

Presidents Club Monthly

June 1998

Newsletter for Retail Division of American Homestar

Vol. 1, Issue 1



General Managers

Don Simonson
Dave Shetler
Dennis Williams
John Raine
Mike Levin
Carrie Shipp
Richard Aranda
Brian Shear
John DeRouen
Peggy Lewis
Jim Mixon
Paul Taylor
Lou Pommier
Jim Tierney
David Fortriede
Atley Turner
Ashley Pierson
Bill Wakim
Fred McDonald

Business Managers

Cathy Jackson
Christine Baker
Jack Smith

Salespersons

Charles Jerger
Toby Cooksey
Christi D. Lancaster
Randy E. Wilson
Jo McBride
David Dalley
Ronan Ramirez
Robert Stevenson
Shannon Munns
Roger Williams
Allen Breedlove
Billy Wayne Wilkerson
William Coyle
Vincent Barbour
Anna Wells
Craig Bryant
Rick Fogle
Harrison Hebert
*John Wells
*Trey Webb

*Special Guest due to promotion to GM

Letter from the President Chuck Carney, Jr.

First, I would like to thank everyone for all your hard work and dedication during a very challenging year of growth. We began our fiscal year June 1, 1998 with 54 sales centers and shortly thereafter added 12 additional stores through the acquisition of Bobby Sauls' retail group in North Carolina. We ended the year in Oxford, Alabama 32 locations



stronger, at a total of 86 sales centers. Congratulations Team Nationwide! In looking forward to our new fiscal year, the Senior Management of Nationwide has set a very aggressive expansion plan. This plan includes opening 30 to 40 retail sales centers over the next 12 months. Target areas for growth are North Carolina and South Carolina, Kentucky, Tennessee, Arkansas, Louisiana, Mississippi and Texas. With our restructured organization, we have a strong foundation in place to implement our plan systematically over the coming year.
(continued page 4)

In This Issue...

Presidents Club Winners	2
Top SCs & GMs/ Cabo Trip Winners	3
Don Simonson: "Elite" Recipient	3
Contests/Top Guns/4thQ Winners	4
1999 Presidents Club Program	Insert

#1 Division	Larry Speck	North Division
#1 Region	Jim Taylor	Region 2
#1 Sales Center	Don Simonson	OCV #51
#1 Salesperson	Charles Jerger	OCV #51
#1 Business Mgr	Cathy Jackson	OCV #51
#1 Office Mgr	Linda Toombs	OCV #51

Presidents Club Monthly

1998 Presidents Club Winners

Gold Level

Name	SC#	Level
Don Simonson	51	Gold
Dave Shetler	60	Gold
Dennis Williams	56	Gold
John Raine	55	Gold
Mike Levin	33	Gold
Carrie Shipp	48	Gold
Richard Aranda	42	Gold
Brian Shear	78	Gold
John DeRouen	26	Gold
Peggy Lewis	16	Gold
Jim Mixon	17	Gold
Paul Taylor	96	Gold
Lou Pommier	15	Gold
Jim Tierney	79	Gold
David Fortriede	59	Gold
Atley Turner	44	Gold
Ashley Pierson	7	Gold
Bill Wakim	90	Gold
Fred McDonald	49	Gold
Charles Jerger	51	Gold
Toby Cooksey	60	Gold
Christi D. Lancaster	30	Gold
Randy E. Wilson	79	Gold
Jo McBride	59	Gold
David Dalley	51	Gold
Ronan Ramirez	96	Gold
Robert Stevenson	51	Gold
Shannon Munns	51	Gold
Roger Williams	98	Gold
Allen Breedlove	55	Gold
Billy Wayne Wilkerson	48	Gold
William Coyle	17	Gold
Vincent Baibour	7	Gold
Anna Wells	49	Gold
Jerry Hughes	93	Gold
Craige Bryant	90	Gold
Rick Fogle	34	Gold
Harrison Hebert	15	Gold
Cathy Jackson	51	Gold
Christine Baker	60	Gold
Jack Smith	78	Gold
Linda Toombs	51	Gold

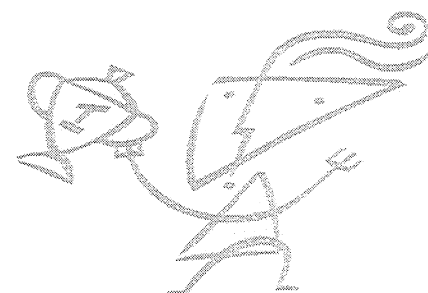
Kim Stafford	60	Gold
Betty Haney	59	Gold
Gracie Hernandez	26	Gold
Chere Kelley	15	Gold
Julia Green	24	Gold
Dottie Moore	55	Gold
Belinda Humphrey	96	Gold
Chandra Pannell	78	Gold

Silver Level

Name	SC#	Level
David Foy	47	Silver
Tom Murphy	58	Silver
Tim White	23	Silver
Ron Burnett Sr.	88	Silver
Greg Benzing	54	Silver
Ed Sampson	35	Silver
Kash Mullins	14	Silver
Daniel Williams	60	Silver
John Wells	94	Silver
Nathan Webb	93	Silver
Lisa Dupre	60	Silver
Joesph Woods	51	Silver
Melvin Moreau Jr.	16	Silver
Gina Reece	39	Silver
Brian Cook	60	Silver
Christopher Allen	90	Silver
David Pritchett	26	Silver
Tom Kline	57	Silver
Joe Crisp	26	Silver
Betty Cox	4	Silver
Jeremy Hickerson	57	Silver
Dean Martin	55	Silver
Terri Raymond	79	Silver
SaDonna Rogers	88	Silver
Curtis Hardick	52	Silver
Dana Tideman	58	Silver
Syndi Calame	33	Silver
Bekki Miller	14	Silver
Devra Norton	79	Silver

Bronze Level

Name	SC#	Level
Robert Wadsworth	73	Bronze
Jim Phillips	70	Bronze
Russell Crawford	52	Bronze
John Jackson	34	Bronze
George Ramirez	96	Bronze
Susan Bryant	47	Bronze
Chad Lake	17	Bronze
Pamela Colley	47	Bronze
Michael Howell	48	Bronze
Barbara Moeri	46	Bronze
Ronald Crawford	70	Bronze
Rex Whaley	14	Bronze
Shane Harrington	65	Bronze
Anthony Slaughter	7	Bronze
Robert Sauls Jr.	3	Bronze
Robert Emfinger	94	Bronze
Aaron Walton	64	Bronze
Floyd Palmquist	79	Bronze
Ron Whitehouse	16	Bronze
Trudi DeRouen	26	Bronze
Wayne Peacock	56	Bronze
Heather Roemisch	81	Bronze
Joe Carreon	44	Bronze
Rene Lopez	94	Bronze
Leanne Breaux	16	Bronze
Lorenzo Hernandez	90	Bronze
Cindy Garcia	17	Bronze
Pam Huft	77	Bronze
Sandra Foy	98	Bronze
Lori Stuart	34	Bronze
Connie Snyder	64	Bronze



Presidents Club Monthly

Presidents Club 1999 Program

Awards:	Gold Level	Gold PC Watch
	Silver Level	PC Clock Plaque
	Bronze Level	PC Certificate
1st PC Trip:	Gold Level General Managers Top 20 Salespeople Top 3 Business Managers	
2nd PC Trip:	Remaining Gold Level Salespeople Remaining Gold Level Business Managers Top 5 Office Managers	
Eligibility:	Points prorated for Hire Dates between 6/1 & 11/30 Prorated participants are not eligible for 1st PC Trip	

GM Program:	Gold = 1350	Silver = 1200	Bronze = 1050
Points:	<ul style="list-style-type: none"> ● 5 pts. per New Home Unit Sold 3 pts. per 21st Century Deal 3 pts. per Rate Upsale 2 pts. per \$1,000 Pre-Tax Profit Insurance Penetration pts: PD - 85+% = 10 pts CL - 70+% = 30 pts ES - 90+= 10 pts 60 - 69% = 20 pts 80 - 89 = 7.5 pts 50 - 59% = 15 pts 70 - 79 = 5 pts 40 - 49% = 10 pts 60 - 69 = 2 pts 		

Sales Program:	Gold = 750	Silver = 625	Bronze = 500
Points:	<ul style="list-style-type: none"> ● 5 pts per New Unit Sold 5 pts per 21st Century Deal 5 pts per 21st Century Buy Back 3 pts per Rate Upsale 3 pts per Credit Life Policy 2 pts per \$1,000 Payable Gross Fast Start points (same as Business Manager) 		

BM Program:	Gold = 1000	Silver = 900	Bronze = 800
Points:	<ul style="list-style-type: none"> 5 pts per 21st Century Deal 3 pts per Rate Upsale Insurance Penetration points (same as GM) Fast Start: 5 pts per deal in HO by 15th, 2.5 pts per deal in HO by 20th 		

OM Program:	Gold = 800	Silver = 700	Bronze = 600
Points:	<ul style="list-style-type: none"> Insurance Penetration points (same as GM) Fast Start: 10 pts per deal in HO by 15th, 5 pts per deal in HO by 20th 1 pt per 21st Century Deal Bonus Money: <ul style="list-style-type: none"> \$25 for each deal in HO by 15th \$15 for each deal in HO by 20th \$20 for cash deals, floor plan paid in 7 days 		

insert

Presidents Club Monthly

More 1998 Top Dogs

Top Sales Centers New Home Unit Sales

Lancaster	#51
Mesquite	#60
Austin	#56
Denton	#78
Fort Worth	#33
Burleson	#21
DeSoto	#55
Abilene	#26
Lufkin	#79
Gulf Frwy	#17
Lake Charles	#16
Tyler	#59
Houston 288	#28
Tulsa	#58
New Iberia	#15

Top General Managers Pre-Tax / Pre-Bonus

Don Simonson	#51
Dennis Williams	#60
Dave Shetler	#56
Carrie Shipp	#78
Mike Levin	#33

Top Sales Centers Profit

Lancaster	#51
Austin	#56
Mesquite	#60
Fort Worth-OCV	#33
New Iberia	#15
Lumberton	#96
Lake Charles	#16
Azle-OCV	#48
Denton	#78
Burleson	#21
Gulf Frwy	#17
Abilene	#26
Huntsville	#47
New Braunfels	#90
Jacksonville	#49
Tyler	#59
Spring	#64
South Raleigh	#7
Midland	#88
Houston 288	#28
DeSoto	#55



GREAT JOB!

Congratulations Cabo Trip Winners

Jerry Hughes	#93
Daniel Williams	#60
Lisa Dupre	#60
Joe Crisp	#26
Dean Martin	#55
Terri Raymond	#79
Linda Toombs	#51
Kim Stafford	#60
Betty Haney	#59
Gracie Hernandez	#26
Chere Kelley	#15
Julia Green	#24
Dottie Moore	#55
Belinda Humphrey	#96
Chandra Pannell	#78

Don Simonson: Charter "Elite" Recipient

by Larry Speck, D.P.

Don Simonson, General Manager of OCV-Lancaster, began his career with Nationwide in 1985. Although he has always been a great salesman, Don has developed into a great businessman in the last 8-9 years, combining long hours with a focus on sales involvement, goal setting and utilization of company programs. This past fiscal year, Don's goal was to exceed 1 million dollars in net profit. And, that's exactly what he and his team accomplished. As a tribute to Don and other GMs who meet this monumental goalpost the **Presidents Club Elite Award**, a gold Rolex watch, has been created. Mr. Simonson will be the charter recipient of the award. On behalf of Jim Clark and myself, we would like to thank Don for his support and dedication.

Presidents Club Monthly

Merchandising Furnish Your Success

The **OPEN HOUSE EVENT** campaign was a huge success due in large part to the outstanding furnishing, picture and decor package designed for the home by our very own Retail Design and Furniture Director, **Liz Ladd**. You can repeat this kind of success by adding that "sizzle" to any of the featured models below. Please call or fax **Liz Ladd** today at ph# 972-771-1216 or fax# 972-771-4312 and **FURNISH YOUR SUCCESS!**

Promo Models w/ Decor Pkgs.

Lancaster 551	28x52	Moon River
Burleson 772	28x72	CountryCharm
Oak Creek 1701	18x80	Southern Bell
Vicksburg x2661	28x70	Parkwood
Vicksburg 1153	28x70	Windsong
Brilliant 2808	28x80	Green Brook
Brilliant 2809	28x70	Green Brook
Heartland 4483	28x52	Willow Bend
Heartland 1724	28x72	Sunny Brook

Letter from the President Chuck Carney, Jr. (continued from page 1)

Finally, let's all give **Don Simonson** and his team at Lancaster a **BIG NATIONWIDE Congratulations** for a fantastic year! *-Chuck Carney Jr.*

Current Contests

Presidents Club Cabo Classic

Contest runs June 1st through November 30th. Salespersons must sell **25 New Homes** or **6 21st Century BuyBacks/Ford Repos** to win a trip for two to Cabo, Mexico in February!

21st Century Bubba-thon

Promotion runs through July 31st. Every salesperson who sells a **BUBBA** deal, wins a retail logo golf shirt. Once a GM closes 5 **BUBBA** deals, they win a shirt, too! Deal must be funded before shirt is awarded. Send shirt voucher to 21st w/ closing docs. Call 281-334-9761 for shirt voucher.

American Homestar University TOP GUNS

Top Gun winners for the month of June were:

Matt Boone #83 Mobile, AL
David Foy #47 Huntsville, TX
Lee Hall #83 Mobile, AL
Ron Poirier #80 Kingsport, TN
Gary Ramsey #F34 Crockett, TX
Congratulations on a job well done gentlemen!

4th Quarter Contest Winners

North #1 Charles Jerger #51
North #2 Billy W. Wilkerson #48
South #1 Chris Allen #90
South #2 Greg Tabor #56
East #1 Vincent Barbour #7
East #2 Rob Sauls #3
West #1 Todd Davis #31
West #2 Doug Waldman #25

Way to Go Region 2!

Congratulations to Region VP, **Jim Taylor** and all the Sales Centers in Region 2 for being the **TOP REGION** in the country for fiscal 1998. A huge quarter guaranteed Jim and his team the Top Spot. Jim says the credit should be given to his managers and their sales staffs because that is where "the rubber meets the road". Now it's time to defend the title!