars in Spring, Texas. Considered one the top staffs in the company, look for this team to be near the top of the heap again next year. Right behind Dave in fourth place was **Jeff Goodrich's** stellar Oklahoma City team. Featured in last month's newsletter, this group has become one of American Homestar's most consistent, despite being in a very competitive market. Fin-

ishing in fifth place was **Jim Clark's** crew in Tyler, who always are in competition for the top spot when the fiscal year end arrives.

Rounding out the top ten (in order) were **Robbie Golden's** Denton team, **Dawn Clark's** Jacksonville group, **Jack Maxey's** crew in Burleson, **Tom Wilson's** team in Tulsa and **Dave Miller's** group of consistent pros in Huntsville. For more details the amazing results of Fiscal Year 1995, see the "Message from the Chairman" on page 2. Congratulations, everyone for a great year!

Alaska Trip Winners Announced - Top 10 Salespeople Head North!

Well, it's all over but the crying. Ten of the company's top sales pros are headed North to Alaska on the Pacific's most luxurious cruise line. In order, Instant Granbury's **Tim White**, Instant Gulf's **Louis Murray**, the SuperCenter's **Larry Moore**, Instant Spring's **Ron Beauchamp**, Instant Gulf's **Bill Hopkins**, the SuperCenter's **Terry Thompson**, Instant Spring's **Chuck Hermann**, Cleveland's **Richard Loftin**, Athen's **David McMichael**

and Lancaster's **John Raine** finished ahead of all others in their field.

The most amazing story resulting from this field of sales pros is that of Cleveland's **Richard Loftin**. As of the end of April, he had only been with the company part of the year and had earned only 182 President's Club Points. He put on the heat in May, taking down 14 deals and racking up 260 President's Club Points in the process. That incredible production was enough to earn him

eighth place for the year and a spot on the cruise.

Have a Great Time, Sales Pros!

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JUNE, 1995 - HAPPY NEW YEAR!

Unofficial Manufactured Housing Periodical of the Houston Rockets

President's Club Monthly

A Message from the Chairman

Buck Teeter

Looking to the Future!

To Our Employees and Friends:

When asked recently to characterize our company, in a short phrase, I felt that "high growth, strong performance" really said it all. In that context, I want to review Fiscal Year 1995 (which just ended) and set the stage for 1996 (which began June 1).

A Look Back at Fiscal '95:

By every measure, we have just finished our best year ever. Early in the year, we completed our initial public offering which provided additional capital to fund our growth plan; and grow we did! With 10 new sales centers (plus an eleventh opened June 1st), we expanded our retail base by nearly 50% and we extended our market reach to include Louisiana. Major system and facility improvements at our Oak Creek plant and smaller additions at Lancaster and Burleson increased our production capacity by more than 25%. We also added significantly to our company product lines with the introduction of the Southern Star, Oak Creek and MVP Burleson series. Consistent with our vertical integration strategy, we also increased the percentage of company-produced products sold at retail from 38% last year to nearly 55% this year. We also formed and are now operating our own credit life insurance company - **LIFESTAR**.

As you can readily see, Fiscal 95 was a high growth year. On the performance side, we also produced record results. We increased average new home sales per sales center at retail and made significant progress in raising the average daily rate of production at all three manufacturing plants. These increased efficiencies translated directly into improved margins and increased profit. We're still completing our year-end audit and expect to announce fourth quarter and year-end results in early July. You will see from those results that we were able to meet or exceed investor expectations every quarter of our critical first year of being public. That accomplishment has and will continue to be rewarded through a higher

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AMERICAN **HOMESTAR** CORPORATION (HSTR)

HIGH GROWTH STRONG PERFORMANCE

"We forecast that American Homestar can achieve EPS growth of 20% or greater over the next three to five years...Our forecast implies that the company will generate a return on equity for fiscal 1995 of 22.6%, well above the industry average."

Jeffrey Beach & Justin M. Brown
Rauscher Pierce Refsnes, Inc.
October 4, 1994

"American Homestar is the up and coming integrated manufactured housing stock in the industry. As the management team proves that it can meet investors' expectations, we expect that the stock price multiple will expand...American Homestar is in the fastest growing markets in the United States and has good momentum to increase its manufacturing capacity...we think that investors will be well rewarded as this company grows..."

Jeff Villwock
Johnson Rice & Company
September 6, 1994

"We believe that earnings could grow over 20% annually for the foreseeable future. We expect the price-to-earnings ratio to achieve 11-12 times our 1996 earnings per share estimate...an increase of over 80% from current levels."

William V. Stephens, Vice President
Steven L. Toomey, Analyst Associate
George K. Baum Company
February 7, 1995

"HSTR is a stock that has one of the best technical patterns at this time..."

Stan Weinstein
Global Trend Alert
March 13, 1995

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For a Free Wall Street Research Report, check box #05 on the fax back reply card on page 65 or 99.

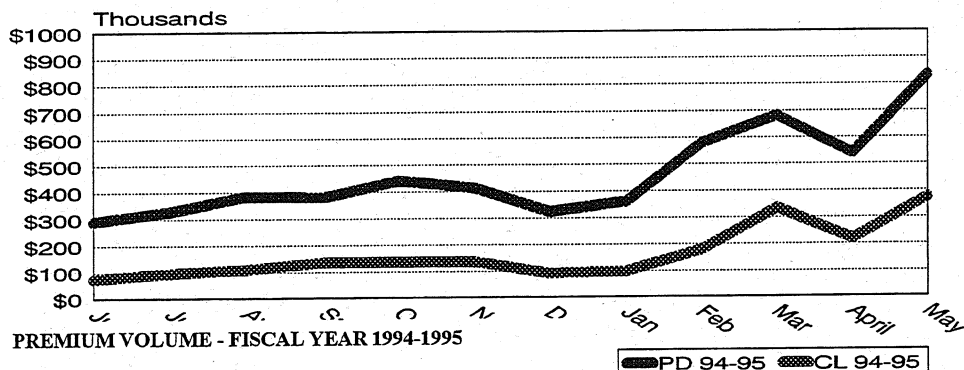
President's Club Monthly

Laurie Lowery



MAY PUMPS UP THE VOLUME

Talk about a big finish! I feel terribly guilty and even more short sighted for having waxed pessimistic in April's column. It seems that the giants awakened in May to produce over \$1,000,000 in combined insurance sales, regardless of our finance challenges! In contrast, penetration is still not where it should be with company stores selling 76% of physical damage opportunities and 46% of credit life but the fact that we doubled our premium volume in a 7 month period really helps keep things in perspective. May's power players include Nationwide Lancaster's **Cathy Jackson** with \$120,879 in insurance sales and incredible penetration and Nationwide South's **Randy Wilson** with \$81,679 in combined insurance sales. Also, watch out for Nationwide-Cleveland's BM, **Marc Beauchamp**. He brought home \$74,251 in insurance sales with amazingly high penetration in May and worked his way into the Presidents Club Bronze level after only four months on the job!



THE DUST HAS SETTLED..... NOW, WHO'S ON TOP?

"Don't bother with the recognition, just send a check!" This is a quote from **Randy Wilson**, Business Manager at Nationwide South. As most Business Managers and salespeople for that matter, **Randy** claims to only have one concern,....money. However, I have been told that the personality typical to the average salesperson is one who LOVES to be recognized, preferably in print or in public! So, for you winners who already have your money in the bank, here are your names in black and white. Congratulations, you had a fantastic year and we appreciate you!

TOP 3 LOCATIONS FOR INSURANCE SALES VOLUME AND PENETRATION:

Nationwide South: Pres. -Jim Taylor BM-Randy Wilson

PD: \$410,683 Volume 86% Penetration CL: \$177,702 Volume 63% Penetration

Nationwide Lancaster: VP-Don Simonson BM-Cathy Jackson

PD: \$361,823 Volume 96% Penetration CL: \$180,187 Volume 76% Penetration

Instant Living-Spring: GM-Dave Schwartz BM-Jim Rea

PD: \$328,542 Volume 92% Penetration CL: \$195,007 Volume 85% Penetration

ABIG ADVENTURE

FOURTH QUARTER CREDIT LIFE CONTEST WINNERS:

Highest Premium Volume \$94,550 **Jim Rea**-Instant Living, Spring
 Highest Single Premium \$ 5,143 **Randy Wilson**- NW South
 Highest # of Policies Sold: 51 **Cathy Jackson**-NW & AH Lancaster

CONGRATULATIONS!



Memo Sends "0" Tolerance Message

Recently a memo went out to Presidents stating that tolerance for misrated policy chargebacks are no more. In the future all Business Managers will be responsible for quoting their own policies and will be charged back for any misrates. Office Managers should never be responsible for rating unless they have been properly trained and it has been determined that this will be part of their normal duties. All Business Managers are to sign the memo so it may be added to their personnel file. Please call **Chuck Carney Jr.** or **Laurie Lowery** with questions regarding this new policy.

BUS MGR PC CLUB Gold Level Winners

Bruce Reynolds	686.1
Cathy Jackson	589.6
Jim Rea	557.6
Randy Wilson	385.8
Eliz. McCoy	305.9
Connie Prather	257.0
Mitch Brown	234.6

Silver Level Winners

Karen McVey	220.2
David O'Reilly	218.2
Rick Danos	214.9
Mark Pell	195.6

Bronze Level Winners

Carole Phillips	166.2
Richard De La Garza	161.2
Marc Beauchamp	139.1
LaJuan Hollis	134.8

EXCELLENT JOB!

President's Club Monthly

WHO'S HOT

Quarterly Contest Results

Loftin Takes it w/ Late Run

Richard Loftin, stealing the show in the biggest month of the year, took down first place and \$2,000 in the final quarterly contest of the fiscal year. Finishing in second was the fantastic **Terry Thompson** of the SuperCenter, earning an impressive \$1,500. Just a few points behind Terry was his co-worker, **Larry Moore** who won a cool grand. Finishing in fourth was **Bill " \$750 richer " Hopkins** with 205 points and rounding out the top five was \$500 winner **Tom Bradford** of Burleson.

D. J. McAbee *Instant Living in Albuquerque*

Talk about maximizing your deals! D.J. took down 149 President's Club Points in May on four new home deals!

Mike Levin *Nationwide in Mesquite*

Seven deals, 34k in payable gross and 103.1 President's Club Points for the Amazing Mr. Mike in May!

Randy Taylor *Nationwide in Tyler*

Year after year, you'll find Randy near the top of the rankings, and ALWAYS on a trip. In May, he took down 8 deals for 98 President's Club Points! Way to go!

John Raine *Nationwide in Lancaster*

Until this month, he was the sales manager for one of the company's top lots, and a major reason for it's success. In May, he showed his stuff, selling 6 deals for 98 President's Club Points.

Mary N. Goodner *Nationwide in OKC*

8 Deals from the cornerstone to **Jeff Goodrich's** staff North of the Texas border. Her great production earned her 92.9 President's Club Points in May. Way to go!

Phil Essex *Nationwide in Mesquite*

This star of the future has begun to hit his stride. In May he rocked the Mesquite market to the tune of four new home deals and 91.6

President's Club Points. Nice going, Phil!

James Morrison *Nationwide in Lancaster*

James poured it on in May, selling five new home deals for almost 25k in payable gross and 89.3 President's Club Points. Nice going!

Tony Gonzales *Key Homes in Athens*

Four new homes for Athen's new big gunner! Tony made them all count, too, earning 34k in payable gross and 86.4 President's Club Points. Holy cow, what a great month!

David McMichael *Key Homes in Athens*

Never count him out, not even for a second! David finished his big move late in the year by selling four more new home deals and moving up to ninth place for the year. See you on the cruise, buddy!

Bill Fortney *Nationwide in Burleson*

Holy smokes, what got into this guy?! He exploded in May, selling an impressive 7 deals (six of them new!) for

82.2 President's Club Points. Way to go, Bill!

Mary G. Hohn *Nationwide in Midland*

Seven deals for the amazingly consistent Mary Hohn! She scored to the tune of 81 President's Club Points in May!

Mike Williams *Nationwide in Tulsa*

He's the man with the plan, and he works it everyday! Mike provided seven citizens of Tulsa with new housing in May, earning himself 78.2 President's Club Points in the process. Nice month, Mike!

Bill Morris *Nationwide South*

Bill was top dog on the company's number one location last month. His five deals and excellent insurance penetration earned him 75 President's Club Points. Well done, Bill!

Murray Pennington *Nationwide South*

Another shining star at the SuperCenter, Murray made it happen in May, selling five deals (four of them new) for 74.5 President's Club Points.

Who's Hottest?

Richard Loftin, that's who! This guy set numerous records for the company in May, including # of deals (14), payable gross (85K), new home deals (12) and President's Club Points (260). Congratulations to this superstar from Cleveland... GREAT JOB!!!



Superstar Loftin Rewrites Record Books

President's Club Monthly

WHO'S HOT

Office Manager's Pres. Club Year End Results

Gold Level - Trip Winners and Watches

- #60 - Kim Stafford
252 points
- #28 - Cheryl Cowie
248 points
- #55 - Linda Toombs
242 points

Gold Level - Watches

- #69 - Karen Stevens
226 points
- #79 - Devra Norton
208 points
- #59 - Angela Jackson
192 points

Silver Level - Plaques

- #17 - Cindy Garcia
- #39 - Bobbi Watson

Bronze Level - Certificate Winners

- #11 - Janet Haws
- #54 - John Hamilton
- #81 - Boomer Hilburn
- #47 - Cindy Patterson

**Congratulations
Everyone on a job
very well done!**

Ron Burnett, Jr.

Nationwide in Odessa

Defying the company's strict anti-nepotism policy (yeah, right!), Ron has shown that keeping it in the family can result in big bucks. In May, he took down 5 big deals, for 35k in payable gross and 72.9 President's Club Points. Greg, do you have any other brothers?

Rick Carey

Nationwide in Granbury

Rick has been a big factor in helping Charlie Cox propel Nationwide to new heights in Granbury. In May he took down four deals for 71.7 President's Club Points.

Tom Bradford

Nationwide in Burleson

Folks, this guy sold 22 houses this quarter.... 22! He did so well in May, he took down 71.7 President's Club Points and earned fifth place in the quarterly contest. Well done!

Jim Mixon

The SuperCenter

Eleven deals in May for the

incredible new General Manager of Nationwide in Rosenberg! Though his presence will be missed at South, he will certainly bring the company even more profit in his new managerial role.

Tim White

Instant Granbury

Tim White finished the year as the number one salesman in the company. **ENOUGH SAID.**

Armando Deanda

Advantage on Eastex Fwy

Five big deals for the new sales pro on Eastex Freeway. Her impressive production earned her 28k in payable gross and 62.1 President's Club Points. Wow!

J.W. Fager

Advantage in Channelview

He's new to this column and hopefully we'll be seeing his name a lot more often in the future. In May, he sold four new homes for almost 28k in payable gross. That was good for an impressive 61.3 President's Club Points. Keep it going in 96', J.W.!

Susan Lewis

Nationwide in Denton

A regular to this column, Susan really made it happen in May. She sold four new homes for \$30k in payable gross and over 13k in combined insurance premiums. Job well done, Susan! (as usual!)

Larry Key

Instant - Granbury

Another newcomer to this article, Larry was a major reason for Instant's huge success in May. He sold six new homes and earned over 60k in payable gross. Nice going, Larry!

Joe Woods

Nationwide Lancaster

You can't hold this man down! Joe is the consummate salesman, and in May, he showed everyone why. All totalled, he took down five big deals (four of them new) for over 20k in payable gross. This output combined with high insurance penetration earned Joe 59 President's Club Pts!

Cedar Park Holds it's long awaited Grand Opening: Front row (l to r): Lisa Coffman, Randy Coffman, Lisa Ann Douglas, Larry Speck, Sandra Moore, Jo Ann Elund
Back Row (l to r): Jerry Shaw, Wayne Peacock, Trey Webb, Axle Miller, Richard Eklund, Buck Teeter, GiGi Hayes, Chris Michaels, Chuck Carney, Jr.. The opening was a huge success, with 12 deals taken down!



President's Club Monthly

WHO'S HOT

Nationwide Hits the Internet

In an effort to stay on the forefront of today's technology, Nationwide Housing Systems has gained access to the internet. It is our opinion that this massive information resource will evolve into being an important tool for doing business in the coming years, no matter what industry a company is in. If you would like to E-Mail **Dwayne Teeter** or **John Smith** through your own on-line service, they can be reached at this address:

nwhs@i-link.net



The world is getting smaller

Leon Dooley

Advantage Jacksonville

You'll find his name in this column practically every month. His production in May shows why: six deals, 30k in p.g. and 58.5 P.C.P.'s!

Sandra Austin

Nationwide in OKC

Don't get in her way, she means business! In May, Sandra took down 6 big deals and earned over 57 President's Club Points!

Dick Willingham

Nationwide Odessa

Dick was a one man wrecking crew in May... four new home deals 30k in payable gross and 56 President's Club Points! Holy toledo!

Dave Cuellar

Instant Albuquerque

Sales Manager extraordinaire Dave Cuellar rocked the Albuquerque market to the tune of four new deals and 52.6 President's Club Points in the month of May. Well done, Mr. Cuellar!

Christi Lancaster

Nationwide in Denton

One of the company's most successful "working moms" brought home the bacon in May... 6 deals (4 new) and 49.7 President's Club Points. Way to go, Christi!

William Sharp

Nationwide in OKC

Yes, another pro from OKC makes this column! William did it by taking down 5 new home deals and throwing in a used one for good measure. Well done!

Joel Buzan

Nationwide in Granbury

There's a new sales pro in Granbury and he's got momentum going into the new year! Joel showed everyone what he could do in May, taking down four new home deals!

M'Lissa Manning

Nationwide in Tyler

It's official, the future is now for this East Texas super pro. Look for M'Lissa to start near the top of the sales standings next fiscal year and to stay there! In May, she had one of her usual, high volume months... 5 new home deals!

Denise Garsee

Nationwide in Bossier City

Denise looks to have all the skills necessary to take advantage of the company's hottest market. In May, she took down five big new home deals!

Jim Cummings

F&M Nationwide in New

Iberia

The first New Iberia salesman to join the "Who's Hot" ranks, Jim showed signs of things to come by taking down five big deals in the month of May. Way to go!

Sandra Roberson

Advantage in Greenville

She poured on the heat in May, delivering five deals for a total of 20k in payable gross. Sandy is a key player in the success of the Greenville lot and plans on being at the top in the new fiscal year!

Paul Taylor

Nationwide in Lufkin

You knew you would find his name in this column. Lufkin's Mr. Consistency had a typically strong month in May, selling five new



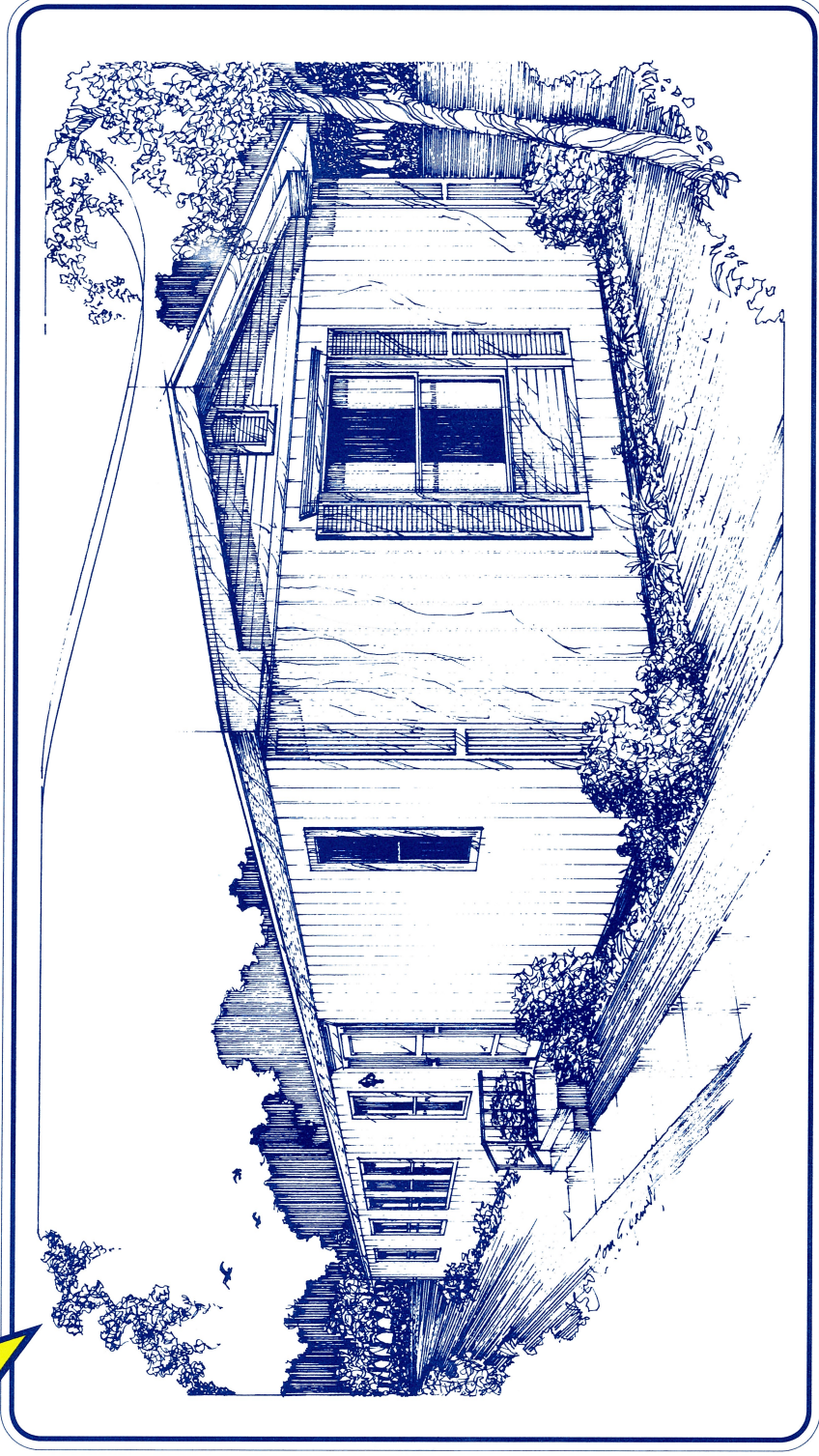
FY 1995 Gold Level President's Club Members

The top 10 members can be found, w/ pictures, on the back page.

11. Barry Park, #29, 417 pts
 12. Leon Dooley, #49, 414 pts
 13. Jack Doss, #22, 411 pts
 14. Mike Levin, #60, 399 pts
 15. Randy Taylor, #59, 384 pts
 16. Bryan Grace, #69, 380 pts
 17. Rick Harms, #28, 377 pts
 18. August Murray, #17, 375 pts
 19. Stephanie Hicks, #59, 365 pts
 20. Jim Mixon, #28, 361 pts
 21. Richard Vaughan, #58, 361 pt
 22. Craig Geffert, #64, 358 pts
 23. Ed Sampson, #55, 349 pts
 24. Paul Taylor, #79, 349 pts
 25. Susan Lewis, #78, 338 pts
 26. Mary Goodner, #54, 318 pts
 27. Jack Williams, #49, 318 pts
 28. Nick Deblasio, #47, 313 pts
 29. DJ McAbee, #75, 291 pts
 30. Marianna Forsberg, #55, 288
 31. Dave Crocker, #39, 287 pts
 32. James McCoy, #47, 284 pts
 33. Dave Cuellar, #75, 287 pts
 34. Joe Cannon, #29, 273 pts
 35. David Foy, #47, 273 pts
 36. Byron Cook, #88, 272 pts
 37. Dwane McQuitty, #81, 268 pts
 38. Mary Hohn, #88, 268 pts
 39. James Morrison, #55, 267 pts
 40. Sandra Austin, #54, 265 pts
 41. Mike Williams, #58, 264 pts
 42. Marcee Huntington, #88, 257
 43. Elaine Snouffer, #51, 252 pts
 44. Bill Hicks, #24, 242 pts
 45. Diane Miller, #47, 239 pts
 46. Tom Botzenhardt, #68, 236
 47. Tony Nash, #11, 234 pts
 48. Howard Odom, #78, 227.6
 49. Sandy Roberson, #57, 226.4
 50. Cliff Kubicek, #21, 225.1 pts
 51. Tom Threadgill, #75, 225.0 pts
- All Results and Awards Subject to change at management discretion.

% Top Locations Pre-Tax Margins

1. Athens 9.5%
2. Lancaster 9.2%
3. South 9.0%
4. Channelview 8.9%
5. Jacksonville 8.2%
6. Huntsville 7.5%
7. Spring 7.2%
8. Oklahoma City 7.2%
9. Lufkin 7.0%
10. Tyler 6.8%



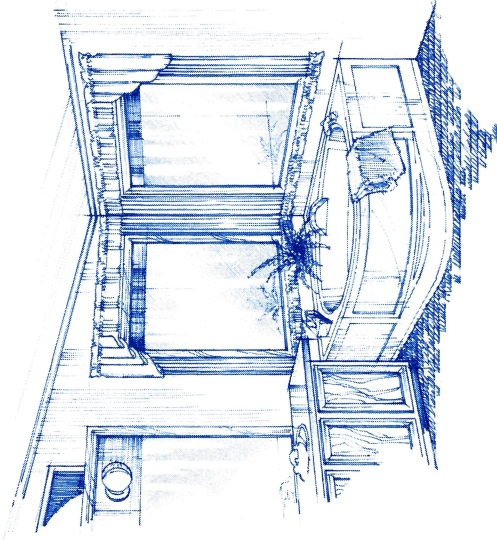
Southern Star, experience the Value!

Quality homes by Oak Creek Homes of Fort Worth, Texas

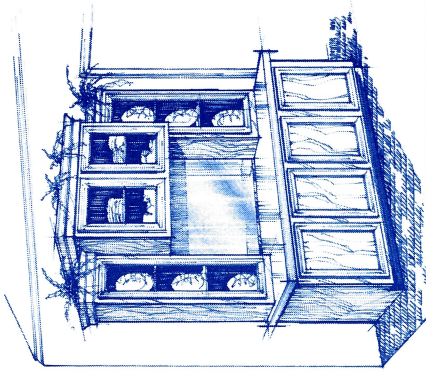


Southern Star

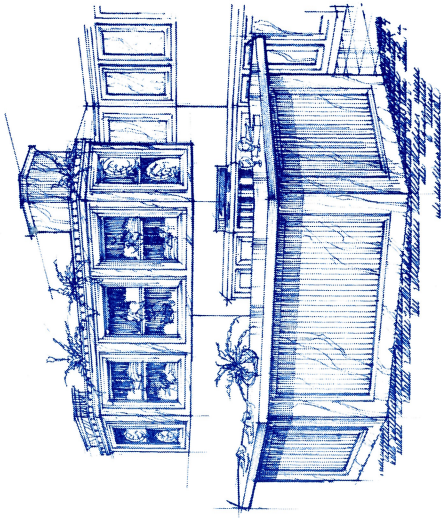
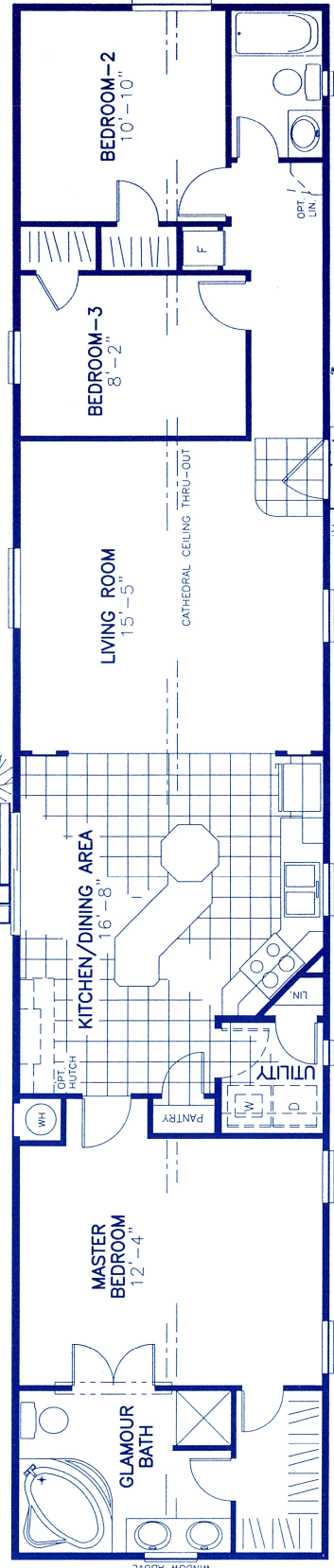
STANDARD GLAMOUR BATH



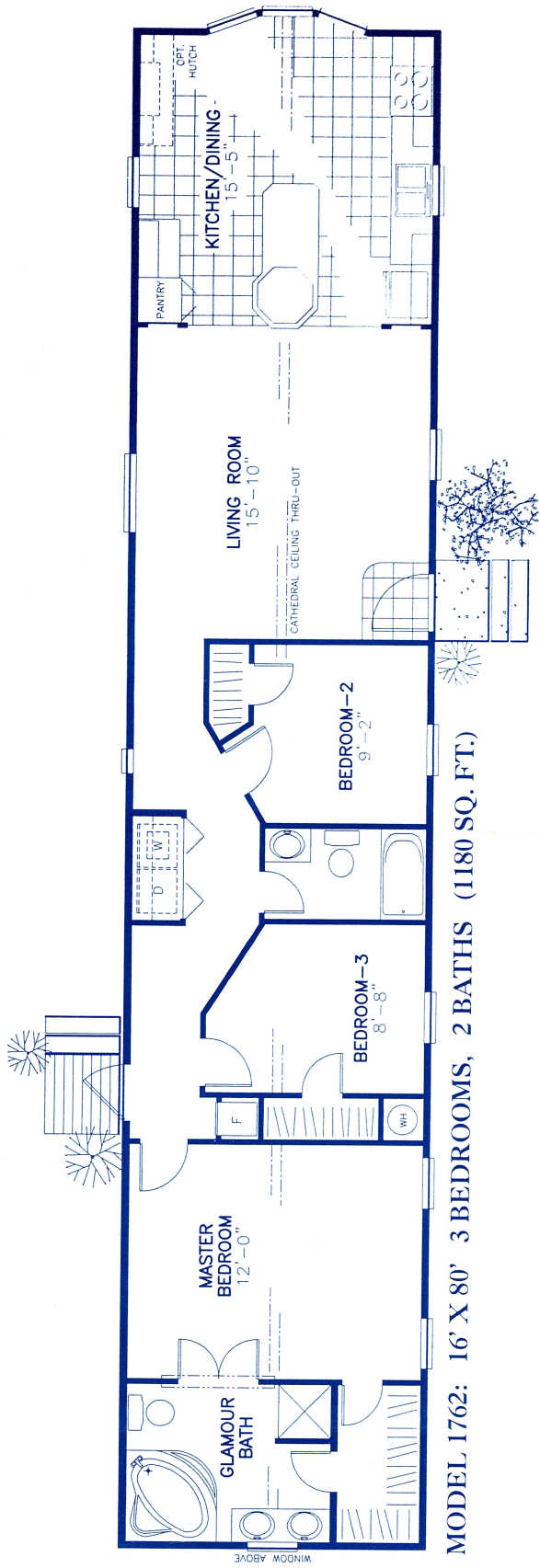
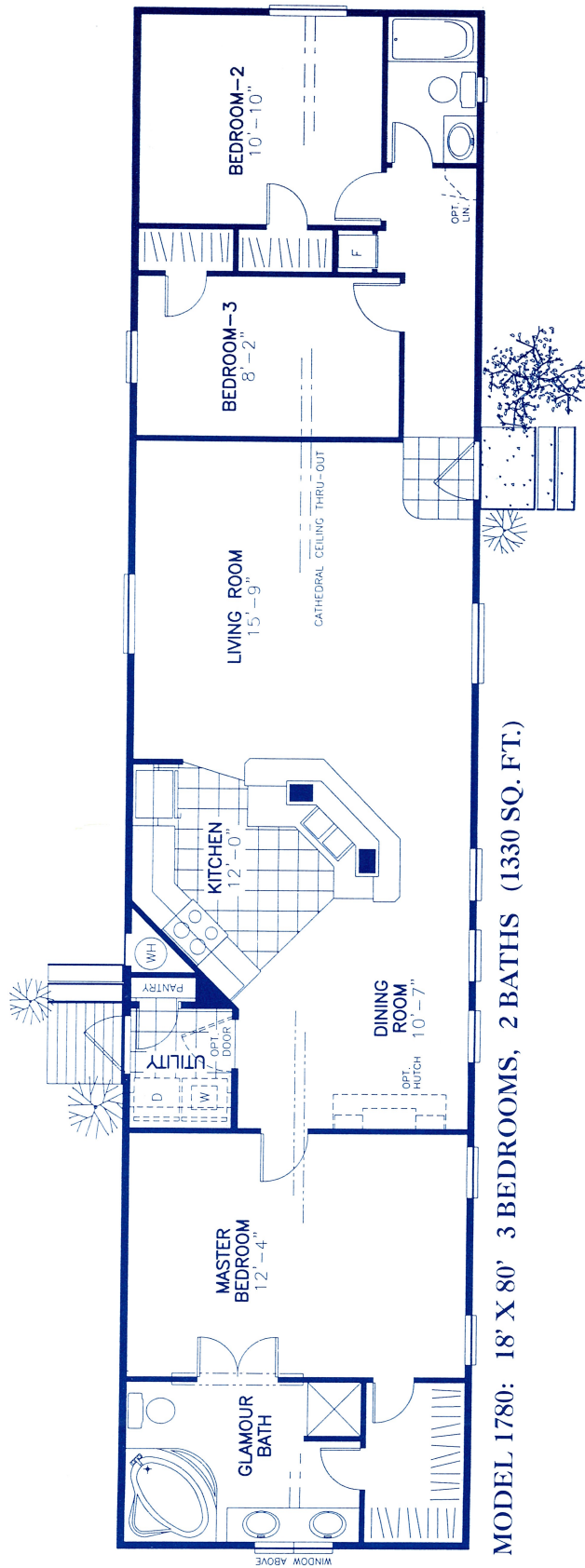
OPTIONAL DELUXE HUTCH



BAR WITH OVERHEAD CABINETS - MODEL 1780



MODEL 1760: 16' X 80' 3 BEDROOMS, 2 BATHS (1180 SQ. FT.)



STANDARD LIVING FEATURES

- | | | |
|---------------------------------|--------------------------------------|------------------------------|
| ✓Masonite Hardboard Siding | ✓Decorative Chair Rail - LR | ✓16Ft. FF Refrigerator |
| ✓Tri-Color Exterior | ✓Stylite Housetype Door w/Storm | ✓Gas Range |
| ✓2x8 Floor Joists @ 16" o.c. | ✓150lb Passage Door Hinges | ✓Plumb/Wire/Vent - W/D |
| ✓90" Sidewall Height | ✓Brass Door Knobs | ✓Utility Shelf |
| ✓Detachable Hitch | ✓Guardian Green "Tinted" Windows | ✓Pantry |
| ✓Exterior Frost-Free Faucet | ✓Deluxe Drapes - LR, DR, MBR | ✓Bedroom Ceiling Lights |
| ✓30 Gal. Electric Water Heater | ✓Mini-Blinds w/Valances - All Others | ✓Fully Lined Closets |
| ✓Gas Furnace w/Vent Aire | ✓30 Ga. Galv. Steel Roofing | ✓Double Door Entry - MBath |
| ✓Brass Shutoff Valves | ✓Entry Lino. | ✓1-Pc Shower - MBath |
| ✓EnergySaver I, R-22/11/11 | ✓Sahara Sculptured Carpet | ✓1-Pc Corner Tub - MBath |
| ✓Fiberglass Heat Ducts | ✓1/2" Rebond Pad and Tack Strip | ✓China Commode Tanks |
| ✓Vaulted Ceilings Thru-out | ✓Deluxe Recessed Panel Cabinet Doors | ✓Bathroom Exhaust Fans |
| ✓Sprayed Acoustical Ceiling | ✓Crown Molding On Cabinets | ✓Pentazoid MBath Window |
| ✓Oversized Breakfast Bar | ✓Decorative Glass Cabinet Doors | ✓Dual Lavy's In Glamour Bath |
| ✓3" Cove Mold LR, KIT, DR, Hall | ✓Dining Room Chandelier | ✓Walk-Thru Wardrobe - MBR |

POPULAR OPTIONS

- | | | |
|--------------------------------|--------------------------|-----------------------------|
| ✓Potscrubber Dishwasher | ✓Plush Saxony Carpet | ✓Hand-Crafted Linen Cabinet |
| ✓Deluxe Hutch w/Glass Doors | ✓Wood Plank Entry Floor | ✓Storm Windows |
| ✓Steel House Type Door w/Storm | ✓Ceramic Tile Backsplash | ✓Plywood Floors |
| ✓52" Ceiling Fan/w Mirror Grid | ✓Ceramic Tile Edging | ✓Composition Roof |

YOUR AUTHORIZED
SOUTHERN STAR
DEALER:

The Southern Star was designed to meet the needs of the Southwestern life style. Crafted in one of the States largest manufacturing facilities by a skilled and seasoned work force, it sets the standard for both design and quality.

You can feel the luxury and style in design as you walk through the home. Pay special attention to such areas as the spacious conveniently designed kitchen, the luxurious glamour bath, and the walk through wardrobe in the master bedroom.

In a Southern Star, the fit is as important as the finish. That's why extra care is taken at each step of construction. And that's why continuous ongoing training is provided to each craftsman involved in building of the Southern Star.

Southern Star,
quality homes by
Oak Creek Homes
of Fort Worth, Texas

President's Club Monthly

A Message from the Chairman

...Continued from Page 2

stock price. Since our public offering, American Homestar stock has outperformed virtually every stock in our industry group.

Every one of our growing family of employees has contributed to the successes of this past year. I recognize the challenges and sacrifices of that effort and I commend you all for a great job and a clearly positive result.

A Look Ahead - Fiscal '96

Our new mission is clear. We will continue to grow in both size and performance and we will continue to be rewarded. Our 1996 business plan calls for the addition of 2 or 3 new sales centers per quarter with continued increases in ef-

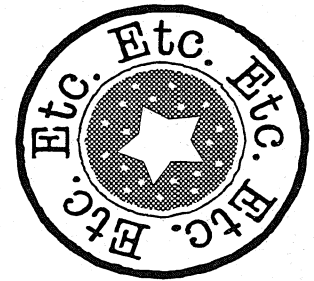
iciency and profitability. We will sell a higher proportion of the products we manufacture and continue to develop new ways to capture increased profit from every retail sale.

Success will come through a continued focus on the fundamentals of our business.

- ◆ Recruiting, training and keeping top quality people
- ◆ Providing 100% customer satisfaction
- ◆ Refining systems, procedures and controls for maximum efficiency
- ◆ Hard work and focus

We did it in fiscal '95 and we're even better postured for a strong fiscal '96. Join me again in meeting the challenge.

Thank you and Happy New Year!



Greenville Expansion Dept: Congratulations to Jeff and Mary Benson on the birth of their son, Tyler Lane on May 12th at 8:40 am. Mary, office manager for Advantage - Greenville, went into labor standing in front of Brian Shear while going over Tracker Reports!

Morris, Dooley Take May Deposit Contest! The SuperCenter's Bill Morris and Jacksonville's Leon Dooley finished in first place in the overall and highest average deposit categories, respectively. Also placing were longtime company superstars Christi Lancaster of Denton (k) and Randy Taylor of Tyler. Congratulations!

Monthly Apology Dept: A big "I'm Sorry" goes out to Instant Granbury's Kris Thykeson for being incorrectly referred to as female in last month's Who's Hot column. Reliable sources have confirmed that Kris is, in fact, a male and the editor has agreed to use an entirely different set of pronouns when referring to our newest sales pro in future editions.

President's Club Monthly Classified Section: Jim Taylor, of SuperCenter fame, has a 1984 Mercedes 500 SEC and a 1985 Mercedes 500 SEL for sale. Call him at home for special company discount pricing. It is not the policy of this newsletter to run classified ads, but Jim did get the editor a ticket to game 4 of the Rockets/Orlando series.

Chriselda Goes Full-Time: Chriselda Lozano, model value guide coordinator, has gone to full time. She's proven to be a valuable asset to the Nationwide team and we're lucky to have her for the extra 20 hours per week. Chriselda's interests include Volleyball, Photography and shopping.

Last Chance for 401(k) Registration

Company Retirement Savings Plan 401(k)

June is your last opportunity to sign up for the company's Retirement Savings 401(k) plan. This plan offers a number of benefits:

1. Works through the convenience of payroll deduction.
2. Reduces your income taxes.
3. Helps you build a secure retirement.
4. Employer matches 33% of each dollar you contribute up to 3%
5. You have the flexibility to have your savings invested in any or all of the seven different professionally managed funds.

To be eligible, you must have been employed with the company before January 1, 1995, and must be at least 20 1/2 years old as of July 1, 1995.

Start Saving for Your Future Today!

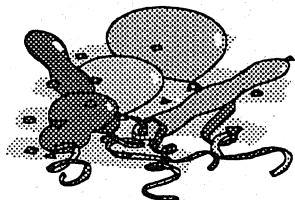


From Left: Buck Teeter, Chuck Carney, Jr., Chuck Carney, Sr. and Wayne Whitehead at Ceremony.

Cleveland Grand Opening A Big Success....

Nationwide Mobile Homes in Cleveland, a subsidiary of Advantage of Channelview, Inc. held its grand opening on May 5. For the weekend, the sales force took down six deals on 22 ups. Channelview President **Chuck Carney, Sr.** had this to say about the event: "I'm excited about the opportunity in Cleveland. I would also like to thank **Steve Miller** and **Mark Beauchamp** for helping organize the opening." Good luck, Cleveland!

BURLESON **STAR** NOTES



COMPANY BIRTHDAYS JULY, 1995

Ken Benjamin, 1st
Chuck Herrmann, 2nd
Randy McCarver, 3rd
Susan Miley, 3rd
James McCoy, 3rd
John "Y.D.D." Raine, 4th
Barry Park, 6th
Cheryl Carpenter, 6th
Cheryl Cowie, 6th
Kerry Orr, 7th
Rita Mallatt, 7th
Yvonne Garcia, 9th
Dave Davis, 9th
Sylvester Funk, 9th
Robert Myers, 11th
James Trotter, 12th
John Upton, 13th
Rick Harms, 14th
D.J. McAbee, 15th
Bari Davis, 18th
David McMichael, 21st
Terry Thompson, 21st
Olan Tomme, 22nd
Jerry Baker, 23rd
Bob Hoskins, 24th
Chuck Carney, Jr. 25th
"This is the big one,
folks..... 40!!!"
Chriselda Lozano, 26th
Bob Mackie, 29th
Christopher Allen, 30th
Bill Williford, 31st

The "Lifestyle" series is continuing it's blistering pace in the market with it's popular price points, Burleson quality design and construction and special features such as front porches. This series is a "take no prisoners," fast mover for your sales center. Stay plugged-in and contact your Burleson sales representative for additional models in this series soon to be released. The "Lifestyle" series coupled with the "MVP" series will be the one-two punch that will knock out the competition!

Superstars!

The following is a list of accomplished, driven sales people who have taken the initiative to take full advantage of what Burleson offered to all salespeople during the President's Club Incentive program. Each of the following are multi-qualifiers for awards. When it comes to the President's Club, *Greed is Good!* Congratulations to all...

Debra McAbee (4)
Mike Williams (3)
Elaine Snouffer (2)
Barry Park (2)
Chet Kearney (2)
Mitchell Moore (2)
Jeff Williamson (2)
Mary Goodner (2)

Winds of Change

Its that time of year again. All homes going into production on June 1, 1995 will carry a 1996 model year designation. Burleson will also be changing from Kelly Moore to Sherwin Williams brand paint. This change will make it easier for consumers to obtain additional paint, because there are more locations from which to obtain this brand. Good Selling!

Studies Indicate that Selling Burleson Homes Makes You More Popular, Better Looking and More Physically Fit!*

Knowing your Enemy

Production has turned moisture, a long time enemy to our industry, into a production friendly tool. Burleson is now using a polyurethane adhesive instead of the traditional white glue to bond gypsum to side walls. This new adhesive uses moisture in the air to speed up the drying process and also creates a stronger bond. What this means to your customers is a better built, more efficient home. This application will now be expanded

to floors and other areas.

Have it Your Way

Burleson is continuing its efforts to be more competitive in the market by accomodating changes in our houses. We realize that many consumers want to have their individual "signatures" on each home vs. the

assembly line stereotype sometimes associated with manufactured housing. Burleson will endeavor to ensure that all possible changes will be accomodated within code and design restrictions. Consult with your Burleson sales representative to discuss your requirements.

Continuous Quality

Our Q.A. guru, **Rick Holman**, and his department have pioneered an "in-house" DAPIA training and shop manual concerning wall set. This will simplify and departmentalize the criteria, which will provide for you a more uniformly designed product that will appeal to the consumers.

A Strapping Idea

Q. A. has struck gold again with its switch to SEMCO up-lift straps to connect side walls to roofs. This will address the reoccurring cosmetic issues of rolling soffit trim.

*Source - Extremely partial and medically untrained factory representative

President's Club Monthly

Lancaster News

Brian Shaw

The Word is Out!!

The new and exciting model 696 is out on the streets! This has the style and appeal of the 694 and should have the same sales impact. Congratulations to Instant Living in Spring, TX for taking down a deposit two hours after the prototype model 696 hit the sales center. This house will do damage to the competition down the street! If you haven't got one on order, maybe you should think twice!

The new model 695 is the same as the 696 but will be a 16x80 two bedroom, two bath home with an available three cathedral windows option in the full hitch bedroom. This home will be prototyped this week. (week of 6/19)

If you have any questions about the new floor plans and/or want a sample speck of the home, please feel free to call either **Brian Owens** or myself.

Moving Up in Houston & Corpus Promotions

Ron Beauchamp is taking over the new Nationwide location in Cleveland, Texas. Formerly a superstar sales manager for Instant Living in Spring, Ron brings to his new position a drive to be the very best. Ron will have the opportunity to work with his son, Business Manager **Mark Beauchamp**. Though there are other examples of fathers and sons who work together in the company, this is the only one where they work together on the same location.

At the SuperCenter, **Terry Thompson** has been promoted to sales manager of the company's number one location. He replaces the amazing **Jim Mixon**, who has been promoted to General Manager of **Jim Taylor's** new location in Rosenberg.

In South Texas, **Danny Rudd** has been promoted to General Manager of the Corpus location. Danny was formerly Asst. G.M. at the Factory Outlet, which is being taken over by new Asst. G.M., **John Raine**. Good luck to all of our new managers!

Cilantro Caliente is ON FIRE!

The new decor is finally out! The Cilantro Caliente is a decor that features the Raspberry carpet, reconstructed valances and drapes with mini-blinds (std.), Silveroak Package (opt.), and a Black Ceramic tile Backsplash (opt.) that will sell the house itself. This also has an available Country Kitchen option that will knock your customer's aprons off! We highly recommend stocking this hot decor with a stock unit as soon as possible, preferably with the new model 696.



Key Information

We are fazing out the Firestone Decor and adding the new Cilantro Caliente in its place. Please do not order any Firestone Decor in any stock unit homes. We are limited to the materials of the firestone decor on a first come first serve basis for customer sold units.

Rockets Take Championship w/ Sweep over Orlando!



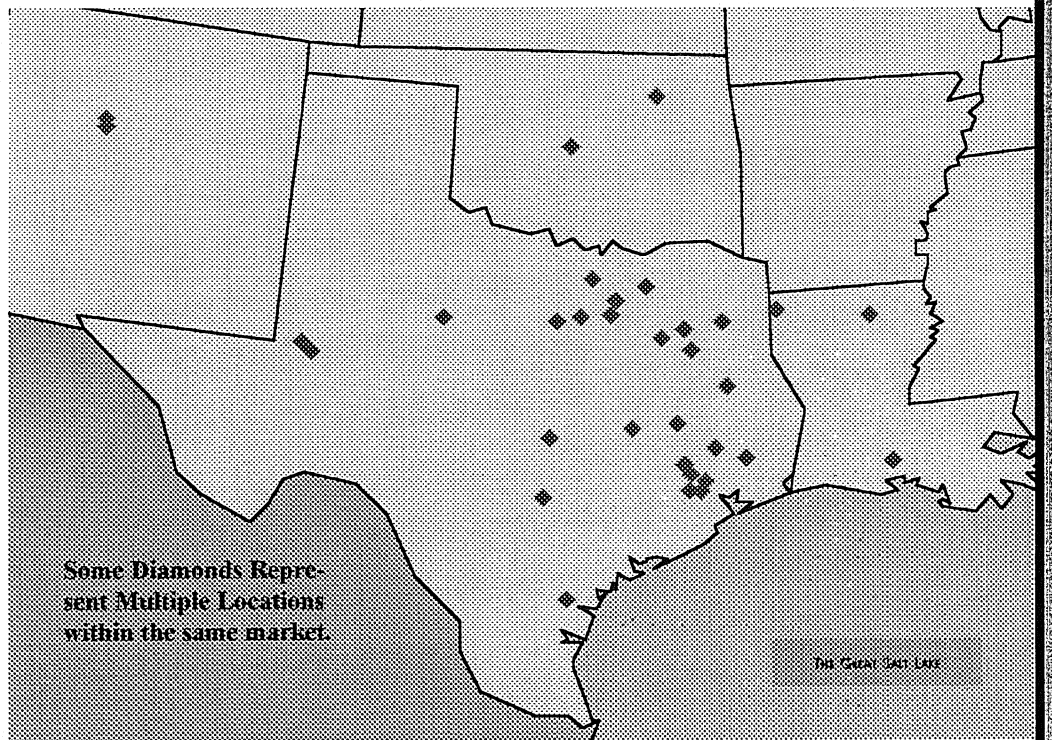
Support of Home Office Girls Propels Team to 2nd Straight Title

The ladies of the American Homestar Retail Division show their team spirit by showing off their "Western Conference Champion" T-shirts. **Hakeem Olajuwon** credited them with providing the team with the morale boost they needed to take the series. "They're *Unbelievable*," said the Dream.

President's Club Monthly

37 Locations and Growing

The Retail Division of the American Homestar Corporation grew by leaps and bounds in fiscal year 1995, adding 10 new sales centers. This map details all of the market areas that we currently occupy. Save this newsletter and compare it to the map that appears in the issue printed one year from now. You'll find that our company is truly dedicated to it's strategy of systematic yet aggressive growth.



Under the Oaks



....by Charlie Boyer

Charlie Boyer is Sales Manager of the Oak Plant, the company's most successful production facility. He's a lover of the fine arts and is generally regarded as being the man who brought peace to the Middle East.

Summer is finally here and we all know that that means "lots of business" for us at Oak Creek! Our backlog of orders has climbed to a steady 150 floors and is still growing. What that means to you is Retail Sold Home orders can be produced in 4 to 5 weeks. Keep up the great job!! We appreciate your business and stand ready to help with your customers.

Volley Ball Champs found at Oak Creek

The first annual American Homestar Manufacturing Division Company Picnic was held on Saturday June the 3rd and after years of Volleyball games during lunch and morning breaks the boys of Oak Creek were named champions of the Volleyball tournament, soundly defeating the Burleson competition. Watch out for next year! We have finally installed our professionally designed and constructed Volleyball Court and the competition is really heating up.

Southern Star Update

Inserted in your newsletter is a copy of our new "Southern Star" singlewide literature for you to review! Looks pretty good, doesn't it?! Wait until you see the actual home, it is truly awesome! Move over Silhouette, the "Southern Star" needs your parking spots on the sales centers!

#1780: 18x80, 3br/2ba, F&R: (Previously

known as the #780) - These new 18 wide homes are just now getting to your sales centers and we really think we have a winner here! Nationwide of Midland and Lancaster turned in retail sold orders within days of taking delivery of their first home! Good job from Oak Creek!

#1760: 16x80, 3br/2ba, F&R and #1762: 16x80 3br/2ba, FK: These new designs will be available for mass production in the first week of July. We are prototyping both models and really like what we see! We have targeted the Silhouette series of homes with a high impact look combined with exciting features and a great price! Order yours today!

We have mailed each sales center several copies of this new "Southern Star" literature so check your mail box for this exceptional new product line from Oak Creek!!!

Let Me Take that Back!

President's Club Monthly

Under the Oaks

Continued....

In the April newsletter, we proudly announced that we would offer a 40# roof load option and, although we do have HUD approval to build this feature, it has been decided that there are too many changes required to build for this construction zone. As you know, Oak Creek takes pride in it's wide open living space designs and the heavy roof load conditions would force us to reduce this feature dramatically.

Carpet Notification

The recent offering/experiment of high grade Williamsport (50 OZ) and Torrey Pines (30 OZ) carpets have been a complete success! You have proved to us that a portion of your customers require a ultra-high grade of carpeting. **Remember: there is a 3 week leadtime of delivery for these high grades of carpet and orders specifying this option will experience delays!!!**

Electric Door Bells



The newest optional feature at Oak Creek is our "Electric Door Chime." Never again will your customer hear that "thud" of the old mechanical door bell that we previously used. This new optional feature

includes an exterior mounted push button, pleasant interior door chime and a hidden transformer all for the "Same option price of \$35.00 as the old door chime." Just another product improvement from your Oak Creek Crew!

The Tracker Page

Phase 3... Where Is It?

The new version of Tracker (3.0), previously scheduled for its first installation this month, is approximately three to four weeks behind schedule. This is due to the following factors (read: *excuses*):

- 1) The number of new locations that have needed the programmer's time and attention.
- 2) the complexity of the program was underestimated during the design process.
- 3) This \$*&% newsletter.
- 4) A number of enhancements to the existing program have been added at our user's suggestions including:

a) Most sales reports now go directly to the screen and are only printed on request. This will allow for a sales manager or general manager to access important information at his/her own computer without re-

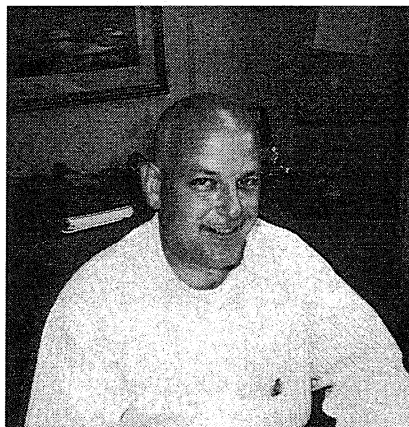
quiring the use of a printer.

b) A Phone-Up Report is being added at the request of **Lanette Carpenter**. This will allow you to better measure the success of an individual salesperson's phone performance.

c) Security Pacific's recent name change to Bank of America will require a revamping of their paperwork.

Before installation on all locations begins, the program will be reviewed by American Homestar's Service Guru, **Jim Moravec**, and will be beta-tested in Cedar Park, Texas with the help of General Manager **Randy Coffman** and Business Manager **Richard Ek-lund**.

If you have not properly prepared for the introduction of this new program by brushing up on your knowledge of the windows operating environment and the use of your mouse, please do so now.



Is it Mr. Clean? Lex Luther? NO! It's the amazing **Don Simonson**, with his head shaved as a result of a bet he had with his sales force. Their incredible production in May was rewarded by Don shedding his locks for the cause of company profitability. **Lookin' Good, Curly!**

About the President's Club Monthly

Dwayne Teeter

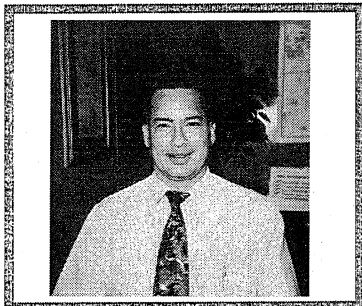
Editor

Published by the 22nd of each month at the Nationwide office in Austin, Texas. Submissions can be mailed to 701 Brazos, Suite 500, Austin, TX 78701, faxed to (512)320-1464 or verbally requested by phone at (512)320-9035. Regular contributors are **Laurie Lowery, Ronnie Richards, Charlie Boyer, Brian Shaw and Glenn Meier**.

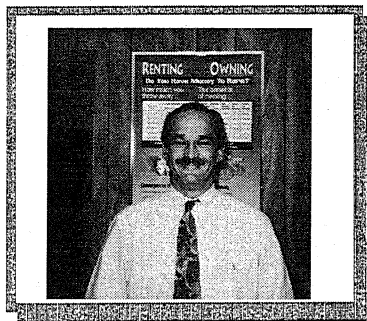
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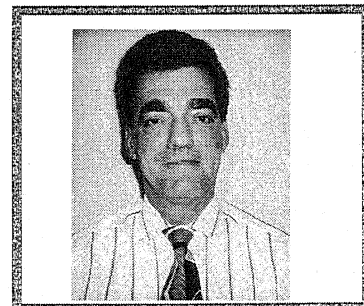
President's Club Monthly



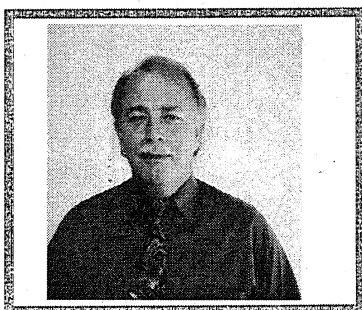
#2 Louis Murray, Instant - Gulf
604.8 President's Club Points



The #1 Salesman in the Company for
Fiscal Year 1995,
Tim White of Instant - Granbury
612.9 President's Club Points



#3 Larry Moore, SuperCenter
587.6 President's Club Points



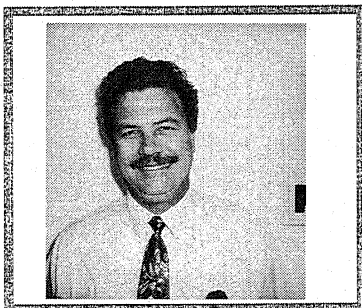
#4 Ron Beauchamp, Spring/Cleve.
540.4 President's Club Points

The Top 10 Salespeople in the Company

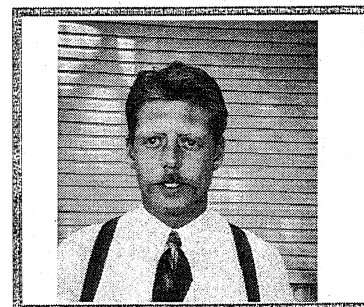
*"Committed to Excellence in Sales
Performance and Customer Service"*



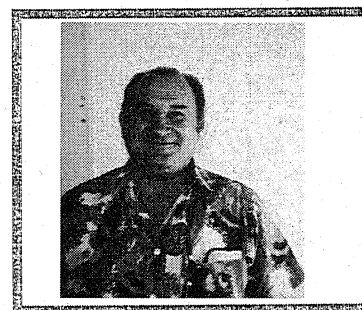
#5 Bill Hopkins - Instant - Gulf
540.4 President's Club Points



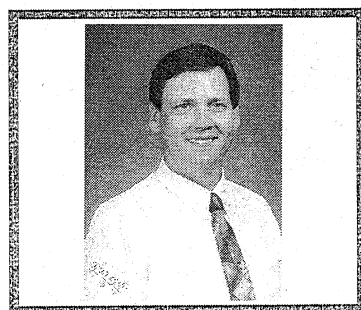
#6 Terry Thompson, SuperCenter
507.7 President's Club Points



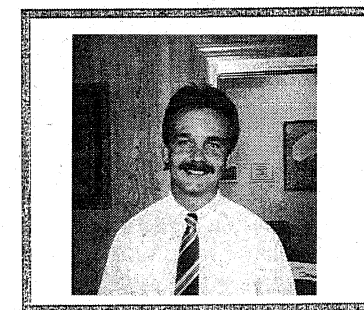
#7 Chuck Herrmann - Instant - Spring
441.43 President's Club Points



#8 Richard Loftin - Cleveland
441.4 President's Club Points



#9 David McMichael - Key- Athens
440.0 President's Club Points



#10 John Raine - Lancaster NW
432.6 President's Club Points