

The President's Club Monthly

The Monthly Newsletter of the American Homestar Corporation

Nationwide Stays on Course with Expansion Westward to El Paso; Industry Veteran Aaron Huttsell to Oversee Three Locations

Cedar Park Propels Company to Strong February!!

Hey, its true that the Cedar Park location is not one of the company's largest, but that doesn't matter. Because of talent, heart and determination, they pack a heck of a punch. In January, **Randy Coffman** and his sales superstars were the number one location in the company in terms of payable gross. Leading the charge for Randy were **Trey Webb** and **Linda Lewis**, each with six new home sales. Other locations contributing to our company's strong January were **Jim Taylor's** Instant-Gulf location, **Jim Clark's** Nationwide in Tyler and **Danny Rudd's** Nationwide in Corpus.

Expanding to a New Market...

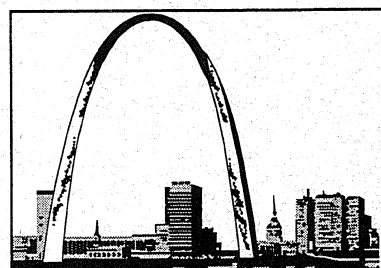
The retail division of the American Homestar Corporation has continued its aggressive growth strategy by purchasing three existing manufactured housing dealerships in El Paso, Texas. This brings the overall number of company owned sales centers to forty-three.

At the helm will be **Aaron Huttsell**, an industry veteran

and longtime top performer in the El Paso market. Aaron was a partner in the previous business (since purchased by American Homestar), and is staying with the dealerships to oversee current operations and continued expansion.

Joining Aaron are Sales Managers **Richard Aranda** and **Chuck Moeri**, who will each oversee one of the three locations. Serving in the capacity of Business Manager is Aaron's wife, **Betsy Huttsell**.

Also on board is a first rate sales and support staff. Good luck to all our new teammates at Nationwide-El Paso.



A Picture of the St. Louis arch, located hundreds of miles from our new locations in El Paso, TX.

Cabo San Lucas Trip Great Fun for all Involved

by **Ronnie Richards**

Cabo Wabo, Squid Roe, The Giggling Marlin... these are all places you have probably heard of by now if you've talked to anyone that was on the recent trip to Cabo San Lucas, Mexico.

Located at the tip of the Baja California peninsula, this playground of the rich and famous was the destination of the Gold Level President's Club members February 15th through 18th. The original trip, which was scheduled for last Septem-

ber, was turned back literally in mid-air due to a hurricane that closed the Cabo airport.

Set against a mountaineous desert backdrop, the water was clear blue and the big game fish (and whales, for that matter!) were abundant. Just ask the sports fisherman and women from our trip. Laura Wilson, of Western Insurance Agency, boated a large tuna. **Diane Mixon**, wife of Rosenberg G.M. **Jim Mixon**, landed a Dorado wiggling 30 pounds. Albuquerque sales star **Dave Cuellar** reeled in a 95 pound Marlin and Redman's **Gregg**

Melton came home with a 105 pound Marlin of his own. **Louise Scarbrough**, wife of

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President's Club Monthly

Rauscher Pierce Reiterates Buy-Focus Recommendation for Homestar Stock

Siting strong underlying fundamentals driving the manufactured housing industry and a recent weakness in the price of our stock, Rauscher Pierce Refsnes, Inc. issued a brand new "Buy-Focus" recommendation for American Homestar on February 21st. Manufactured housing stocks have not performed well as of late due to a perceived uncertainty of demand for 1996. Rauscher believes that the major economic factors driving this demand are strong and will result in a strong upcoming year. They sited our stock as being particularly attractive because, unlike pure manufacturers who experience profit by solely producing products, our company is vertically integrated,

thus manufacturing, retailing and financing the homes it builds, and experiencing profit at each stage of the process. Companies that have this structure typically trade at higher price multiples than those who do not. Our stock currently does not trade at a price that reflects this advantage. Rauscher maintains that our stock will reach a price objective of \$22 per share in the upcoming year.

Cabo Trip

Continued...

American Homestar, Lancaster G.M. Neil Scarborough, won the big fish award with her catch, a 130 pound Marlin. HOLY COW!

Other fun activities included riding ATV's through the desert dunes to a deserted beach near the famous arch rock at land's end, a sunset cruise on a 100 foot catamaran, whale watching cruises, jet ski's, parasailing, etc. Many activities were educational as

we learned how to dance the "Macarini" line dance, shoot down poppers (a famous Mexican drink combining 7-up and tequila that fizzes like an Alka-Seltzer when the waiter slams it down on the table), and view table dancing techniques as demonstrated by **Bill Hicks** of Nationwide of Lorena and **Nancy Boyer**, wife of **Charley Boyer** of Oak Creek, Fort Worth.

All in all, the weather was perfect, the food was good and very reasonably priced, the



hotel was great and in a perfect location, and the trip really couldn't have been any better!

Destination #1: Ocho Rios, Day 3 July 17, 1996

Each month, the President's Club Monthly will feature a destination on the upcoming President's Club Cruise.

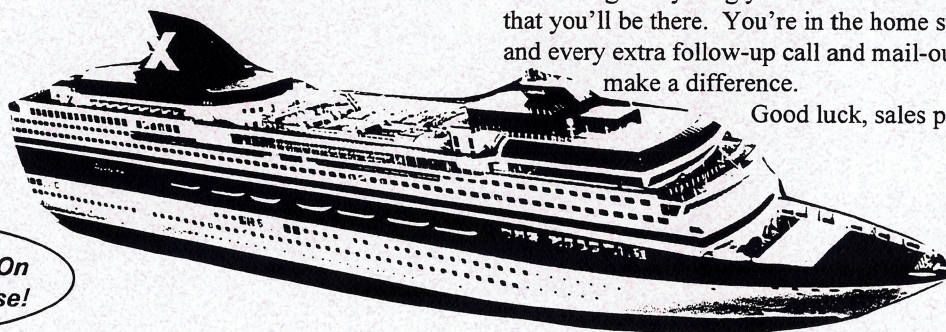
After the afternoon of departure and a full day lounging at sea, our party will disembark in beautiful Ocho Rios, Jamaica. Located across the island from the capital of Kingston on Saint Ann's Bay, this North coast town is considered one of the country's most scenic. As with many cities on our itinerary, most visitors will enjoy a wide range of beach related activities, such as jet skiing, sun tanning, volleyball,

and swimming. Both Mallards beach and Turtle beach are considered top notch beaches.

The city's most famous destination is Dunn's River Falls, an amazing natural wonder that can be climbed with a guide (a bathing suit and old sneakers are suggested attire). Also, only 20 miles from Ocho Rios (as the locals call it), is Firefly, the mountaintop house once owned by Noel Coward.

Remember, the top ten salespeople in the company will be enjoying Ocho Rios, along with Grand Cayman, Key West and Cozumel. Start doing everything you can to make sure that you'll be there. You're in the home stretch, and every extra follow-up call and mail-out will make a difference.

Good luck, sales pros!



*Make Sure You're On
this Incredible Cruise!*

President's Club Monthly

Laurie Lowery
Insurance Today

BACK IN BUSINESS

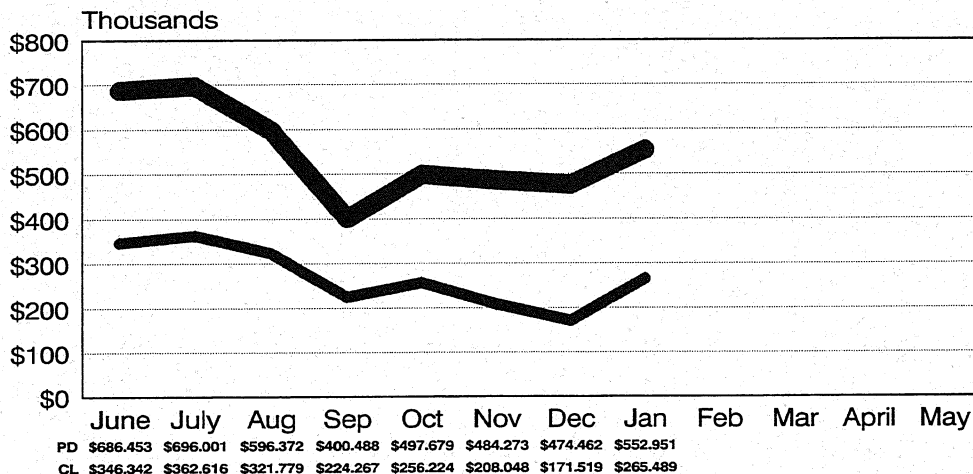
How do you spell relief?...FEBRUARY! The month for lovers turned out to be the month for insurance sales. Our penetration progressed to 85% Physical Damage, 47% Credit Life and and whopping 64% on Extended Service and the premiums followed suit (see graph below). Sure beats a box of candy! Contributors to this resurgence in sales include **Cathy Jackson of NW & AHO-Lancaster**, who broke all the records with a month as close to perfect as I've seen. She earned herself 60 PC pts and continues to prove that 90+% penetration

on Credit Life is attainable. **Marc Beauchamp of NW-Cleveland, Jim Rea of IL-Spring, Bryan Grace of NW-Albuquerque and Diana Denny of NW-New Braunfels** all attained over 70% credit life penetration putting them in the money for the **February Credit Life Bonus!** Strong performances also came from **Mark Pell of Advantage Jacksonville** and **Richard Eklund of NW-Cedar Park**. Rumor has it that Mark rallied support from his sales team by showing them how insurance sales effect their PC pts. Smart man!



NEW BUS MANAGER HITS HOME RUN FIRST TIME AT BAT

Few new stores have opened with such a solid month as Nationwide of New Braunfels. With eight new deals to work with new Business Manager, **Diana Denny**, pressed hard for perfect penetration and came up with over 30K in premium, 100% PE penetration, 75% CL penetration (a cinch for the \$200 February Credit Life bonus!) and 88% ES penetration. Diana also generated \$4,000 in finance income by taking advantage of the many participation programs that are available. Congratulations to Ms. Denny and to GM, **Diana Stoeltte**, for an excellent job. Regional Vice President, **Chet Kearney** recruited a great team!



Credit Life & the Refinanced Loan...Per our discussion with American Bankers, credit life policies must be cancelled when a loan is refinanced. The reason being that the new loan will have a different term, finance rate and amount financed, all of which are used in correctly calculating credit life so as to pay off the loan in the event of death. This could create a problem if our credit life company experiences cancellations without the promise of new policies. A possible remedy to this situation is to have Western calculate the return premium on the cancellation, then that figure can be used as a budget for a new policy that reflects all the new loan terms. When you finance this new policy on the new loan you will need a new certificate signed. We will hang on to the

refunded premiums and apply them to the new policy. Cancellation returns are calculated on an actuarial or "rule of 78s" method, depending on the state, so please consult us for specific numbers. In terms of assumed loans, the lienholder can be transferred because all the loan terms remain the same. Physical Damage policies also allow that the lienholder be changed, regardless of the situation. However, if the customer originally financed their home with Green Tree, it is more beneficial to the company to sell a new PD policy since we were not the Agent on the original policy. Needless to say refinanced loans represent an incredible opportunity to the Business Manager in the way of insurance commissions.

RACE FOR GOLD Bus Mgr PC Club

Single Store BMs:
Marc Beauchamp 378 pts
Jim Rea 370 pts
Mitch Brown 229 pts
John Gutierrez 189 pts
Brad Carlton 189 pts

Multi-Store BMs:
Cathy Jackson 376 pts
Bruce Reynolds 295 pts
Bryan Grace 157 pts

President's Club Monthly *These are a some of the people who make this company great!*

WHO'S HOT

The Company's TOP 20 Salespeople

1. **Richard Loftin**
Cleveland 287.6 pts
2. **M'Lissa Manning**
Cleveland 273.2 pts
3. **Phil Essex**
Mesquite, 238.3 pts
4. **Bill Hopkins**
Instant Gulf 222.5 pts
5. **Mike Levin**
Mesquite 218.3 pts
6. **Susan Lewis**
Denton 216.0 pts
7. **John Estes**
Lufkin 215.4 pts
8. **Jack Williams**
Jacksonville 207.8 pts
9. **David Fortriede**
Tyler 202.3 pts
10. **Christi Lancaster**
Denton 197.3 pts
11. **Trey Webb**
Cedar Park 194.4 pts
12. **Greg Culverhouse**
Seguin 193.7 pts
13. **J'nette Allred**
Mesquite 187.8 pts
14. **Bill Yokum**
Midland 185.0 pts
15. **Dave Cuellar**
Albuquerque 182.3 pts
16. **Paul Taylor**
Lufkin 180.6 pts
17. **Randy Tyler Taylor**
Tyler 176.9 pts
18. **James Morrison**
DeSoto 176.6 pts
19. **Tom Bradford**
Burleson 173.2 pts
20. **Craig Geffert**
Instant-Spring 170.3 pts

Richard Loftin

Nationwide in Cleveland

How does he do it month after month after month after month? The amazing Richard Loftin sold seven big houses in January and earned 68.6 PCP's in the process. As a result, Richard's positioned in a strong second place in the big contest with one month to go. Roll, Richard, Roll!

Jack Williams

Advantage in Jacksonville

What did I tell you last month? Jack's in his ZONE, people, and you better stand back and take notice! In January, he took down five new home deals for an amazing 66.1 President's Club Points. Holy cow!

Linda Lewis

N/W in Cedar Park

Linda was a big reason why the location in little ole' Cedar Park, Texas was the top ranked dealership company-wide in February. Her 53.0 President's Club Points and six deals represented a very impressive accomplishment!

Billie Rolando

Nationwide in Corpus

Hey, you knew you wouldn't go that long without seeing Billie's name in this periodical. Billie usually starts really taking off in the Spring, so look for more months like January... 5 deals and 52.8 PCP's!

Trey Webb

N/W in Cedar Park

Trey poured on the heat in

January, racking up 6 big new home deals for an incredible \$34,632 in payable gross (tops in the entire company). His impressive production earned him an eighth place ranking in the big contest with only a month to go!

James Morrison

American Homestar Lancaster

The team in Lancaster put up big numbers in January, and James was a big reason why... his 6 deals and 50.3 President's Club Points were awe inspiring!

James Karrh

Nationwide in Desoto

This new guy Karrh is driven to success. In January, he scored big by selling four new homes and averaging over \$8250 per home in payable gross. Folks, we've got a home run hitter on our hands!

Dave Cuellar

Instant Albuquerque

Dave must have decided he wanted some spending money for his trip to Cabo because he caught fire in January. The totals: seven deals, \$31,769 in payable gross and 45.8 President's Club Points! Alright!

Jack Hammett

Instant Gulf

It looks like Jim Taylor's got yet another superstar on his hands.... Jack Hammett showed the company what he was made of in January, selling four new homes for \$22k in payable gross!

Tom Bunnell

Nationwide in Denton

Tom got all his ducks in a row last month, taking down four big deals for almost 23k in payable gross! Nice Job!

Mike Levin

Nationwide in Mesquite

This guy just doesn't seem to have an off month. The Metroplex's model of consistency sold four big deals last month, averaging almost 6k per home. Well done, Mike!

David Dalley

American Homestar Lancaster

Another big reason's for Lancaster's resurgence, David was back in his old form in January, taking down four new homes for 21k in payable gross. Keep it going, David!

Sam Hill

Nationwide in Corpus

Corpus Christi had its best month ever last month, and Sam Hill was a big reason why. His six new home deals (yes, six new homes!) represent forty percent of the location's production and earned him 40.3 President's Club Points!

David Fortriede

Nationwide in Tyler

Is this guy for real? An incredible salesman, a computer expert, a great organizer and an all-round good guy to boot? You better believe it, baby! Big Dave sold four homes for an incredible 28k in payable gross in January. He's in third place in the big contest, so watch out people. DAVID IS ON THE HUNT!

President's Club Monthly

At stake in the quarterly contest...
\$5,750 in cash prizes for our top 5 salespeople!

WHO'S HOT

Jack Williams Shoots Into First Place in Big Contest!

The incredible **Jack Williams**, longtime top producer from Jacksonville, has used a combination of high volume, good markups and excellent insurance penetration to shoot into first place in the third quarter contest. His 103.0 PCP's ranks 8 points ahead of the second place salesperson, Cleveland's **Richard Loftin**. Tyler's sales star **David Fortriede** is just off of the lead with 88.9 points while a new name, Burleson's **John Derouen** is in fourth place with 70.7 points. Rounding out the top five is Lancaster's **James Morrison** with 68.4 points. Good luck, sales stars!

Rick Carey
Nationwide in Granbury
Rick made things happen in January, nailing down four new home deals and earning 38.1 President's Club Points in the process. Nice month, Rick!

Susan Lewis
Nationwide in Denton
The talented Susan Lewis continues to have the best year of her career. Her four new homes and 35.7 President's Club Points propelled her to sixth place in the year-to-date standings. Susan definately seems committed to making the big trip this year, so watch out, competition!

John Derouen
Nationwide Burleson
There are no two ways about it.. this guy likes to sell multi-sectionals. In two months, he's taken down seven big multi-section deals (all with healthy payables) and has earned a very impressive fourth place standing

in the quarterly contest. Looking good, John!

Larry Key
Instant Granbury
Larry's the man with the plan in Granbury. His production in January added up to this: four big new home deals, 23k in payable gross and 35.2 President's Club Points. Keep it going, Larry!

Sherri Clary
Nationwide in Albuquerque
Jim Lee says this girl is one of the most talented salespeople he's ever hired. She proved it in January, taking down four new home deals and earning 34.3 President's Club Points. Rock and Roll!

Peggy Turner
Nationwide Lumberton
There's yet another Peggy in Lumberton now, and she means business, also. Peggy Turner made a name for herself last month, selling four new homes and doing her part to turn around

this fine location in East Texas. Keep it going, Peggy!

Greg Culverhouse
Nationwide Seguin
Greg continues to prove that he's a cut above the rest. Month after month, he's doing whatever he can to make his location big money. In January, he took down four big new home deals for almost 21k in payable gross and 31.7 President's Club Points.

Christi Lancaster
Nationwide in Denton
You didn't think you'd go through this column without seeing Christi's name here, did you? As usual, she's producing the big numbers... five big deals, 21k in payable gross and 30.0 President's Club Points! Way to go!

21st Century NEWS Dateline: Knoxville

The CFI program is really taking off! Payments for January were 100 times higher than they were in December. Nationwide on the South Freeway (aka the SuperCenter) has one loan account producing \$100 CFI income EVERY MONTH! That's \$1,200 a year for the next 5 or 6 years! Folks, there's no reason you, too, can't start your own steady, substantial income stream. What if your locations had just ten loans like the one mentioned? That's an extra \$12,000 a year in additional income! There's a fantastic oppor-

by Rich Ray

tunity to add to your bottom line, so be sure to quote an APR with the CFI margin included.

21st is committed to delivering timely service to the customer at all 42 locations (count as of Wednesday, Feb. 28th and 4:05 pm). By late March, 21st Century will be available to all dealers across your great company. To meet its goals of timely service and loan volume, 21st Century contues to recruit great talent from across the nation. Joining this month...

Troy Fussell, Senior Credit Manager, was recruited from CIT in Boston, Massachusetts. Troy is an Oklahoma native who progressed through CIT's management training program. He started in their OKC collections depart-

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President's Club Monthly

The Tracker Page

Training Schedule Expanded...

After a number of classes and a lot of fine tuning, a revised approach to Tracker training has been adopted. As previously reported, the G.M. training seminar has been expanded from a one to two day course. There will still be just as many classes offered, each being twice as long as previously announced. This course is still held in the Omni Hotel in Austin, Texas. As of this writing, there are still available slots for the G.M. seminars scheduled for March 12-13 (1), April 9-10 (4), May 7-8 (4) and May 9-10 (4). Please call Dwayne at (512)320-9035 as he now is responsible for all scheduling of Tracker-related training.

At a number of General Manager's request, a Tracker Service Program seminar has been added to the course list. This is a one day course, held from 10:00 am to 5:00 pm in Austin. As with all Tracker training, a computer will be available for each participant's exclusive use. This seminar will, of course, focus on advanced uses of the service program. It

*The version of
Tracker you
should have is...*

3.30

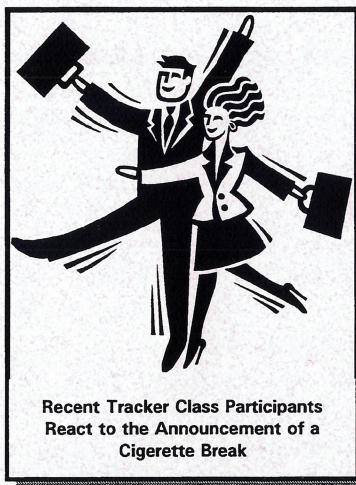
will also serve as a brain-storming session for current users who would like to voice suggestions for improvements to the next version. The next class is on March 18.

Also added to the schedule is a "Tracker for Sales Managers" seminar. Next scheduled for May 6, this course is designed to give sales managers a deeper understanding of all the ways that the program could be used to make your location more money. A particular emphasis will be placed on the use of scheduled mass-mailers and follow-up management.

Occasional Office Manager seminars will be available for those who would like to have a broad overview of the program re-explained. Also intended to be a brain-storming session,

this class will be available approximately every three months, with the next occurrence not yet scheduled (the March 11th class is filled).

Classes are available on a first come, first serve basis, so call today.



Recent Tracker Class Participants
React to the Announcement of a
Cigarette Break

From the Desk of... **Larry Speck**

President, Nationwide of
Mesquite, Inc.

A few weeks ago, **Don Simonson, Jeff Goodrich, Lanette Carpenter** and I had the opportunity to participate in one of the first two-day Tracker General Manager seminars. This new, extensive training class is now offered several times a month in Austin, Texas.

The small class size (consisting of only four students) enabled us to enjoy hands-on training provided by instructors **Dwayne Teeter** and **John Smith**. Their patient instruction enabled all of us to not simply learn the program, but to **comprehend** it. The class room, especially designed for Nationwide's use, was a perfect setting for the course. By conducting the seminar away from the location, we were able to focus on the subject matter, without the distractions of everyday business. This made all the difference.

Before class, I thought Tracker was a great sales tool. However, now that I have attended the formal training seminar, I am convinced this is a program that can help N/W of Mesquite achieve superior performance in a very competitive market environment, not only through better sales performance, but also through the benefits of better organization.

On behalf of my three colleagues, I would like to thank **Dwayne** and **John** for an informative (and fun) two days.

Don't be a...



Tracker Slacker!



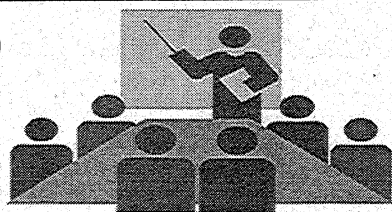
Having a hard time getting your salespeople to turn in their call backs? May we suggest the tried and true method of public humiliation to get your folks back on track(er). Here, Denton's Christi Lancaster is shown in her "Private Slacker" helmet which she must wear 24 hours a day. To her right is Denton's highly praised "Tracker Attacker" Susan Lewis, the location's top Tracker user.

President's Club Monthly

Secrets of Inbound Telemarketing

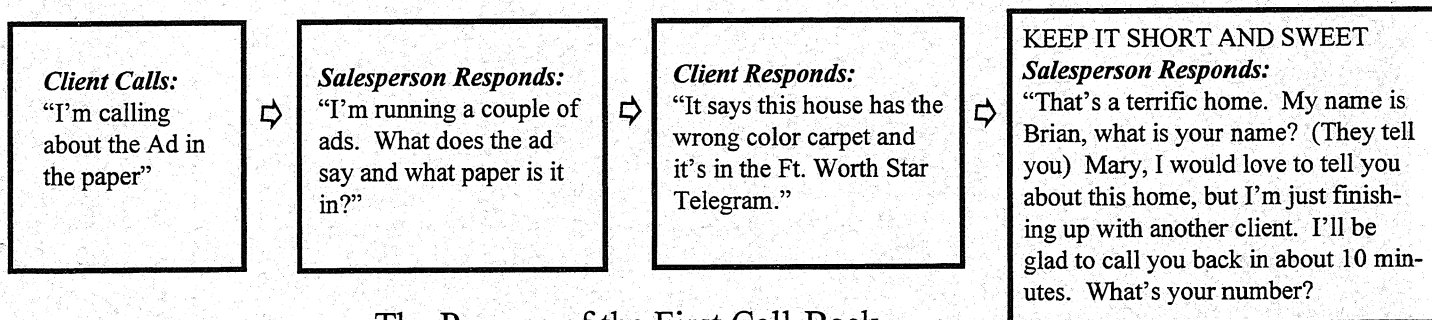
Lanette Carpenter

Important Information for you next Sales Meeting...

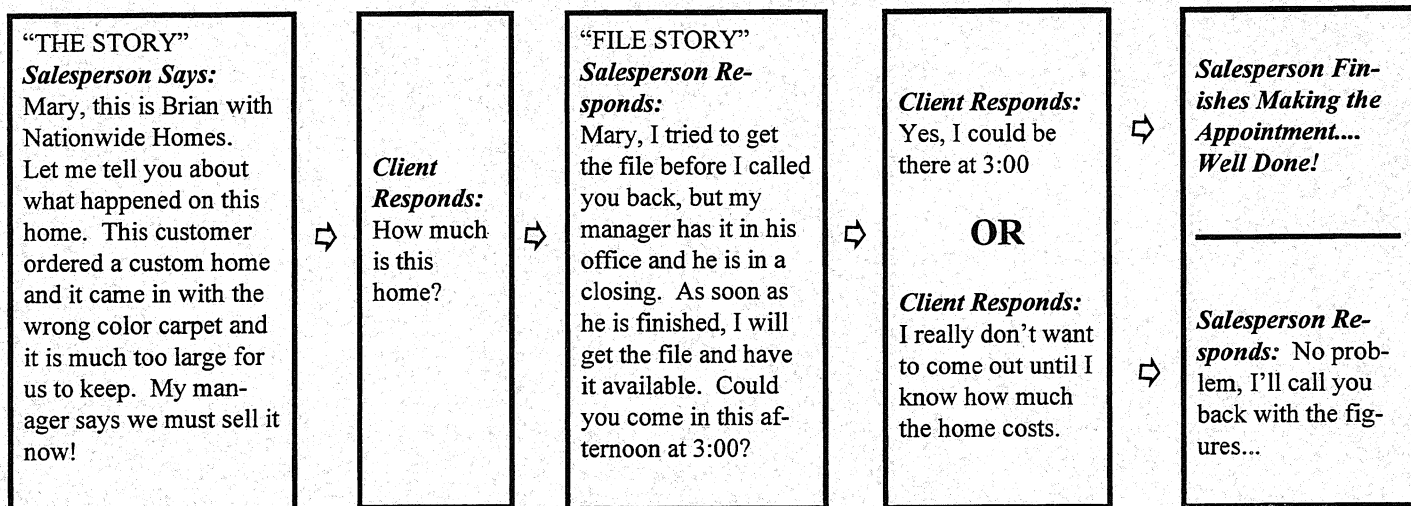


The objective of Telemarketing is to get the client into your office. Following a process is critical to accomplishing this objective. If the client calls you, the objective of this first initial call is to get the phone number.

The Process of Getting the Phone Number



The Process of the First Call-Back



*for complete verbage, see pages 24-25 in the Telemarketing Book

*Continued on Next Page

New Point of Sale Tool Available

Yes, It's Included

A new point of sale tool is enclosed in your President's Club Monthly. It's the new yellow star that is in bright yellow and comes in 2 sizes. The copy on the star says "Yes, it's included" and it can be utilized to point out both standard features and options.

Printed on crack-and-peel 3M paper, the adhesive backing is the "easy to remove" type that our printer tells me should peel off easily after use. Please be certain a program is instituted to get these new "silent salesmen" installed on your stock models.

**Live Large,
Sales Mammajamma's!**

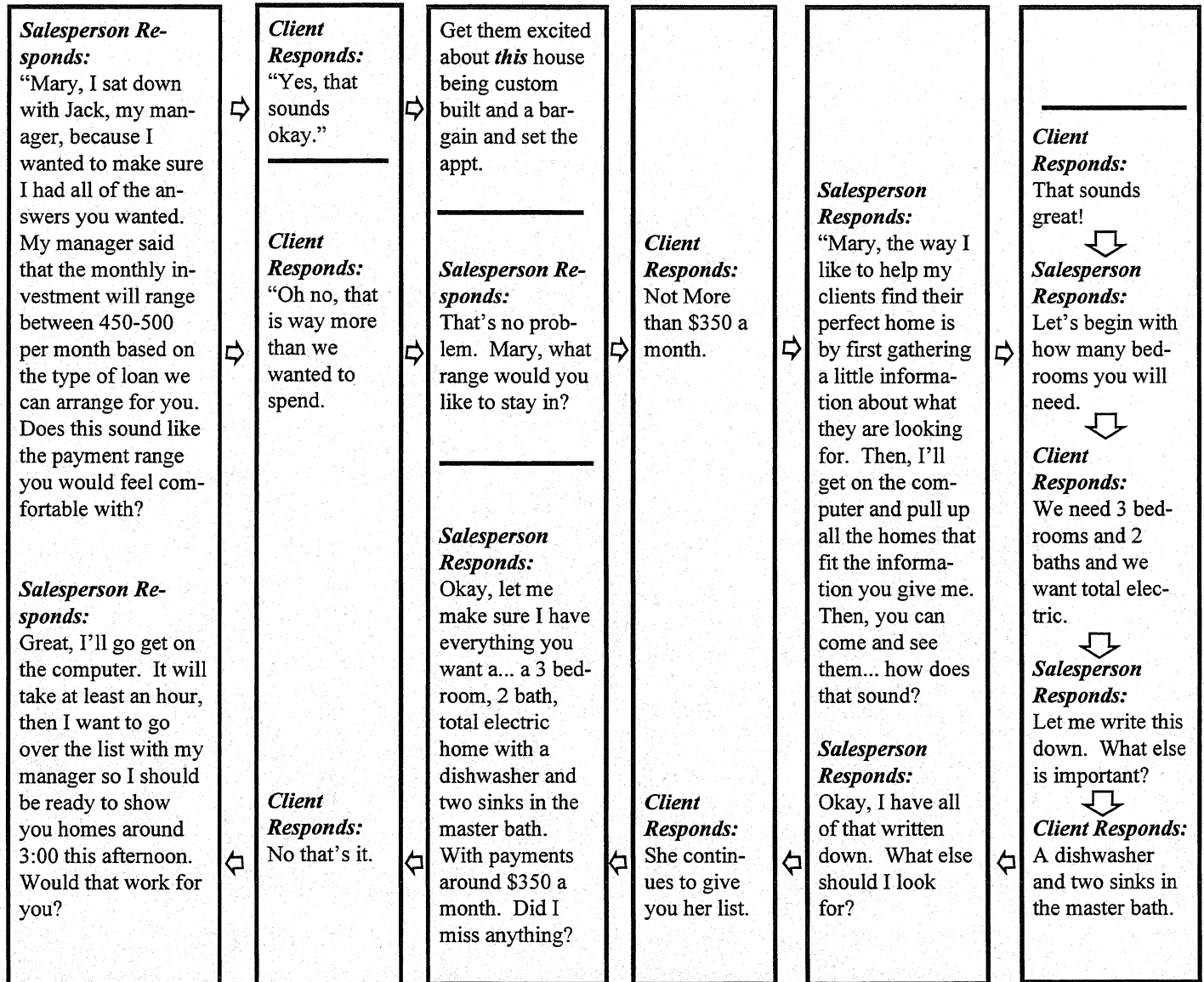
**Yes!
It's
Included**

President's Club Monthly

Secrets of Inbound Telemarketing Continued....

Does this process take time? **ABSOLUTELY.**
Does it produce results? **ABSOLUTELY!**

The Process of the 2nd Call-Back



Lancaster News by Brian Shaw

Brian Shaw, formerly the third ranked horseshoe thrower in the State of Rhode Island, retired from the game recently due to a crippling forefinger injury, and currently takes up shop at American Homestar in Lancaster.

The Galaxy 688 is on the rampage for the new quarter. We have received many spe-

cial orders already, either for new customers or to replace the stock models sold on the location. The 688 has been a great price leader for all of the Nationwide dealers. It gives us a competitive edge in the lower priced 16x80 single section market. The most important standard features this house brings to the table are the full hitch front bedroom with the popular 30x68 floor

length cathedral windows, large master bedroom with walk-in closet, enclosed utility room with freezer space, and a kitchen loaded with overhead and base cabinets. This house also has a living room side bar with overhead cabinets with glass inserts. This model is also available with the popular optional Luxury Bath that provides you with a double lavatory with spe-

President's Club Monthly

Lancaster News

Continued...

double lavy with special light treament, corner tub, shower stall, and a pentagon window above the lavies. This home has been delivering at an unbelievably low price, so make sure you have yours in stock or on order!

"Ruff Stuff" is on Fire!

The new "Ruff Stuff" is taking off like expected. This is a great feature and selling point for any home. This gives the home a tape and texture look and doesn't cost like tape and texture. "Ruff Stuff" is made out of white vinyl and feels some what like the real thing. If you have not tried the "Ruff

Stuff," consider using it as the main panel in your next stock unit. It could improve the look of a proven floor plan.

The Red Hot Country Kitchen

The Country Kitchen is starting to take salespeople by surprise! The County Kitchen is starting to be a household name. This has been a popular option with many of our retail sales centers. Remember, the Country Kitchen goes with the white silveroak package. The Country Kitchen is an outstanding decor for the kitchen that makes the white cabinets really stand tall. It is avail-

able in midnight star plum, midnight star blue and Bowden teal.

Key Information

MARCH MADNESS is just around the corner. Most of you have already experienced this phenomenon a little early this year. Just the same, we at Lancaster just want to remind you to always check your conformations of the speck sheets. Now that things are getting a little fast paced around here, it becomes more important for you all to check your confirmation sheets a second or third time with the customer. Doing this will make things 100% better, more efficient,

and will create a happier customer with a sure sale. Please remember, the conformation speck sheet is the only tool that our people in production use to build the home. It is the FINAL word on construction.

NOTE TO THE EDITOR: The fans of the **World Champion Dallas Cowboys** would like to wish the Houston Oilers a safe and pleasant trip to Memphis, Tennessee and the best of luck in the upcoming draft. You all should do very well with your one ping pong ball.

21st Century NEWS

Continued...

ment, was transferred to their credit department in Atlanta before being promoted to his position in Boston. He has 8 years of experience in manufactured home, RV and boat lending. He is also a graduate of the University of Central Oklahoma.

Milton McCammon, Credit Manager, was hired from Profit's Department Stores (the fastest growing department chain in America) where he had responsibility for their credit card promotion operation. Milton "moonlights" as a cattle farmer. His "few hundred heads" of cattle are a small lot by Texas standards but they keep him busy. Milton is a U-T grad.

Angela Williams, Title Clerk and Receptionist, was assistant manager of the Arrow Shirt store in Pigeon Forge, TN. (she denies being a relative of Tim Williams)

Kimberly Denton, Credit Investigator, is a recent graduate

of THE U-T (that's Tennessee, as in the Big Orange Country).***

Application volume picked up early in the month as weather became more moderate in Texas. However, Tennessee weather was not nearly as pleasant, as it was buried in 12 inches of snow and ice for over four days. Subsequently, the office was closed one day and service was delayed. We apologize for this inconvenience.

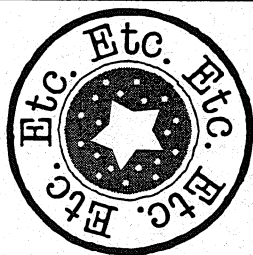
With the additional staff in place, you should expect 8 hour responses on your applications. In fact, with Troy's experience in Massachusetts (the "Minuteman" state) and Milton accustomed to 5 minute reponses to credit card applications, who knows how fast we could become?

Everyone at 21st appreciates the opportunity Nationwide dealers give us every day. We'll continue to prove the quality of our service.

LOOK FOR A BIG PROGRAM ANNOUNCEMENT IN THE NEXT FEW WEEKS!

***Because they are new to the company, 21st will get away with comments like these for a few months. After that, the honeymoon's over.

President's Club Monthly



Promotions: Tom Bradford has been named General Manager of Nationwide in Abilene. Consistently a top performer at Jack Maxey's Burleson location, Tom most recently had a very successful tenure as Sales Manager at Barry Park's Nationwide in Granbury. Congratulations, Tom!

Corrections from Last Month: The former Peggy Savant, who recently wed, was incorrectly referred to as Peggy Savant-Turner in January's PCM. Her new name is Peggy Savant Lewis. She's doing such a great job in Lumberton, she deserves to have her name presented correctly! Look for more exciting news about Peggy in next month's newsletter...Also, John Smith was incorrectly noted as the founder of several twelve step support groups for sufferers of caffeine addiction. Those programs actually have 13 steps. The PCM apologizes for the errors...

Under the Oaks

Charley Boyer

Mike Heninger, a former child star best remembered as the stunt double for "Rusty" on the hit television series "Gentle Ben", is a longtime sales rep for Oak Creek and pinch hits for Charley Boyer in this month's newsletter.

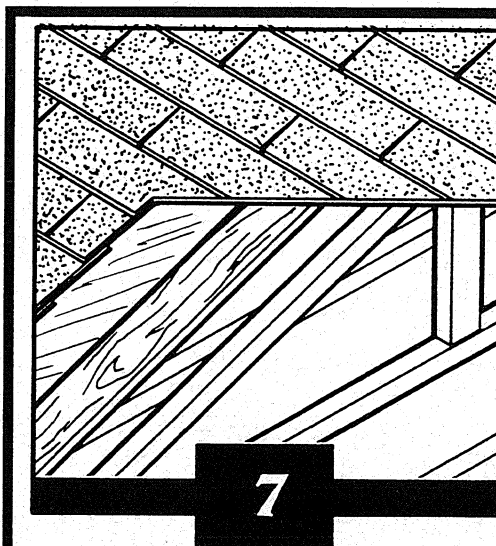
What a Trip!

The "Cabo" trip was great! A big "Thank You" from Charley Boyer and Mike Heninger to all the attending folks who provided a fantastic time and many laughs.

New 2 Bedroom 18x80's!

Remember... the 2 bedroom 2 bath 18x80 is now available in models 1780 BR and 893 BR... These are great homes for the older folks not looking for a small doublewide... 1330' ultra-wide square feet!

New Addition in Service



29 Reasons You Live Better in an Oak Creek Home

Reason #7: Roofs Built with Heavy Duty Trusses and Quality Shingle Application: It's more than just a roof over your head. It's the strongest roof available, designed and tested to withstand 250% of the maximum loads required. Heavy trusses made with solid lumber and steel gang nail plates are 140% stronger than HUD code requirements. Multi-section homes include full length structural plywood ridge beams for extra strength at the marriage point of the home sections. And 210 pound fiberglass reinforced roof shingles guarantee long-lasting good looks. What's more, Oak Creek installs layers of felt and extra applications of roof tar to insure your roof stays weather tight in any climate. Oak Creek substantially exceeds industry requirements and construction norms to assure that your roof will last for years and years to come.

The Oak Creek Service Department would like to welcome it's newest associate Mary Hinez as service coordinator. Also, be advised that the valued Cheryl HERN is on maternity leave until April.

"In the end, it is attention to detail that makes the difference. It is the center fielder's extra two steps to the left, the salesman's memory for names, the lover's phone call, the soldier's clean weapon. It is the thing that separates the winners from the losers, the men from the boys.

The Whispering Oak Says...

Burleson Service Department Under New Leadership

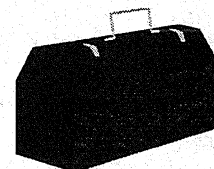
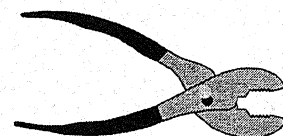
Gail Lohin Joins the Team!

Long time industry professional Gail Lohin is joining the American Homestar of Burleson team as service manager. A friend of many years, Gail worked for Redman Homes 18 years including 15 years as service manager, most recently at the Athens plant.

When asked, Gail shared these thoughts about her new job. "I want a simplified, no hassle service system for our customers, retailers, and suppliers. I'm going to start out by watching, listening and reviewing everything with an emphasis on keeping

the lines of communication open and running 2 ways. I plan to keep retailers informed of the status on each customer service request, either open, closed, etc.

On the home front, Gail is married to Charlie Lohin, the new Burleson Sales Manager and I'm sure they have plenty to talk about after hours.



BURLESON NOTES

Check Out the Exciting Happenings at Burleson

Once again Nationwide Homes and American Homestar of Burleson are working together to create great things. Denton's **Tom Bunnell** and **Christie Lancaster** can attest to the fact that when great minds get together, the customer will get more bang for the buck. The Morningstar 546 is latest example of this amazing synergy. According to the Christie, this new model is so hot, they sold their first one in just a few short days after initial set-up. "It's the quality and floor plan appeal that sets it apart," said Lancaster. Denton's **Robbie Golden** concurred, "It's a nice house, there's no question about that." We at American Homestar of Burleson take our hats off to the management and sales staff at N/W Denton.

Ed's up to his old tricks...

Locations all over our four state area are selling these great new houses at an amazing rate! Just ask Lancaster's great sales manager, **Ed Sampson**... he can't keep them on his location! Everyone has found the secret to success...stock the morningstar! Get ready for the spring rush by ordering now! Let your customer enjoy the quality, the openness, the two living and the incredible price.

Are these guys crazy???

For all you sales pros out there thinking "these guys must be nuts," there is someone named **Jack "Maximum" Maxey** who can attest that we are not. Jack and Nationwide of Burleson had an introduc-

tion to the Morningstar the weekend of the 17th. The show was a big hit. Jack commented that this new line should be a big success for Burleson and is very pleased that the houses show so well. He also boasted that he wrote 8 deals that same weekend. HELLO, EVERYONE! Wake up and smell the coffee, people. The Morningstar is smoking hot! Order yours today!

Call your district sales manager to learn about our super special!!!

Weeks Adds Strength in Burleson *An Important Addition....*

A hearty welcome to **Steve Weeks**, who has joined American Homestar in Burleson as Production Manager. Steve most recently held the same position at Schult's Saturn Homes plant in Gainesville, Texas, where he was involved in that facility's tooling and start up. In addition to the Schult position, Steve was with Sunrizon 8 years, production manager at Redman's Gulfport plant for 6 years, and served as GM at Centennial Industries in Florida.

A Big Springs native, Steve attended Ohio State University on a Football and Track Scholarship and had the honor of playing under Woody Hayes until sidelined with a knee injury. Steve is a qualified TQM instructor, attended the Crosby Quality College and Saturn Auto Quality Training School. He is also a certified Dale Carnegie Instructor. Steve and his wife Mary have 2 daughters in college and a 14 year old daughter at home. His hobbies are golf, fishing and boating.

Lohin Named Burleson Sales Manager *You Know Him, You Love Him*

A special welcome to **Charlie Lohin** who has joined the American Homestar team as Sales Manager at it's Burleson facility. An industry veteran, Charlie is well known by everyone from his years with Redman Homes in Athens.

Charlie is ready to roll up his sleeves and go to work. Anyone who has ever worked with him knows that he is a first rate factory guy with an uncanny sales ability. His finesse with customers is rivaled only by his knowledge of the product he represents and the level of trust he earns with his retailers. Lohin had this to say about the new position... "I want to make the retail centers successful and to be their partner in profit! I'm going to need lots of help and advice from the sales centers to be successful. This is a new challenge for me and I know effort is what will make the difference."

Retailers who have worked closely with Charlie during his tenure with Redman are particularly excited about him joining the Homestar team. "He's an extremely aggressive sales professional whose enthusiasm will bring any team he's part of to new levels," said Nationwide of Mesquite President, **Larry Speck**. "He's truly an impact player." Mesquite V.P., **Don Simonson**, agreed. "8 days a week, 25 hours a day, at work or at home, Charlie's ready to help," said Don, "He's the best rep I've ever worked with and we're a better company for having him."

President's Club Monthly



PRESIDENT'S CLUB CABO TRIP - February, 1996

PRESIDENT'S CLUB MONTHLY February, 1996