



**In June  
we focus on  
our Extended  
Family**

## OUR EXTENDED FAMILY

by Beryl Moore

When most of us think of the Crown Int'l family, we think of the people who work in Plants 1, 2, 3 and 4 in Elkhart. But we are much larger than that. The Crown division has 18 reps and 750 dealers; Amcron has 45 distributors and Techron has 10 TEF representatives. All these people are a part of our family. We are dependent on each other.

Reps, dealers and distributors not only sell Crown Int'l products but also help us understand who the customer is and what he might be looking for in the future. These people are our representatives in the field. Most of our customers do not deal with anyone at Crown Int'l directly. They go through one of our representatives.

Because of this Crown Int'l is particular about those who represent us. Do we all uphold the same standards and principles? Do we all serve people in our selling techniques and are we committed to quality? Our entire family needs to understand our corporate mission and principles.

This month the CRIER includes a personal glimpse of a representative from each division. In addition, it will be distributed with COUNTERPOINT, which is printed quarterly by the Crown division for its reps and dealers. Please let us know if you enjoyed the slant of this issue and wish to know more about our extended family in future issues.



### More than just an Interview

*(excerpt from a letter written to Mike Moon by a pilot interviewed for a position)*

I just wanted to drop you a quick note to thank you and everyone at Crown Int'l for all that you have done for me so far. It is one thing to interview a job applicant, but it is quite another to be given the kind of treatment that I have received thus far. I was truly amazed that two of your people took the time to show me around your facility. They both, as has everyone, made me feel right at home - like I was already a part of your family.

It seems that in this day and age people have taken the attitude that nothing is more important than the "almighty dollar." While it is true that any company must be profitable to survive, I find it quite refreshing that there is still at least one company out there that is not afraid to look out for their most important asset - their employees.



### Phone Number Concert!

by Larry Green

*(thoughts from May 12th Value of the Family Day)*

Who can take the last four digits of your phone number and turn it into a waltz, a jazz piece or any other style of music? Dick Lowey, a psychologist, speaker, and very accomplished pianist can and did! As various employees shouted out their last four digits (no zeros, please) Dick's keyboard magic transformed them into exciting musical compositions. I wonder what he could do with a social security number?

*(more on page 7)*

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We, the Executive Leadership of Crown International, Inc., are committed to:

**ACCEPT** the fact that poor quality is the result of poor management.

**KNOW** the cost of non-conformance.

**PROVIDE** education so all of our employees know what is expected.

**BUILD** a management system to meet the customers' desire for products or services that are **DEFECT FREE EVERY TIME.**

Don Eger

A handwritten signature of "Don Eger" in cursive script.

Mike Moon

A handwritten signature of "Mike Moon" in cursive script.

Terry Frick

A handwritten signature of "Terry Frick" in cursive script.

Clyde Moore

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Bill Goheen

A handwritten signature of "Bill Goheen" in cursive script.

Gil Nichols

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Gerald Stanley

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David Bowers

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Dave McLaughlin

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May 1990



# GLIMPSES OF OUR EXTENDED FAMILY

by Greg DeTogne



## SHUTTLE SOUND, LONDON, U.K.

Founded nine years ago this June by Tony Oates and Mark Burgin, Shuttle Sound operates two distinct pro audio businesses from their headquarters in Southwest London. On the one hand, they act as international distributors for all Amcron products, and handle many other top-name lines as well. Conversely, they are also a world-class contracting firm which specializes in large-scale installations. A glance at

the geographic locations where recent installation contracts were awarded to the firm reads like a travel agent's list of exotic places for the serious traveler. Shuttle Sound's crew has found itself (among other places) working in Hong Kong at the Royal Jockey Club, in Algeria, a mosque in Jordan, and at a bank in Bermuda. According to Sharon Oates, who provided the CRIER with this information, Shuttle Sound is also involved in the sound system renovation of a major stadium in the U.K.



## AUDIO SPEAKER TECHTRONICS INC., NEW YORK, NY

Better known by its clientele merely as AST, Audio Speaker Techtronics was founded 50 years ago by Tony Grobarcik. As part of NYC's fabled "Radio Row", the original facility occupied a space where the World Trade Center now stands in Lower Manhattan.

"Tony started this operation in the days when New York City was the capital of high fidelity and audio innovation," present-day Vice President of Marketing Michael Kramer recalls. "Back then Radio Row was home for a variety of electrical parts suppliers, hi-fi shops, and tinkerers and inventors. Tony, along with many of the original audio pioneers, was a part of that scene, and made his living by repairing and designing loudspeakers."

In 1962, The World Trade Center moved in on the block, displacing Radio Row in the process. Tony relocated his shop and, at roughly the

same time, picked up a partner named Aaron Kramer, who just happens to be Michael's father. In the early '60s, the two men set forth on an evolutionary path which led the business to what it is today: a full-service pro audio sales center which also designs and installs turnkey sound systems. By the late '60s, Tony's son Richard entered the business and today he shares equal partnership status with Aaron.

The modern AST still resides in Lower Manhattan at 250 W. Broadway, just 2 blocks south of Canal. For the past 15 years, they have been authorized Crown dealers. "We rely heavily upon Crown's Macro-Tech 1200s and 2400s," Michael Kramer told the CRIER. "They're the foundation of many of the loudspeaker systems we've installed here in New York. We've always favored Crown because of their reliability, sonic quality, and technological innovation. In fact, the most reliable jobs we do are done with Crown amps. And as anyone in this business knows, performance reliability in a system is what makes customers happy."



## AUDIO MARKETING ASSOCIATES, BRECKSVILLE, OH

Founded in May, 1974, by current president and owner Bruce Hagen, Audio Marketing Associates makes its home in the heart of Buckeye country in Northeast Ohio. Serving Ohio, Western Pennsylvania, and West Virginia, AMA specializes in selling both consumer and professional audio products, although 80% of their business is done on the pro side. Staffed by Vice President Read Wineland, Sales Manager Floyd Cosmi, and Bill Oates, the firm has made great strides with Crown electronic products and Techron.

"Selling Crown products is a rewarding experience," says Bruce. "What makes it that way is the fact that Crown is a high-technology company and a leader in innovation. With that kind of support, it makes it nice for everyone."

Hagen reports that he has had a tremendous response to Techron's products, especially the

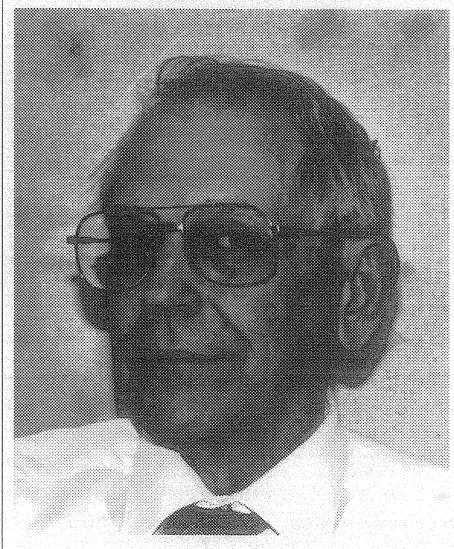
TEF® 20. "Sales prior to the introduction of the TEF 20 were very good, but now, following the introduction of this new model, which can be utilized with a laptop PC, they're phenomenal!" he disclosed. "Many outside of our business may not think that there could be a high level of excitement associated with an engineering-oriented product of this type, but believe me there is, and we're happy to say that everyone's having a lot of fun with it."

Hagen additionally feels that half the fun of selling Techron products is figuring out new ways in which the technology can be used. Along the way, he and his sales team also get to meet a wide variety of people, which is another facet they all enjoy. "With the introduction of the TEF 20, we plan to work hard at expanding our market," Hagen said in closing out his interview with the CRIER. "Bill Oates has an engineering background and, based upon his knowledge, we should be able to apply TEF to many industrial applications."



# Milestones

To recognize employees with 20 years or more of service with Crown Int'l.



WAYNE BLAKESLEY

## Editor's Note:

*Wayne Blakesley is the kind of guy who could invent a unique circuit board, who belongs to Mensa and Intertel, who would spend six weeks on his back on a scaffold painting gold detail on the ceiling of his 100 year old farmhouse, who master-minded our waste pre-treatment facility, who ... but he tells it better than we could...*

You'll find him listed in the index of the 1988-1989 edition of WHO'S WHO IN AMERICA (page 3462) and you'll find a short biography in WHO'S WHO IN THE MIDWEST (1988-1989 edition, p. 72). There he's listed as an engineer, an inventor, and a speaker. But that doesn't tell the whole story.

As president of his own Hi-tech firm, Blakesley Electronics, he made circuit boards purchased by companies such as RCA, Delco, General Electric, Magnavox, Essex and Honeywell. These boards are now in use all over the world in nuclear power plants, medical equipment, machine tool controls and security systems. The Honeywell application was unique in that it allows field modifications with a multi-layer overlay circuitry design.

He has tried to learn from everything in life...which has taught him that if you can't learn from your mistakes, there's not much sense in making them...

Shortly after learning to fly in 1948, he totally demolished a plane in a crash near Hazard, KY, and walked away uninjured...which taught him that everything that goes up must come down...

With no background or training in law, he once defended himself in court, and won his case...which taught him that nobody really knows what's going on anyway...

He has designed and built the most advanced language laboratory of its kind for Earlham College, automation systems for 13 radio stations, background music systems, and various kinds of factory production equipment and machinery...which taught him that anything can be made to work if you fiddle with it long enough...

He helped design and build a drive-in theater, a small factory, a retail store, and two cookie stores in malls...which taught him that nothing is as easy as it looks...

He is a member of Mensa and Intertel (high IQ societies)...which has taught him that a high IQ (and \$.50) will get you a cup of coffee in most restaurants.

He sold chocolate chip cookies by the ton. He sold radios, TV sets and air conditioners...which taught him something that most people have forgotten—the magic ingredient in any business is the customer.

He is singlehandedly restoring—including millwork, doors, windows, and cabinetry—a 100 year old Victorian farmhouse that has been severely damaged in a fire...which has taught him that everything takes longer and costs more than you think it will...

He has four cats...which have taught him patience, control of temper, and how to relax under stress. [Sheba recently died at the age of 19; B.C., more distinguished form of "Boy, boss, or big, Cat"; Abraham, with descendants more numerous than the sands...; Joseph, who looks like Abraham; Benjamin, who looks like a brother to Joseph].

He attempts to learn about human nature from everything he does and everyone he meets...and from everything in life, he hopes to learn humility, compassion, understanding, and trust in God...

*Wayne was the first design engineer for tape recorders and automation systems when first hired in 1959. He will begin retirement from the Manufacturing Engineering Dept., his second tenure at Crown Int'l, by going to a part time basis in June. That should give him a little more time to do some of the other things he wants to do. Ed.*

## HOW DO INDUSTRIAL PLANTS TREAT WASTE WATER?

Tom Hornblower answered this question for Bruce Cogswell's son Louie. "I received demonstrations, watched a video, [and] was instructed on the jar test by Tom Hornblower," wrote Louie in his report for a science fair project. Louie also wrote, "The Baugo area I live in is a good example of what happens to innocent residents when an industry has dumped some type of chemicals either into the ground or in our sewage systems without first treating it properly. Our home has been issued a whole house filter system that has been set up to filter the water coming into our home, so it is safe for us to bathe in, or drink."

Louie explained the process for treating waste water in a plant from the point the water enters the treatment system until it is clear enough of contaminants to enter the sewer system. Sludge that is formed from the settling of waste in the water, is pressed into bricks which are dried and sold for minerals that can be separated from them and used for other purposes.

Tom, who manages the Crown Int'l waste water pre-treatment facility, showed Louie how to demonstrate a jar test which confirms all systems of the treatment plant are working properly. Louie stated that, "Our environment will pay the price for those industries that do not take these precautions, and the people who live in these areas must insist that our local industries abide by the laws and report any spills as soon as they occur."

*This project took 1st place with honors in the Northern Indiana Regional Science Fair, 6th Grade category. Ed.*

# New Employee Profiles



STEVE SHOEMAKER - Credit Analyst (Birthday - Jan. 8) Steve hopes to learn as much as possible about Crown Int'l and make a positive contribution. Basketball, golf, bicycling and family activities keep him busy and he enjoys IU sports.



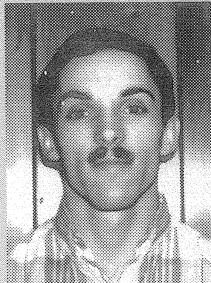
MIKE WALTERS - Fab, Flex-Force (July 2) Mike is Sandi Walter's husband. He enjoys travel and bowling and would like to beat his 279 game.



JOSEPH HAYDEN - Engineering Services, Detailer/Designer (Feb. 10) Joseph heard of the job opportunity through the McDonnell Douglas Users Group. He plays golf, volleyball and basketball in his spare time. His ambition is to own his own home with a pond and trees.



MARILYN ANN KLEIN - Information Services, Programmer - (April 11) Marilyn lives in Plymouth where she enjoys antiques, gardening and anything outdoors, including auction sales.



KEN WALTER - Engineering Services, PC Board Designer (Oct. 5) Ken brings to Crown five years of experience in PC board design at Magnavox Government and Industrial Electronics. His goal is to obtain a BS in Electrical Engineering Technology. Running, golf and softball are his interests.



TRACEY TAYLOR - Maintenance, Janitor - (Dec. 18) Tracey lives in Elkhart and is looking forward to having fun working with Crown Int'l employees. She likes all sports.



AMY REESE - Engineering Services, Mechanical Drafter (Sept. 22) Amy came to Crown through Corporate Staffing Resources. Her hobbies include working out at a gym, reading and role-playing games.



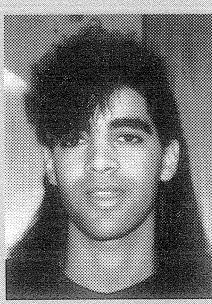
JENNY BARTLETT - Marketing/Sales, Assistant Technical Publisher (July 8) Jenny left her previous job at Crown to finish a college degree. She answered the ad in the paper for this job. She likes music, art, hiking, swimming and loves to sail and do folkdancing. She hopes to do a good job for Crown and, now that school is finished, spend more time with her family, which includes her husband Bruce Bartlett.



TODD EDWARD GAY - Fabricated Components, Machine Operator - (Feb. 1) Todd lives in Goshen and heard of the job through his brother Scott who also works in Fab. Cars and motorcycles are his main interest. He would like to own his own body shop some day.



RICK PARADISE - Quality Assurance Engineer - (April 14) Rick comes to us through Corporate Staffing Resources. He wants to work into project engineering. Swimming, amateur radio and skiing are his hobbies.



JOSH ROYER - Fab, Machine Operator - (Oct. 21) Sports, especially basketball, and trucks are Josh's main interests.



LANCE NOTHSTINE - Stockroom Bulk Picker (Sept. 23) Lance is interested in nutrition and good health. He plays baseball and practices martial arts.

# CELEBRITY DRUMMER ZORO USES THE CROWN SASS MICROPHONE

by Bruce Bartlett

The Crown SASS™-P PZM® stereo microphone helped to create an awesome drum sound at a recent recording session.

The artist being recorded was Zoro, the exciting drummer with the Lenny Kravitz group (recently on tour with Tom Petty). Zoro and keyboardist Kenneth Crouch set up in a house near Crown to record segments for an upcoming SASS demo CD.

Tom Edmonds, who has done sound for such acts as Meatloaf and Miami Sound Machine, was engineer/producer. Within five minutes, he came up with a sound that, he said, "would have taken hours in the studio to create."

Zoro's drums were placed in a brick-lined reverberant room in the home of Clay and Gerry Barclay. In addition to offering the use of their home for the session, they provided a mixer, monitor speakers, and a Crown Micro-Tech®1200 power amplifier.

Edmonds mounted a SASS-P close to the drum set, in front, just above the snare-drum height and below the cymbals. He used another microphone in the kick drum. Edmonds also placed two SASS-P microphones about 25' out in the room, spread far left and right, to pick up the room acoustics.

The result was a powerful sound, close but spacious. Stereo effects were outstanding. Zoro said that his drum and cymbals sounded more realistic with the SASS than with any recording he had heard before.

It was easy to vary the drum sound by changing the volume of the distant room microphones. With just the close-up SASS on, the sound was tight and detailed. With the distant mics turned up, the sound was "heavy metal." All this with NO signal processors in use!

Edmonds calls the SASS his "secret weapon." He plans to take it on tour with Zoro and use it for future recording sessions. In fact, the SASS appeared on the Feb. 28 Arsenio Hall show, where the Lenny Kravitz band played "Let Love Rule" and "Mr. Cab Driver."

In interviews with journalists for drum magazines, Zoro has been actively promoting the SASS microphone for drum miking. Crown sent cassette copies of his SASS recording, and videocassettes of his TV appearance, to four drum magazines and ten manufacturers of drum equipment.

The resulting word-of-mouth should expose many drummers to the SASS. We hope that this new, convenient method of drum miking will delight many drummers and sound engineers.



## DO YOU KNOW...

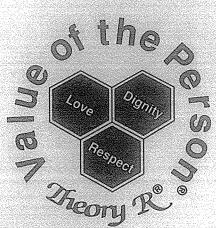
by Milan Shah

- ◆ Women entrepreneurs are increasing at a rate between one to five times more than men.
- ◆ When the Social Security system was designed, there were about 50 people contributing to support each person eligible for S.S. Now there are only three. In the next century there will be only one person to support each person on social security.
- ◆ Industrial nations produce 65,000 different chemicals.
- ◆ Each penny cut from its long distance rates costs AT & T a billion dollars from its yearly revenue.
- ◆ The ozone layer, which protects us from the sun's radiation, has a hole in it three times the size of North America.
- ◆ Pop consumption in America averages 330 cans per person a year.
- ◆ In Tokyo, Japan, a house is numbered according to how old it is, not where it is located.

## A Point to Ponder

If you are a self-starter, your boss won't be a crank!

Glen Ryman per Bill Miller



# Value of the Family May 12 - Century Center

by Larry Green

## A Concert To Remember

As the auditorium hushed, Maria Gardner, dressed in a flowing gown, began singing a medley of love songs to Steve, her husband and twenty-year singing companion. As the second VOP concert for Crown International families began, it was a delightful indication of the treat in store.

Popular love and family type songs, along with many written by Steve, were woven into a very personal and touching story of their family. We shared how they have survived the pressures of on-the-road concert tours and remained a committed and healthy family.

The miracle of Mandy, their 14 year old daughter, was shared in two songs that were written by Steve. The first was after the death of her twin sister at birth and of Steve and Maria's attempt to focus on what God had given them—not what they had so painfully lost. The second was sung by Mandy herself with tearful joy—what a touching song it was!

The Gardners' musical talents and touching stories of life proved to be a very inspiring and challenging time for all present. It reminded us that the joys and sorrows of family life are really worth it all.

## ASSEMBLY NOTES, MAY 23:

- Camp Amigo is accepting applications for summer counselors who are at least 18 years old. Mitch Hooten recommends this as an exceptionally rewarding experience. See him for more information.
- Ron Bedward from Family Services, 101 W. Hively, Elkhart, outlined the following services available to all employees and their families: - Counseling - Information and Referral - Consumer Credit Counseling - Self-sufficiency training and help - Homemaker help - Handyman help - Consultation for organizations and groups. Phyllis Gates has brochures available.

## Use your E.A.R. to improve the quality of your family life.

Dick Lowey shared a special formula for family relationship building from his years of experience as a Campus Life director. It is simple, but it takes practice and commitment. Let's get specific...

**"E"** is for explore. Learn to explore the thoughts and ideas of the one who is speaking. That means listening with both ears and all that is in between.

**"A"** is for accept and acknowledge. Accept the value in their point of view. Acknowledge their significance and right to express what they are feeling.

**"R"** is for reflect or restate. Learn to think before you answer and then repeat in your words what they say.

It all adds up to better communication at home!

## What Do Kids Want to Say to Adults?

What a terrific speaker! The kids (and parents too) sat on the edges of their seats as Reid Carpenter shared what teens are saying if you really listen closely. As part of his research, he sent his teens out into the schools to ask their classmates to answer the question, "What would you like to tell an adult if they would really listen?"

Four key messages were given as kids replied. The first message was that *"I'm lonely."* Reid reminded adults of the need to really listen and take time with our teens.

The second message kids wanted adults to hear was *"I'm afraid."* Reid stated that adults need to find ways of providing the protection they need and want.

The third message was *"I'm not sure I'm loved."* By telling them, meeting their needs and giving them honest hugs, adults can start communicating their love in ways that can be felt by their kids.

Finally, kids want to know *"Am I valuable?"* In a throw-away society with relationships that are often based on convenience, how can they know they are not just baggage? Parents need to break through the language barriers and let kids know how special they really are. Reid challenged adults to creatively risk relationships that state value in new ways.



# Please Move It!

by Dick Moore and Libby Marshall

"Would the owner of the tan house please move it? It's blocking the drive," was heard over the Crown Int'l paging system one morning in March.

It used to be that seeing a house on wheels, moving slowly down the street, was a rare sight. Kids and adults stood around watching and speculating as to how it's done. Lately, around Elkhart, there are lots of houses on wheels, houses on "cribbing" (4 X 4's placed under a house to jack it up) and houses getting holes punched in their foundations or getting new foundations built under them. Most of them are south or east of town in the path of the new State Route 20 Bypass.

House moving may be common these days, but it still is a fascinating process to some of us. Quite a few observers stood around watching the day the former Clarence Moore home, now the Richard Moore home, was moved. It was featured on the front page of the ELKHART TRUTH "Local/Region" news March 18. Neighbor kids wrapped in blankets were also pictured as they watched from porch chairs.

Dick Moore told us how it was done. First the inside of the house was prepared by disconnecting plumbing and then electricity. The movers knocked holes in the foundation of the house. They inserted steel beams which extended from one side to the other under the width of the house. These beams rested on the main support beam and the weight of the house kept them in place. They built up the cribbing under the house. Using fifty-ton jacks at the back two corners and then the front two corners, the movers gradually jacked up the house end for end. This kept the house from twisting. Gauges on the hydraulic jacks enabled the movers to estimate the weight of the house to be 120 tons.

When the house was off the foundation about four to six feet, wheels were attached to the steel beams, one in the front and two in the back.



These wheels pivoted on ball joints that allowed the house to move without shifting. Then they built up the cribbing all the way across the foundation and drove off onto the cribbing.

The house was hooked up to a winch installed on the back of a truck. This allowed them to pull the house at a slow, steady pace without the tires slipping on the grass. It took about six hours to move the house across 17th Street, over the vacant lot, and across Mishawaka Road. Electrical crews stood by ready to move wires out of the way on Mishawaka Road.

An excavation at the new location had been prepared before moving day. Once again the house was put onto cribbing. The house had to be jacked up two feet above the height of the planned basement walls, so masons had space to work. Footers and then walls were built, leaving spaces for the steel beams to be pulled out. These spaces were filled in afterwards.

If you missed this one, you can still catch a few other house moves in process. You know what to look for. Try Route 20 east of County Road 17.

**Psalms 68:6a**

"God sets the lonely in families..."

## **CROWN CRIER**

The Crown Crier is the monthly newsletter for Crown International employees. Its purpose is to be informative, inspirational and entertaining.

Your involvement is highly prized. Please contact a CC Reporter with any material you would like to see in future issues.

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## **GE Letter of Appreciation**

March 26, 1990

Dear Terry [Frick],

I want to take this opportunity to thank you and the entire Crown [Int'l] organization for your excellent support of GE Medical Systems. In addition to working closely with us on quality and delivery issues, you and your staff have twice taken the time to visit our facility in the past 3 months. These visits and meetings have been valuable tools in the forming of a solid working partnership between our companies.

Again, thank you for your continued support.

Regards,

Frank F. Waltz, Manager, MR Manufacturing