The President's Club Monthly

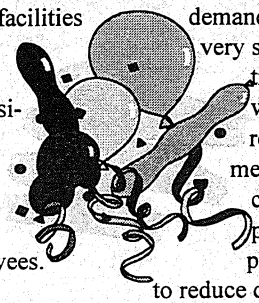
THE MONTHLY NEWSLETTER FOR THE
OF THE AMERICAN HOMESTAR CORPORATION

Company Celebrates Silver Anniversary in March with Opening of Three Retail Locations; Secondary Offering Complete

Special 25th Anniversary Issue!

It was 25 Years ago Today...

In March of 1971, **Buck Teeter** opened the company's first retail dealership next door to a small shopping center in Pasadena, Texas. Then called "Mobile America," this unique retailer set itself apart with it's high volume sales approach and completely original office architecture (the "dome" was known throughout South Texas). Now, twenty five years later, the company is the nation's third largest vertically integrated providor of manufactured housing, including under its umbrella 43 retail dealerships, 3 manufacturing facilities (seven, including the four included in the pending Guerdon acquisition) a transportation division, an insurance company, a new financing partner and more than 1,300 employees.



American Homestar, as we know it today, evolved from the merging of Mobile America's retail operations (at this time with longtime partner **Chuck Carney, Jr.** heading operations) with one of Texas's top manufacturers, Oak Creek Homes. Founded by American Homestar's President and Co-CEO, **Lad Dawson** in 1983, Oak Creek has long been an industry leader, establishing new benchmarks for excellence in both product design, quality and overall profitability. The manufacturing facilities in Lancaster and Burleson, created prior to the merger, continue this tradition. In 1996, the synergy created by the union of these two companies continues to produce dynamic results.

The company went public in July of 1994, raising a substantial amount of capital, much of which has been used to fuel our steady growth. A secondary offering was completed on March 27, 1996, and it too should enable our company to reach new heights. According to lead underwriter *J.C. Bradford*, who described the offering as one of the most popular it has done, demand for the issue was very strong. This was attributed to the overwhelmingly positive response of the investment community to the company's growth plan. The resulting proceeds will be used to reduce debt and further implement the company's high growth strategy (*financial details of the offering will be published in next month's newsletter*). A key feature of this plan is the potential acquisition of Guerdon Homes, which American Homestar took over as management of on March 1, 1996.

In keeping with the company's strong performance, high growth strategy, a new company-owned location in Colorado Springs, Colorado is opening in June of 1996 with Fort Worth President **Ray McKinney** at the helm. This will be the fifth state in which our retail division will have a presence. Also in June, **Larry Speck**'s long awaited Austin SuperCenter will open on Ben White Boulevard. In the meantime, the incredible **Peggy Lewis** will begin working her magic in Lake Charles, Louisiana at a new location scheduled to open in May.

Buck and Lad express their thanks to all of the people who've made this journey such a success. This is not the story of a few people, but hundreds who continue to do their best to make American Homestar a leader in the manufactured housing arena. Here's to the future, it is ours to make!

G.M. Training Gets Into High Gear

Few companies in any industry invest as much time, money and effort in their employees as American Homestar. With the newly expanded General Manager Training program, recently instituted by **Lanette Carpenter** in partnership with retail's President's and Regional V.P.'s, the company has taken it's training program to a new level. The recently held OP 551 class introduced many new and established G.M.'s (and potential managers) to the

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Check Out the 3rd Quarter Contest Results on Page 4!!!!

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MARCH, 1996

General Manager Training Hits its Stride

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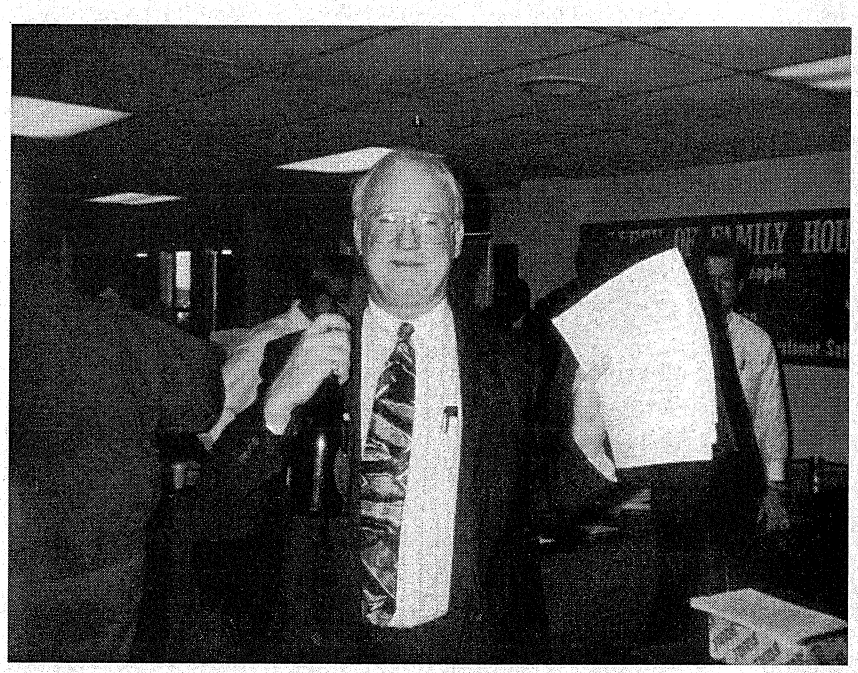
principles and policies of their job as taught by four guys who had been there and done it themselves: **Jim Clark, Larry Speck, Ray McKinney** and **Chuck Ladd**. The two day course was a huge success. "You think that, after doing this job for a while that you know everything," said Albuquerque G.M. **Jim Lee**, "well, all I can say is spend two days with these four pros, and you leave a much more knowledgeable businessman." Granbury G.M. **Barry Park** concurred, "it was, by far, the best training I've been a part of since joining this company. The information was practical and the discussions enlightening."

As with all new training, class participants were required to take exams at the end of each major section. Though many students excelled, one in particular set the standard to which all were compared. The amazing **Chet Kearney** was the only person to score a perfect 100 on EACH (or for that matter, either) test. As you can see in the picture at right, Chet received a bottle of Dom Perignon for his accomplishment. Hey, this guy may be going places!



Regional Vice President, **Chet Kearney**, shows off his prize for achieving the highest score overage in the most recent G.M. Training Class. Well done!

From left, Corpus's **Danny Rudd**, R.V.P. **Chet Kearney**, New Braunfel's **Diana Stoeltte** and El Paso's **Aaron Huttsell** take in the course material.

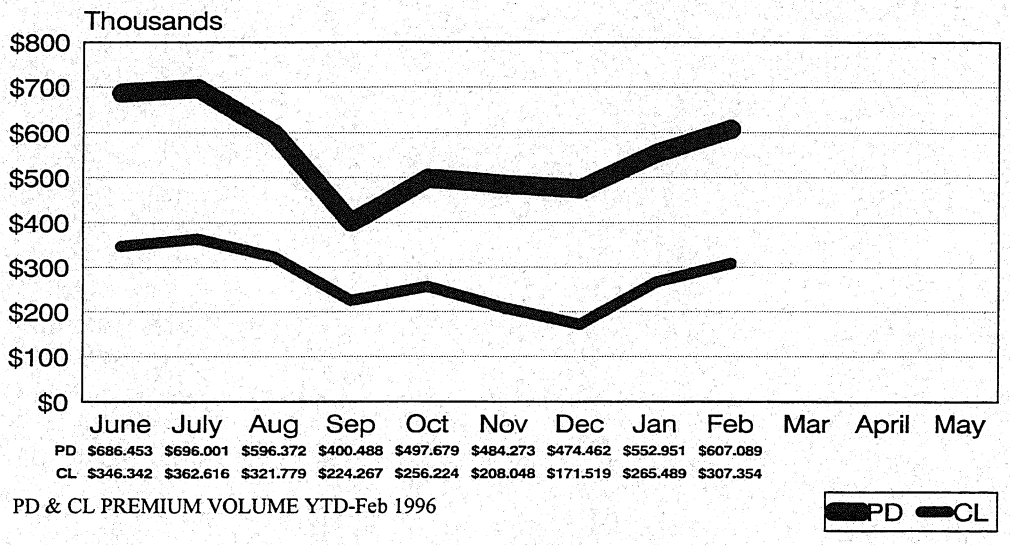
As reported last issue, the G.M. Tracker training continues to make a difference. Recent graduates include **Jim Clark, Jim Tierney, Craig Pickett, Jack Williams, Jack Maxey, Tom** "9 Deals my First Month" **Bradford** and **Bill Hicks**. "For those who think Tracker is just for pulling up call back sheets and generating traffic reports, as they say, 'you're a lost ball in tall grass'!", said Burleson's Maxey. "I feel that Burleson is as proficient and dedicated as anyone at using the system, but after this class, I realize that we have not even scratched the surface in terms of it's capacity. Also, it's easy and taught at a nice pace. If you think you have to be *Bill Gates* to attend, you're wrong!"

Laurie Lowery

Insurance Today

FEBRUARY II, THE SEQUEL

You may have noticed that in last month's newsletter I referred to February results and the February Credit Life contest. No, I am not psychic....I just goofed! Those results were actually for the month of January. My apologies go out to all that were more confused than I. The real February however, continued the upward trend started in January as illustrated by the graph below. The most surprising surge being in the sale of extended service insurance, which has jumped in the last few months from a historic 40% penetration to around 60%.



PD & CL PREMIUM VOLUME YTD-Feb 1996

Although virtually every store contributed this month, a few were outstanding in their push for "second sale" profits. **Jack Smith**, new Business Manager for NW-Denton, finished with almost 20K in insurance and finance profits. **Cathy Jackson**, of Lancaster fame, continues to set the standard for excellence with perfect penetration and excellent finance management. **Brad Carlton**, Instant Living -Gulf Frwy, has set his sights on the Gold level and it shows. He continues to pull in high penetration and big finance dollars.

F.Y.I.-

Credit Life Rating Program.... We have recently received a new rating disc that will not only rate for Texas, Oklahoma, New Mexico and Louisiana, but also Colorado and Arkansas. Please let us know if you would like a copy of the updated disc.

Misrated Credit Life.... We have found a commom problem in misrated credit life policies. The "contract date" and the "1st pay date" should always have a 30 day spread which will make your "days to 1st payment" also equal 30. The certificate gives us the option of a 14 day waiting period or a 30 day waiting period. As the majority of our loans have a 30+ day waiting period it is best to stick to 30 days. On my rating program, I have entered a set of dates that leave me 30 days and each time I do a quote I just enter through those prompts and the dates stay the same. This keeps the rating consistent and saves some time.

American Bankers Pulls Out of 2nd Tier Coast (TX & LA).... Effective April 1st, American Bankers will no longer accept physical damage business in second tier counties on the Texas coast and all coastal counties on the Louisiana coast, in an effort to limit its exposure in these hurricane prone areas. They are only accepting 1st tier business in Texas because their product excludes flood and windstorm coverage. In the Texas second tier , we should be able to utilize Foremost when possible and American Modern if all else fails. Please make sure you double check your flood restricted areas and territories!

BUSINESS MANAGER CREDIT LIFE CONTEST

Back in January, notice of the upcoming credit life contest-went out by fax and by mail. Surprisingly, few people knew about the contest. For those of you in the dark, the promotion awarded those with 70% penetration and at least 5 credit life policies in the month of February, a plaque and a check for $200. **Winners include:**

Brad Carlton, I.L.-Gulf Frwy
Bruce Reynolds, I.L.-Gran.
Randy Wilson, NW-South
Cathy Jackson, Lancaster
Jim Rea, I.L.-Spring
Jack Smith, NW-North Texas

RACE FOR GOLD
Bus Mgr PC Club

Single Store BMs:

Levels: 400 Gold, 350 Silver, 300 Bronze

Jim Rea 408 pts
Marc Beauchamp 397 pts
Mitch Brown 264 pts
John Gutierrez 222 pts
Brad Carlton 184 pts
Randy Wilson 158 pts
Ken Johnson 152 pts
David O'Reilly 149 pts
Teri Raymond 146 pts
Peggy Romero 133.0

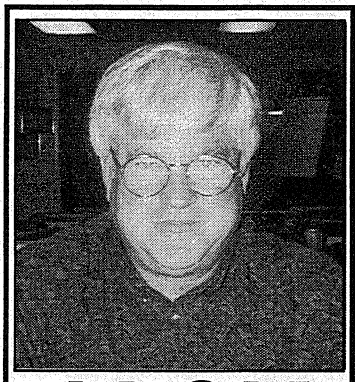
Multi-Store BMs:

Levels: 600 Gold, 525 Silver, 450 Bronze

Cathy Jackson 447 pts
Bruce Reynolds 344 pts
Bryan Grace 183 pts
Phil Kussman 128 pts

Remember: #1 BMs in both categories go on PC Trip in July. All other Gold level winners go on the 2nd trip in Sept!

WHO'S HOT February - A Month Short on Days and Long on Profits!



JACK WILLIAMS Mover and Shaker

Finally, loyal readers, you get to see the face behind the profits! The amazing **Jack Williams** has a lot going on right now. His list of recent accomplishments include...

1) Promoted to G.M., effective June 1.
2) Won first place (and $2,000) in the third quarter contest!
3) Sold 14 homes in the last three months.
4) Just graduated with honors from two G.M. training classes.
5) Accidently discovered cure for cancer while attempting to make eggs benedict.

Congratulations, Jack. You are truly *living large*!

Peggy Turner
Nationwide in Lumberton

Holy smokes, this woman can sell manufactured housing! Check out the proof: 10 new home deals in February, 45k in p.g. and 78.0 President's Points! Alright!

Bad Billy Hopkins
Instant - Gulf

Five big new deals for Instant-Gulf's resident superstar! This man obviously likes to travel in style, as he was on last year's trip and he's making a run for this one. Go Bill, Go!

Ed Sampson
AHFO Lancaster

He's a sales manager, a top performer, and as those who know him can attest, a great guy! Ed made it happen in February, knocking down five big new home deals and earning 61.5 President's Club Points in the process!

Cesar Garza
N/W New Braunfels

Hey, **Diana Stoeltte**'s location has got off to an incredible start, and Cesar is a big reason why. In February, he rocked Central Texas to the tune of six big deals and 56.9 President's Club points. Nice month, Cesar... we expect more great things!

Elaine Snouffer
N/W Desoto

Longtime pro Snouffer was back in the saddle in February, earning 53.9 President's Club Points on four new home deals. Nice going!

George Bush Nixon
Instant - Gulf

As Presidential as ever, the big man down South took it to the competition in February, putting five happy constituents in manufactured homes. Hail to the Chief!

Samuel Sims
Nationwide Tyler

Mr. Sims is showing the East Texas market what he can do. Hows this for good production... 5 new homes, 32k in p.g. and 49.0 P.C.P.'s. Well done, Sam!

M'Lissa Manning
Nationwide Tyler

Not one to be left out of the party, M'Lissa once again showed our reading public why she is the company's number one salesperson year-to-date. In February, she took down five big deals for 38k in p.g.!

Paul Taylor
Nationwide Lufkin

Paul's a salesman with talent to spare, and word on the street is that he's getting ready to make his run for the big cruise. In February, he got the ball rolling with 8 big deals!

Jack Doss
Advantage Jacksonville

He's been under the weather for a while, but Jack, arguably the most successful manufactured salesperson of all time, is back with big numbers. In February, he scored four deals and 46.9 President's Club Points.

Carrie Shipp
Instant - Granbury

Dave Davis says this girl's going to be a "true superstar" and in February, she showed everyone why... 46.7 P.C.P.'s on four big new home deals. Keep it going, Carrie!

The 3rd Qtr Contest Winners

1) Jack Williams, Jacksonville, 139.1 pts, $2,000
2) Richard Loftin, Cleveland, 123.9 pts., $1,500
3) George Bush Nixon, Ins. Gulf, 115.4 pts, $1,000
4) Larry Key, Ins. Granbury, 112.4 pts, $750
5) Peggy Turner, Lumberton, 104.5 pts, $500

WHO'S HOT

Foy, Lowery Winners of "Name this Newsletter" Contest

After weighing the six finalists, Lad and Buck have decided on a new name for the revamped version of this newsletter. Though it will not be revealed until the new format is released in May or June, we can announce that Huntsville's **David Foy** and Western's **Laurie Lowery** both submitted the winning entry. They will split the $200 prize money. David says that he will use his winnings to add a new wing onto his house, while Laurie is said to be spending her's on a new pair of jet ski's. Well done, David and Laurie!

Mary Hohn-Ply
Nationwide Midland
Hey, Mary's back with a vengeance! In February, she showed everyone those numbers that made her famous... four big deals, 25k in payable gross and 44.9 P.C.P.'s!

Michael Jones
Advantage Longview
He's name is new to this column, but I wouldn't be surprised to see it here in the future... Mike looks to have the "right stuff." In February, he took down four big new home deals for 25k in p.g.!

Ron McClure
Nationwide Burleson
It looks like Jack's got ANOTHER star on his hands... Ron lit up the sales stats sheet in February, taking down four new home deals with an average p.g. of over 7k!

David Foy
Nationwide Huntsville
Well, this obviously should be called the "David Foy Page" (see article at left), as this guy is making waves in every way. In terms of sales, he sold 5 homes for 30k in payabel gross in Feb.! Holy Cow!

David McMichael
Key-Athens
Key-Athen's new acting General Manager took one last dance as a salesman and waltzed away with four big deals and 30k in payable gross. Well done, David!

Carey Hulon
Nationwide Granbury
Holy smokes... has any one salesperson ever sold seven new homes in one month at Granbury Nationwide before? Well, Carey did! Heck of a month!

Nick DeBlasio
Nationwide Huntsville
Five big deals for Huntsville's distinguished sales dude extraordinaire! His excellent volume earned him 36.9 President's Club Points. Well done, Nick!

Toby Cooksey
Nationwide Mesquite
Month after month, someone from Mesquite will step up and have a great month. In February, it was Toby, he pushed out four big deals for 20k in payable gross. Nice month!

James Baronet
Key Homes Bryan
Ron Beauchamp's already doing an impressive job turning around Key in Bryan. Salespeople like James are a big reason why... in February, five new home deals for 34.9 P.C.P.'s.

Christi Lancaster
Nationwide Denton
What could be written about Christi that hasn't been already? She's awesome, but regular readers already know that! In February, she took down four big new home deals for 20k in p.g. and 34.8 P.C.P.'s. Alright!

David Rexrode
Nationwide Boerne
Well, big David is making an impression in beautiful Beorne, Texas. In February, his five deals brought the location to new heights. Nice month!

Linda Lewis
N/W Cedar Park
Hey, how does this superstar follow up a month like January (six big new home deals)? By selling four more in February! Now that's consistency! All totalled, Linda earned 23.1 President's Club Points on four new home deals!

Lancaster News

Brian Shaw

Shaw, a former Calvin Klein model who gave up his "brief" career for a more stable job, is now a sales rep. for American Homestar in Lancaster

Model 540 on Fire!!!

Special thanks to **Dave Davis**, Instant Living Granbury, for making the Wheel Estate 540 one of our hottest models of the month!!! He sold 5 whopping 540's last month. Also, **Bill Hicks** (Nationwide Lorena), **Diana Soeltte** (Nationwide New Braunfels), and **Jim Mixon** (Nationwide Rosenberg) have some customer sold 540's under their belt.

The new 540, 28x44, 3 bedroom 2 bath doublewide features a front corner kitchen with a sunroom breakfast room with a pass through bar over-

Continued on Page 6

Under the Oaks

Charley Boyer

Charley, a former Opera Singer and lost member of the world renowned "Four Tenors" , is best known as being the jam-on-it Sales Manager of the incredible Oak Creek factory.

Oak Creek Meridian on the Way!!!

Yes, that's right... the Oak Creek Meridian Product Line will soon be born! Product development for the transition of this widely accepted product is well underway and a prototype is scheduled for the first week of April. We are currently evaluating any Standards and Optional designs which has created service or manufacturing problems, this information should be available by the last week of March for each of you to review!!! The original Model offering looks like it will include the 852, 858 and the 840 with all three models offered with Meridian Specifications and not the MVP or Lifestyle's specs. The Model #'s will change to a different format to help distinguish them from AHS Burleson production and blend with the Oak Creek Model numbering system. Look for a product information flyer in the mail and in the next PCM.

Oak Creek Scores with HUD!!!

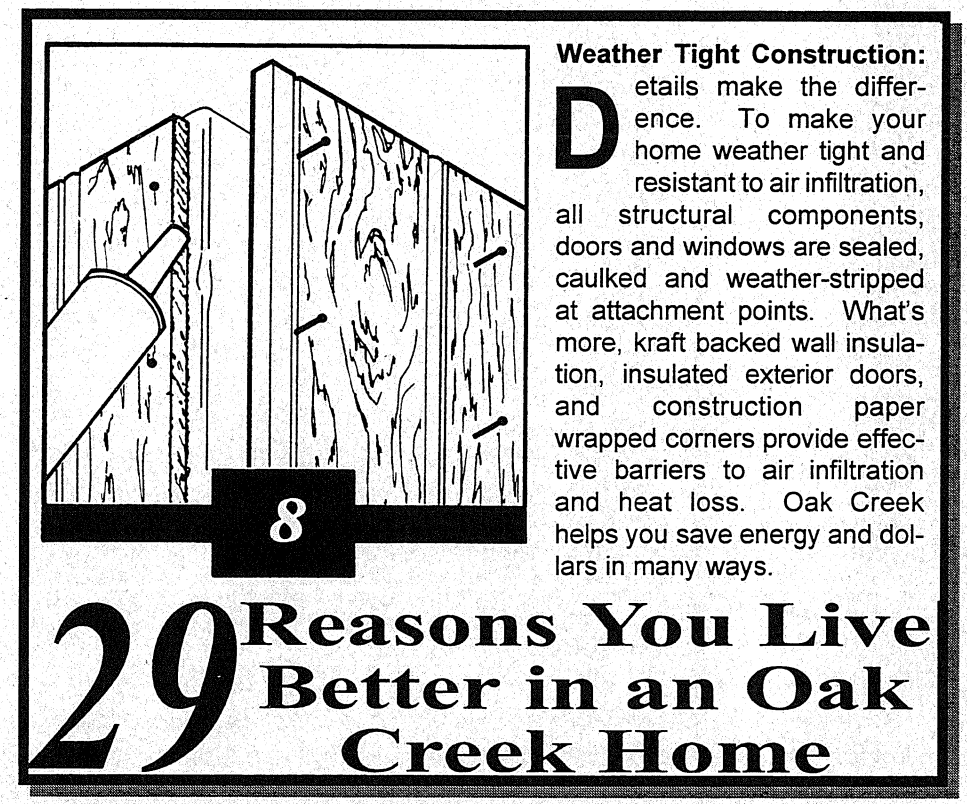
Each manufacturing facility which is approved to build homes to the HUD program are continuously reviewed and audited by an independant inspection agency! Once or twice a year, each of these factories are also audited by HUD National Inspection agency to rate each manufacturer for compliance, as compared to all other manufacturers in the nation. I am pleased to announce that a recent audit of your Oak Creek factory was rated #1 as compared to other facilities. A point system is used, with the lower the number, the better the score. Points are added for areas of "Systems Problems" = Do your people know their jobs. "CCI or Code Compliance Items" = Number of items which do not meet the Code! And "Average Points" = Number of minor or major code points observed on any given production day. The National Averages and Current Oak Creek scores are as follows:

	AVG SYSTEM PROBLEMS	AVG CCI	AVG POINTS
NATIONAL	1.4	5.2	49.9
OAK CREEK	0	2.0	10.0

Several competitors scores were well over 100 points. Ask any of your outside suppliers of homes what their most recent scores were! I know you will find that Oak Creek continues to rate the best in Code and Customer Satisfaction Indexes!!!

The Whispering Oak Says...

"Sell as many Southern Star #1780, 18 wides as you want.... We will always build MORE...."



Weather Tight Construction: Details make the difference. To make your home weather tight and resistant to air infiltration, all structural components, doors and windows are sealed, caulked and weather-stripped at attachment points. What's more, kraft backed wall insulation, insulated exterior doors, and construction paper wrapped corners provide effective barriers to air infiltration and heat loss. Oak Creek helps you save energy and dollars in many ways.

New Southern Star Multisectionals...

When you talk, we listen! Additions to the ever popular Southern Star Multi-Section Product line are well underway and your input was our main focus! In the next few weeks we will be introducing 2 new Southern Star Homes:

Model #963: 28x64 3 BR, 2 BA w/ separate family room

Model #983: 28x80 4 BR, 2 BA w/ parents retreat

Final design work is under review and engineering time will be allotted very soon! These new models will round out the Southern Star product line for the Spring Selling Season. Look for these new designs on your fax and in the mail soon!!!

BURLESON STAR NOTES

by Charlie Lohin

INSTANT GULF CATCHES FIRE IN FEBRUARY, COULD BIG DAWG BE THE REASON? **You may remember *Jim Taylor* as the man who made the SuperCenter the number one location in the company last year. Well, he's now working his magic at Instant Living on the Gulf Freeway, and his new location is making a serious run at the title of top location for fiscal year 1996. In February, he made $90k in pre-tax profit and moved into fourth place with three months to go. A location that Taylor personally oversees has been the number one sales center company-wide 9 out of the last 18 months. Watch out... the Big Dawg is on the hunt!**

Charley Lohin, best known as a longtime sales rep for Redman Homes in Athens, has also achieved fame as the host of the popular TV do-it-yourself show, "This Old Trailer." To the great joy of many (including this editor), he has recently joined the Burleson team as Sales Manager.

Spring is the time of rebirth and American Homestar of Burleson is bursting forth with new, exciting decors and floorplans!! The new Benchmark and Lifestyle product lines are geared more to the mainstream market with all new cabinet colors, warm, bright, wall vinyls and functional roomy floorplans. Look for upcoming fax's introducing the new Benchmark and Lifestyle product lines!

Each new Benchmark and Lifestyle home will be highlighted for one full week! Features of the plan, new standards, price points and comparisons will help prepare each sales staff to Sell! Sell! Sell! Watch the fax to get the facts about the new Benchmark and Lifestyle.

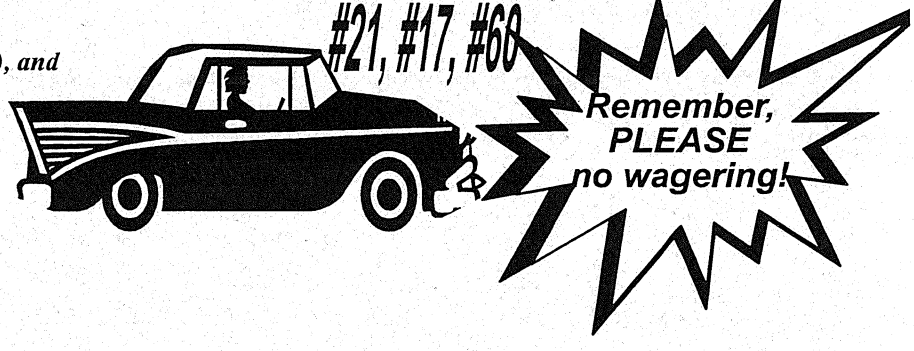
The new lower price points are already working. Just ask **Brian Shear** of Greenville, who sold a 28x80 parent's retreat sight unseen, or **Barry Rogers** at New Iberia, or **Ed Sampson** in Lancaster, or **Christy Lancaster** in Denton, or **Ray Cox** in Longview, or **Jo DeRoven** and **Bill Straus** in Burleson, or **Debbie O'Kelly** in Rosenberg, or **John Raine** in Desoto. All of these top sales pro's have recently retailed the new market friendly homes. Don't delay, sell those better looking, lower price point, Benchmark/ Lifestyle homes today!

The Race for Top Location Continues

Jim Clark Holds to Lead

***Tyler Nationwide*, Jim Clark behind the wheel.** Jim and his amazing cast of sales gurus keep churning out the profits month after month. They've been number one since early this year and haven't relinquished the rank. Word on the street...*having a slow March, can be caught....*

***Denton Nationwide*, Robby Golden behind the wheel.** Quietly and consistently, this amazing team has put the big numbers on the board all year long. They've got the talent, the homes and the ambition, but can they keep the Big Dawg off of their heals? *Watch out...*



Burleson (Jack Maxey), Instant Gulf (Jim Taylor), and Mesquite (Dave Shetler): These three locations are within $3,000 of pre-tax profit of each other! Maximum has his team geared up and selling like madmen.... Shetler's been fired up all year and has one of the company's top sales staffs, but will they hold off the big dawg (see story above)?

Lancaster News

Continued...

looking the kitchen sink into the living room. Standard features are noted in the box at right.

In our continuing effort to provide you with a price leader doublwide, we are proud to announce the extension of the $495 discount on this model from April 15 through May 31st.

New Faces at Lancaster

We are happy to announce our new Service Manager, **Dan Davis**. We recruited Dan from Redman Homes in North Carolina. He was with Redman for 16 months and Fleetwood for 23 years previously. We also want to thank **Mark Gillam** for his time and contributions to our service deparment. Mark is now with American Homestar of Burleson.

Lance Freeman is coming back as one of our supervisors in the plant. He took a job venture for 6 months with Schult Manufactured homes in Bryan, Texas and is very hppy of his return. Lance has been with us for about 3 years previously.

Spring is Here!

Spring is here and buying is in the air! April is already on fire for Lancaster product. Most of you have experienced the March Madness last month. We at Lancaster just want to remind you to always check your confirmations more closely along with your customer paperwork. Doing this will make things 100% better, more efficient, and will create a happier customer with a sure sale. Please remember, the confirmation speck sheet is the only tool that our people in production use to build the home. It is the FINAL and ACTUAL order form.

If you have any questions, please feel free to give us a call. Thank you and good selling.

Model 540 Standard Features

House type front door with storm, Exterior Masonite Siding, Composition Shingle Roof, Sherwin Williams Exterior Paint, Cladboard shutters, Utility room with freezer space, G.E. appliances, 60" Garden tub (mbath), Entry Armstrong Lino, Mini blinds and drapes t/o, 6 door kitchen pantry, cathedral ceilings t/o, and many more!

Telemarketing - Outbound Follow-up Calls

Lanette Carpenter

Why are follow-up calls uncomfortable? The answer is very simple: most are not planned. The typical "no game plan" follow-up call goes something like this...

Mary: Hello
Salesperson: Hi Mary, this is George with Nationwide Housing. How are you today?
Mary: I'm fine.
Salesperson: That's good. I was just calling to see if ya'll had thought anymore about that doublewide ya'll looked at here last Friday.
Mary: Well, no, we've been really busy.
Salesperson: Well when do you think ya'll might come on back by to look at it again?
Mary: Oh, I don't know. Maybe this weekend.
Salesperson: We'll that sounds good... I'll to see you this weekend.

This call had no specific purpose. It is a "howdy-dowdy" call. A "game planned" follow-up call has an exciting story to tell, it has a degree of urgency built in, it is personalized and it sounds like this...

Mary: Hello.
Salesperson: Hi, Mary. This is George with Nationwide Housing. How are you doing?
Mary: I'm fine.
Salesperson: Great. Listen, I just got out of a meeting where our General Manager announced an exclusive special program that Oak Creek is sponsering for our sales center. Because you and Bob were interested in an Oak Creek, I wanted to run in here and call you as soon as possible.
Mary: That sounds good. What is the special program?
Salesperson: The way it works is Oak Creek issued us three certificates. The certificates will be issued to the first 3 families who invest in an Oak Creek between now and April 15th. There are 3 different prize packages to choose from. I told my General Manager to pencil your name in on one of them because I really don't want you and Bob to miss out.
Mary: What are the three prize packages?
Salesperson: I don't have the prize sheet in front of me, but I know one had a free washer and dryer and I don't remember the other two. Mary what time does Bob get off work tonight?
Mary: Well, tonight, he has to work until 10:00. How about tomorrow night?
Salesperson: OK, tomorrow night. Would 6:00 or 6:30 be better.
Mary: 6:30.

(Continued on the next page)

Lanette Carpenter

Continued

Salesperson: OK, Mary. Now, I don't think these certificates will be gone by tomorrow night but if they are, I'll call and tell you. So, I'll see you two here at 6:30 pm tomorrow night.

Use the same game plan on everyone you call that particular day, just change the names of the particular products to fit their needs. Make sure to be enthusiastic and ***Bring Back those Be-Backs!***

Champions teaching Champions

A New Program...

As a pilot program, a two-day boot camp was conducted for Nationwide of Mesquite locations on March 19th and 20th. The theme of this boot camp was "Champions teaching Champions." Everyone in attendance was to write a paper about someone whom they perceived to be a champion who has or who is teaching other champions. The 16 papers were presented at the beginning of the bootcamp in order to set the tone for the 2 intensive days of training. They were all excellent. The groups voted on the top 3 papers and the winners were....

1st) **Randy Coffman** (G.M. Cedar Park) Randy's paper appears in its entirety below.
2nd) **Phil Essex** (Sales Mgr. in Mesquite)
3rd) **Don Simonson** (Regional V.P. - Lanc.)

"We as managers don't get the chance to work with Lanette very often," said **Don Simonson,** "and this bootcamp really made me appreciate what kind of great job she does. What made this training more valuable than most was the role playing."

CHAMPIONS TEACHING CHAMPIONS by RANDY COFFMAN

The story of the individual who most exemplifies championship qualities and transforms those qualities to others begins with a young man growing up in rural Arkansas. He had to face tremendous adversity early as his mother committed suicide and his father was killed. Without parental direction, he chose to face this adversity as a challenge to succeed in life. With determination and desire, he focused on athletics as the way to do it. This passion enabled him to earn his way through college on a football scholarship. This path continued with graduation, his position as Graduate Assistant Coach, to College Assistant Coach and finally with the opportunity as head coach of a major university program. Here he was presented with his first professional challenge. Not only was he undertaking his first head coaching position, but he was taking on a school just hit with NCAA probation.

I had the opportunity to be in this first team meeting in which he was introduced and he informed us of the probation which meant no TV or Bowl Games for us for two years. He also was inheriting a team that had finished number 2 in the country the prior year and was losing 18 of the 22 starters. He opened up the meeting extremely positive, poised and confident. It was this first meeting that he set the tone for our team by using the adversity we were facing in a positive manner.

He challenged us from that day forward to prove to the nation that attitude, determination, self-discipline, character and commitment could overcome any obstacles, thus, becoming a champion. Before he left the locker room, he hung a sign above the door which read "PLAY LIKE A CHAMPION TODAY." From that day on, as we took the field for practice or a game, we were to acknowledge that sign.

He earned our trust immediately by asking the team to help with establishing the goals that we wanted to accomplish. With his leadership, we formed the gameplan that would make us champions. This positive and honest approach earned him what I though was the highest compliment, the title of A PLAYER'S COACH! These qualities allowed us to go our first 33 games without a defeat. He would resign 17 years later with the highest win/loss percentage in college football history. A few of his accomplishments as a teacher of champions are: Three National Championships, 12 Big Eight Championships, 2 Heisman Trophy Winners, 68 AP/UPI All-Americans and a 72% Graduation Rate.

I was recently asked, "Would he allow subpar players on his team?" His major strength was his ability to recognize talent, character and attitude. He felt if you possessed these characteristics, you would be perfect for his winning formula. His persuasive skills were second to none in selling someone on our football program.

In summing up, why he seemed to succeed where so many others fail was because he had a basic philosophy that he stuck with... as long as you can attract individuals who have talent, character and attitude, you will succeed by following these few, simple rules: 1) set clear goals, 2) establish a game plan, 3) practice, 4) Emphasize Teamwork and 5) perform like a champion today! The person whom I have chosen to write about is **Barry Switzer**, currently the head Coach of the World Champion Dallas Cowboys.

The Company's TOP 20 Salespeople

1. **M'Lissa Manning** Tyler 322.0 pts
2. **Richard Loftin** Cleveland 316.8 pts
3. **Bill Hopkins** Instant Gulf, 285.4 pts
4. **Phil Essex** Mesquite 258.4 pts
5. **Mike Levin** Mesquite 248.2 pts
6. **Jack Williams** Jacksonville 243.9 pts
7. **John Estes** Lufkin 235.0 pts
8. **Susan Lewis** Denton 233.1 pts
9. **Christi Lancaster** Denton 232.1 pts
10. **Paul Taylor** Lufkin 227.5 pts
11. **Trey Webb** Cedar Park 225.0 pts
12. **George Bush Nixon** Instant Gulf 216.9 pts
13. **Larry Key** Instant Granbury 216.8 pts
14. **Samuel Sims** Tyler 213.8 pts
15. **Ed Sampson** Lancaster 204.3 pts
16. **David Fortreide** Tyler 202.3 pts
17. **Greg Culverhouse** Seguin 200.6 pts
18. **Clint Fawcett** Instant-Gulf 200.1 pts
19. **Craig Geffert** Instant Spring 196.4 pts
20. **Elaine Snouffer** DeSoto 194.4 pts

Destination #2:

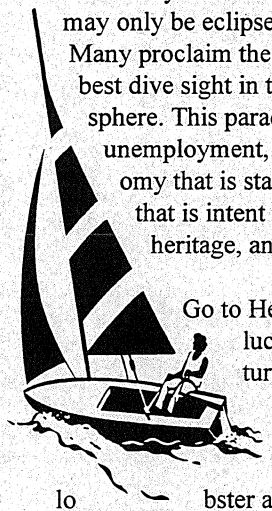
Grand Cayman, Day 4 July 18, 1996

Population : 31200 29,750 on Grand Cayman

Language: English with a distinctive accent that reflects that reflects the Welsh and Scottish heritage and the influence of Jamaica.

The Cayman Islands were officially discovered by none other than Christopher Columbus in 1503. He named them Las Tortugas. Later they were named Cayman Indian for the lizards which are indigenous to the island.

If you are fortunate enough to make it over to George Town you will be able to spend an afternoon with some of the natives, the islands inhabitants include almost two hundred blue iguanas. A treat many local and visitors enjoy the spicy conch stew. some claim there is nothing better. Another culinary treat that is a must is the "turtle steak" The beauty of the beaches and the water may only be eclipsed by what's below. Many proclaim the Cayman Islands as the best dive sight in the Western Hemisphere. This paradise boasts having no unemployment, little crime, an economy that is stable, and a government that is intent on preserving history, heritage, and the environment.



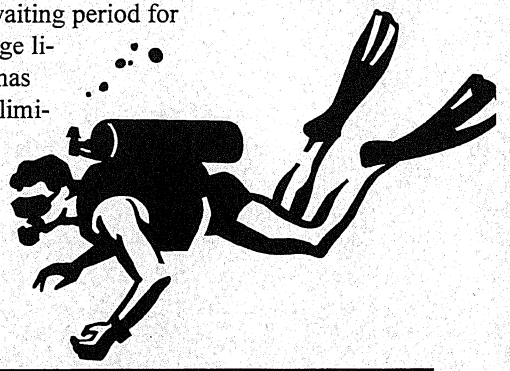
Go to Hell, if you should be so lucky. After a visit to the turtle farm at the northwest end of the island, and a stop by Botaboano where you can buy live lo bster and fresh conch don't forget to view Hell the jagged pieces of rock protruding from the island; its totally Hell! Send a post card to someone on the lot back home from Hell.

Although Seven Mile Beach and nearby George Town are the heart of Grand Cayman and can be explored on foot or by taxi, the rest of the 22-mile long island has treasures that are best discovered by car. Remember driving is on the left. Check out the Treasure Discovery Centre & Museum on Seven Mile Beach.

Tips:

Don't purchase any turtle products; you won't be allowed to bring them back into the states.

Tie the knot in one day. The 72-hour waiting period for marriage license has been eliminated.

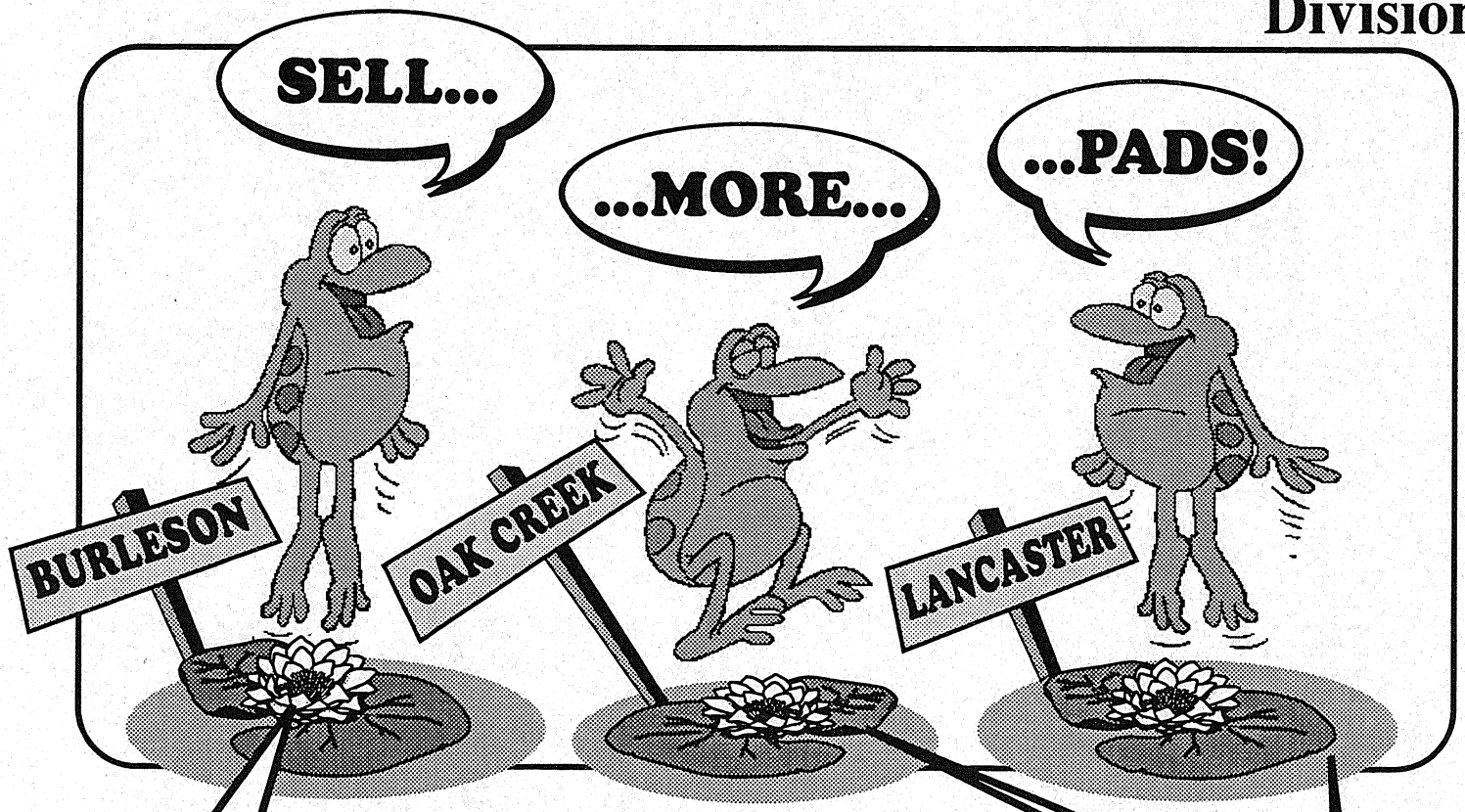


Employee of the Month

Finis "Buck" Teeter - 25 Years of Outstanding Service

"SPRING" THEME

American Homestar Manufacturing Division



Charley Lohin Sez...

"If we had wings,
We wouldn't bump our butt when we jumped.
If you had our hottest pads in inventory,
You wouldn't get your butt jumped!"

Charley Boyer Sez...

"You can be a big frog in a little pond,
or a little frog in a big pond.
The only difference is in...
...THE PADS YOU STOCK!"

Brian Owens Sez...

"We love you man!
But you better have a plan.
To stock our pads,
or come Summer you'll be sad!"

AMERICAN HOMESTAR MANUFACTURING GROUP RECOGNIZES TOP TEN SALES CENTERS

Third Quarter

AMERICAN HOMESTAR

BURLESON

Nationwide Burleson
Nationwide Denton
Nationwide Albuquerque
Nationwide Oklahoma City
Nationwide Burleson
Nationwide Mesquite
Advantage Longview
Nationwide Tulsa
Nationwide Cedar Park
Nationwide Tyler

AMERICAN HOMESTAR

LANCASTER

Instant Living Houston
Advantage Longview
Nationwide Sequin
Nationwide Mesquite
Nationwide Bossier City
Nationwide Cedar Park
Advantage Jacksonville
Nationwide Lumberton
Nationwide Lufkin
Instant Living Albuquerque

OAK CREEK

Nationwide Corpus Christi
Instant Living Houston
Nationwide Boerne
Nationwide Mesquite
Nationwide Midland
Nationwide Burleson
Nationwide Oklahoma City
Nationwide New Braunfels
Nationwide Denton
Factory Outlet Lancaster

BURLESON PLANT + OAK CREEK PLANT + LANCASTER PLANT =

COMBINED

Instant Living Houston
Nationwide Burleson
Nationwide Mesquite
Nationwide Denton
Nationwide Sequin
Advantage Longview
Instant Living Albuquerque
Nationwide Corpus Christi
Nationwide Cedar Park
Nationwide Boerne

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