

PRESIDENT'S CLUB **MONTHLY** e-news

FEBRUARY 2002:

- Larry Speck, 20 Years and Counting
- Top 25 Salespeople
- Regional Scoop
- Manufacturing News
- Western Insurance Update
- Great Home Giveaway Promo

Larry Speck – 20 Years and Counting

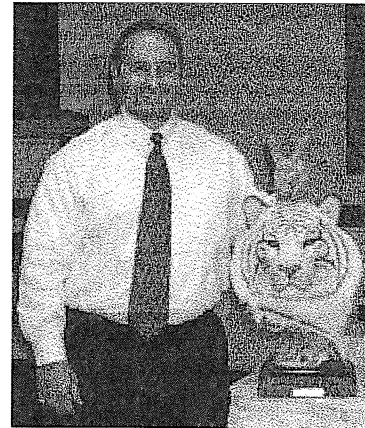
Laurie Lowery

On February 1st Division President Larry Speck celebrated 20 years with American Homestar. These days, spending 20 years with one company is not at all the rule – it is truly exceptional. Especially when your company has survived the “boom”, the “bust”, going public, going bankrupt and back again. This is a career Larry is proud of, a career that has been full of support, friendship, a desire to do the right thing and a desire to win.

The fun began in the 70's when Larry lived with fraternity brother, Chuck Carney, Jr. at Eastern Kentucky University while he was completing a Masters in Criminal Justice Education. The Masters was just shy a dissertation when he decided to join the force as a police officer in 1980. It wasn't long before Larry began to wonder why he was working 3 jobs, 80 hours a week, making only \$20,000 while Chuck and Sam Rice (also a Fraternity brother) were making \$80,000 working in “mobile home” sales. Four days after he began his new job at Mobile America on the Gulf Freeway, he sold his first house and a short year and a half later, Mr. Speck was a General Manager.

For the next five years, Larry would be sent to four different stores in the Houston area. It was not until 1988 when he opened the Mesquite, Texas store as a managing partner for Mobile America and President of Nationwide Mesquite, Inc., that he began the next phase in his career...regional management. Over the next 14 years, Larry grew his region to as many as 38 stores throughout the Central United States.

When asked why he chose to stay with this company after many years and numerous offers to work for competitors, Larry listed a number of reasons. “I've always respected the level of commitment from our core management as well as their desire to “do the right (continued on page 2)



Larry Speck with the coveted (and bunny eared) White Tiger Award for 20 years of excellence.

Top 25 Salespeople

NAVARRO, JUAN 738.01	017
DUPRE, LISA 656.13	045
RUSO, ROBERT 654.07	017
HARVEY, NICOLE 513.28	057
MATTHEWS, BILLY 502.66	078
CRAIG, ROBERT 500.93	094
STALEY, JESSE T 490.42	017
BERRY, DELBERT 477.67	056
TAHT, HARRY	052

Presidents Club Gold Trip Announced

Mark your calendars! The Presidents Club Trip has been booked for August 2nd thru 8th at the Melia San Lucas resort in beautiful Cabo San Lucas, Mexico! Yea!

Triple Points for New Home Units

Beginning with February business, all new home units will earn triple points through May 31st. This can give anyone the push they need to win the Gold!

Regional Cruise Contest Heats Up

One ace salesperson from each region can win a 4-day cruise on Carnival's Celebration ship to Playa Del Carmen and Cozumel May 16-20. Call RVPs for details!

Regional Scoop

Region 2 Highlights

Congratulations to SC#68 in Corpus Christi for being #1 in the region for 2Q 2002! (See team photo at top right)

Region 3 Highlights

Larry Speck

February Mardi Gras Deposit Contest Winners:

1st week: Richard Sage-Lancaster #51

2nd week: Kathy Flanagan-Tulsa #58

3rd week- Nicole Harvey -Greenville #57.

Region 4 Highlights

Jack Maxey

2nd Q – Top New Unit Sales

#1 Lisa Dupre – OCV #45

#2 Patricia Reed – OCV #33

#3 Mike Shea – OCV #33

2nd Q – Top New Home Sales Centers

#1 OCV #45

#2 NW #21 – Mike Levin, GM

February Mardi Gras Deposit Contest Winners:

1st week: Judy Bell #21 w/ 4 deposits

2nd week: Patricia Reed #33 w/4 deposits

Region 7 Highlights

We are proud to announce the Grand Opening of our new Gulf Freeway, Houston store SC#41! Good luck to GM Jeff Girouard and Sales Manager Randy Hale.

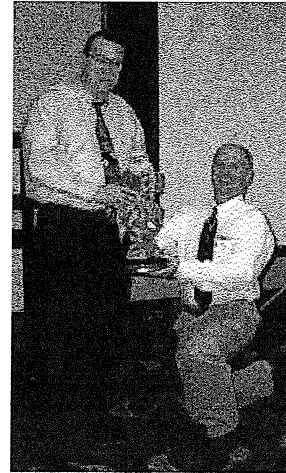
Larry Speck – 20 Years and Counting

(cont'd from pg.1)

thing" by our customers. I'm also competitive and enjoy the winning spirit of this company. I'm proud of this organization and feel my biggest accomplishment has been working as part of the management team over the last year. Seeing this company become what I dreamed it could be is very gratifying." As a veteran of this business, Larry recommends that GMs interested in this kind of career longevity "focus on developing the company, treat customers right and give 100% dedication". After thinking about his journey for a moment, Larry added "This is a great business. My family has been blessed by this business. And, I'm so grateful for the support and the friendships that I've been fortunate to have over the years. That's why I'm here."



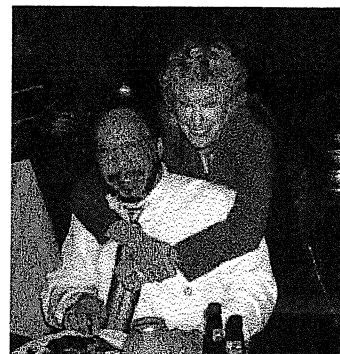
NW #68 Team from right:
Anita Flores, GM Jimmie Dromgoole,
OM Steffanie Grahm and Bill Webster.
(Not pictured Keith Treadway).



NW #21 GM Mike Levin takes the Region 4 Eagle Award from past winner Jack Maxey. His location had the highest pre-tax profit in the region for 2Q 2002.



NW #11 GM Leon Dooley bows before NW #59 GM Dave Fortriede to pass on the Region 3 Eagle Award for highest pre-tax profit for 2Q 2002.



Superstar Lisa Dupre welcomes back SC #55 GM Ed Sampson with a big hug from the whole company!

Our condolences go out to Judy Bell from NW #21 at the passing of her husband,



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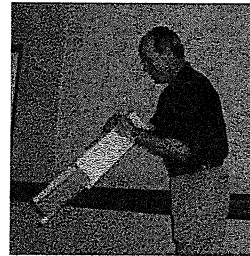
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Manufacturing News

Lancaster Training

Chad Gaston

The Oak Creek Lancaster Plant recently presented product-training classes in the Houston and Austin markets. Information covered during the training included product standard features, construction processes, product updates, product offerings, selling techniques, and a review of the "Family Home Series". The "Family Home Series" features some of the most popular models from the Lancaster Plant. In order to offer the customer the absolute best value for their investment, these homes have "Packaged" options and are presented in "Bronze" and "Silver" packages. (See Rick Hagler in action at right)



Oak Creek's Rick Hagler explains the benefits of using drawers.

Oak Creek Fort Worth Updates

We are pleased to release updated specs, base prices and option prices on all the Oak Creek Fort Worth products, including the converted Benchmark and Lifestyle products. In addition, we have purged our standard lines of low selling and discontinued models. This entire effort has been developed to simplify the Oak Creek Fort Worth line and differentiate it from that of the Lancaster facility. We hope you are happy with the results.



Charles Jerger, top new home salesperson in Reg.3 for 2Q, receives an award from Oak Creek's Mike Heninger and Brian Owens.

Western Insurance Update *Laura Wilson*

Good news on the new Land/Home programs! Western's policies are being accepted by the lenders. 1) We can insure the Appraised Value of the Home, minus the land value or, 2) we can insure the Loan Value, as long as it does not exceed the Home value, minus the land. If you do not know the Appraised Value, figure your insurance premium based on the Loan Amount, and be prepared to send the appraisal to Western with the Tracker application, when you need the binder issued.

Coming Soon!!! Watch for information on the new, higher profit Home Buyer Protection Plan (Extended Service).

Great Home Giveaway Promotion

Nationwide has teamed up with Albertsons and Cox Radio to give away a new Oak Creek Olympia Home to a lucky winner! Regions 1, 2 & 7 are included in the promotion along with 120 Albertsons stores. The promotion kicks off January 30th and runs through March 24th, with the winner being chosen on March 30th at Nationwide #64 in Spring, Texas. The prize Oak Creek Olympia Gold Series Home includes delivery, installation, central air, skirting and steps, or \$30,000 in cash!



Promo participants include (from right) 93Q DJ Johnnie Ray, Nationwide's Juan Navarro, Dave Schwartz, Ronnie Richards, Butch Newman, Tim Foster, Irma Hernandez, Cheryl Cowie, Ron Allison and 93Q DJ Christi Brooks.

February Retail Anniversaries

1 Year

Tim White #35

Jeff Goodrich #54

Robert Lee #54

Nicole Harvey #57

Elizabeth Powell #57

Robert Hamilton #59

20 Years

Larry Speck Div.Pres.

February Retail Birthdays

Juan Navarro	2/1
Robert Hernandez	2/3
Jeff Goodrich	2/7
Larry Thomas	2/7
Robby Golden	2/9
Emory Russell	2/10
Linda Toombs	2/11
Diane Wilganowski	2/15
Christy Wilkey	2/16
Linda Richardson	2/18
Henry Levoy	2/20
Gregory Sailer	2/22
Jesse Staley	2/24
Kristan Thykeson	2/24
Bobby Morrison	2/28
Dave Miller	2/28

Congratulations
Home Office
Employee of the
Month for February:
Michelle Butler

