

SINCE 1971

# SIGNALS

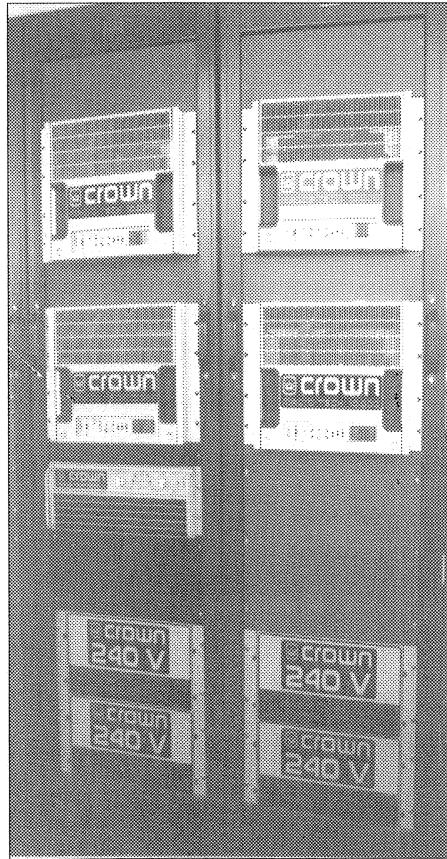
THE CROWN INTERNATIONAL NEWSLETTER

July 1994

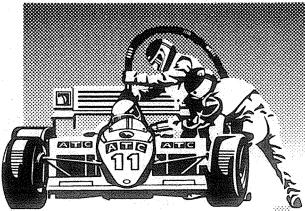
## A rookie excels at the Indy 500

by Tom Szerencse

Not just any race, but THE race! The month of May in Indiana brings thousands of fans to Indianapolis to participate in the running of the Indianapolis 500. Some fans line "gasoline alley" to get a view of their favorite drivers and their cars, while others try to sneak into the pits or garage area. Each racing team brings their best with all the high-tech, high-performance wisdom they have to offer. And so does Crown International!



The compact but mighty MA5000VZ surrounded by four MA10000s and their 240V line transformers.



That's right, Crown! Because the Indianapolis Motor Speedway™ is so large, so too are the requirements for the public address system. Crown enjoys a favorable relationship with John Royer and Tom Allebrandi, the engineers behind the sound at the track. This year they allowed us to bring our best, a rookie at this track, and test its performance—we took the MA5000VZ® amplifier.

It takes a special audio system to address more than 200 acres of international race fans over the roar of race cars. The "distributed" speaker system is composed of more than four hundred seventy-five 60-watt drivers. These "loads" are connected to form 20 separate circuits around the race track.

Because of the miles of speaker wire involved, the system was designed to be distributed at 240 volts. (Yes, I did say a 240 volt speaker line!) Four Crown MA10000 amplifiers drive this awesome load.

During the last week in April, we rolled the MA5000VZ off the trailer and mounted it in the audio racks on the fifth floor of the track's tower. We selected the main straightaway as the location for the load. The speakers on the east side of the pits provide sound for the tower terrace seating. The speakers on the west side of the main straightaway provide sound for the paddock seating. The total? Fifty-two speakers for the best seats at the speedway!

The last step was to install the IQ-PIP, which provides computer control

of the entire system from one location. We brought up the system, and we were ready for race day.

The Crown International sound system performed flawlessly. The unit ran cool, and the signal was clean. The Purdue band and Jim Nabors never sounded any better! Even during the heat of the afternoon, the MA5000VZ never whimpered. To quote John, "The 5K is blistering the paint off of the seats!"

This was a winning race for the rookie amplifier entered by the Crown International team of Elkhart.

## Editor's note

"Change" is the big word for 1994! That's what we want to do! This is the first newsletter since October, 1993. Reporters and staff are fired up for four-page monthly publications covering individual, departmental and corporate progress.

Tell your reporters about new procedures, quality improvements, personal accomplishments, unusual hobbies and other news items.

We considered nameplate designs—several people submitted ideas—but new names were suggested that might reflect our products better. We kind of like SIGNALS.

WHAT DO YOU THINK? (See the coupon on page 3.)

Lm

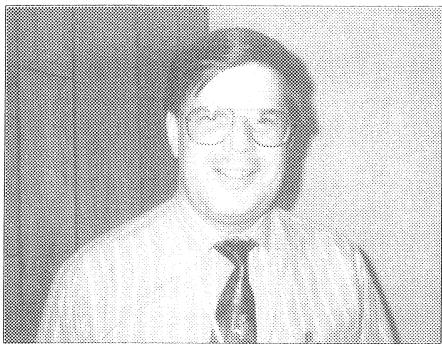
Guard the good deposit that was entrusted to you--guard it with the help of the Holy Spirit who lives with us.  
--II Tim. 1:14

# International travelers consider freedom

by Jan Smith

Audio Division's international travelers and sales managers, Jim Beattie, Eric Hruza and Jerry Stutzman were asked: "What American freedom do you value most?"

Jim Beattie values the freedom of speech. He picks up newspapers in English wherever he can find them. In



Jim Beattie

Taiwan, one of the Far East countries which boasts a strong economic system and tremendous wealth, he eagerly turned a page to finish an article, only to find it had been torn out by censors. The article apparently was unfavorable toward the government, as was a recent issue of the Asian Wall Street Journal, which was limited to a distribution of 100 copies in Singapore.

Jerry Stutzman appreciates our freedom to pursue happiness! In Tokyo he saw an ad in the paper for a one-bedroom efficiency apartment for rent at \$3,000 a month. We can appreciate our standard of living more when compared to other countries. He said American political and business leadership is respected. They want to buy American products!

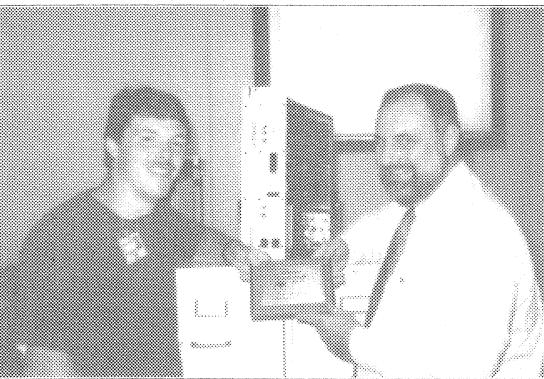


Eric Hruza

Eric Hruza values liberty. He resents being "taken for a ride" in a foreign taxi for five dollars when it should have cost twenty cents. He resented losing two books from his luggage to a customs clerk in a foreign country, with no power to do anything about it, and paying nearly double for a South American hotel room because he carries an American passport.

## Broadcast receives "Cool Stuff" award

Colleges and community groups wanting to set up radio stations could hardly find a more economical alternative than the FM100 solid state transmitter from Crown International's Broadcast SBU. *Radio World*, a major trade publication for the broadcast industry, presented Crown Broadcast with a "Cool Stuff" award for the FM100 at the March National Association of Broadcasters (NAB) show in Las Vegas. Don Pettifor and Phill Sandahl were on hand to receive the award for one of 15 innovative designs that got the "cool" designa-



Don Pettifor and Phill Sandahl

tion from *Radio World*'s selection panel. A record 71,000 people attended the show.

The FM100 incorporates an audio processor, stereo generator and RF generator all in a 100-watt transmitter. FM100 users can adjust the power down to 20 watts and the frequency between 88 MHz and 108 MHz. The unit weighs 25 pounds and will fit into a suitcase. A 200-watt version is also available.

The FM100's list price is \$5,695, which includes a limited warranty.

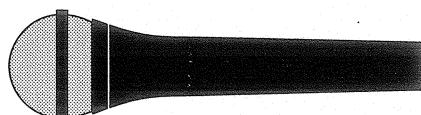
## Mic service results in sales

by Rhonda Chapman

In March, the contemporary Christian music group "4 Him" held a great concert at the Elco Theater in Elkhart. After the concert, Mark Chapman, who is the Microphone Technical Service Representative in the Customer Service Department, introduced himself and Crown microphones to Warren Castaneira, the sound engineer of "4 Him".

Mark was invited to another "4 Him" concert in Bloomington, Indiana, where they used only the Crown equipment that Mark brought with him. They were impressed. They gave Mark and his wife, Amy, backstage passes for any future concert.

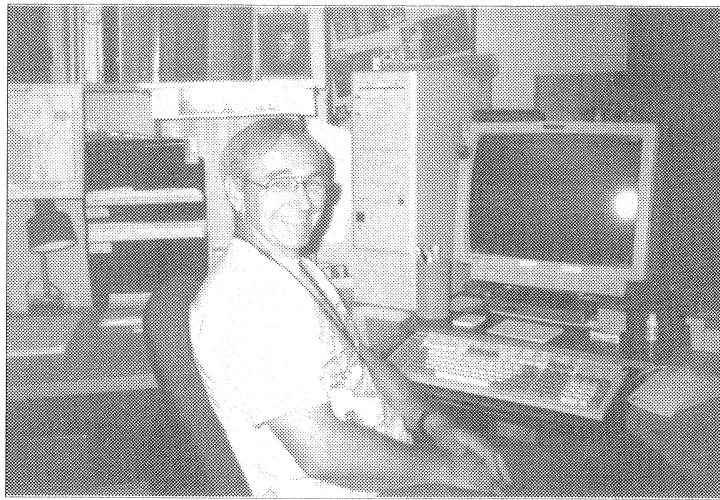
Now, Mark, Warren and members of the Crown mic team are working with



Lightspeed, a manufacturer of wireless microphones, in the development of a new wireless microphone. The end product would be a Lightspeed transmitter with a Crown CM310a microphone head, which will produce the same sound quality as a wired microphone.

# Larry Dennison with Crown 25 years

by Bruce Bartlett



In the darkened tombs of CAD lurks a man who loves his work and the company he works for.

When he started at Crown 25 years ago, Larry Dennison worked in the board room making printed-circuit boards. He became Board Room supervisor, then was a project coordinator for Crown's realtime analyzer, SL-2 preamp and PL-2 amplifier. Since 1984, Larry has done CAD designs of PC boards, schematics, and module documents.

CAD stands for Computer Aided Design. Basically, it's drafting done on a computer screen, using a sophisticated drawing program and a mouse.

Computer work is demanding, but Larry has found many ways to take a break from it: basketball, volleyball, softball, and gardening. Larry is married and has a 22 year-old son. Although 25 years at Crown might seem like a long time, Larry says they went by quickly. "The last ten years have gone the fastest because I really enjoyed what I've done."

## TEF products reorganized

by Julie LaFollette

TEF Products has recently been reorganized. President Terry Hammond stated that "Crown continues to commit its resources to the support of TEF Products. The new structure was created to ensure that TEF Products can be more cost-effective and competitive in the audio industry."

Dave Menges continues his responsibilities as manager of TEF products, and Blair McNair is responsible for TEF sales. Geneva Miller, secretary, Julie LaFollette, technical publications, Ron Bennett, Farrell Becker and Don Schwing, software engineers, and technician George Fridley, complete the TEF team.

TEF Products manufactures instrumentation and software for acoustic and industrial applications. TEF products are used in the installed and performance sound, architecture, automotive, industrial and research markets, both nationally and internationally.

Recent product developments include the P.o.G.O. laser, a cluster alignment tool, and the new MLS (Maximum Length Sequence) software, an impulse-response-based measurement approach to acoustic measurements.

## An original psalm

by John Smith

And thus from the land of Amada there came upon me a host of chassis numbering six and twenty and six hundred strong. They fell upon me as a steel wave yet I stood resolute and I strove for mastery.

And upon my punches they did die and by this harm they did take new shape. And I sent them away from me to be delivered into the lands of the Amcronites, Techronites, the Modulites and the Paintites (who do work mightily to be filled with components of life).

And, with this life, it is decreed they shall fill the void of quietness and do battle with silence. By this their purpose is fulfilled.

Amen and amen.

## Employee Committee Financial Report

As of June 25, 1994:

Balance in Checking Account: \$2,420.43

Balance in Benevolent Fund: \$ 20.00

Total On Hand \$2,440.43

WHAT DO YOU THINK?  
"SIGNALS" ???

Go for it!

No!

How about....

Send suggestions to Libby Marshall, or call at 8390!

Name \_\_\_\_\_

Crown Ext. \_\_\_\_\_

# The President's memo...

Change is a basic part of our lives. I read in issues of the *CROWN CRIER* that change has been both a direct and indirect topic of discussion, so I certainly do not bring to you any new or profound message when I discuss changes that are affecting the way we operate our business.

However, since this is my first opportunity to communicate through the company newsletter, I thought it appropriate to look at the outside changes which are forcing inside changes at Crown International. In addition to changes in methodology, one particular inside change seems critical, and that is one of viewpoint, or mindset.

## External Changes

1. Our MARKETPLACE continues to move rapidly towards a global marketplace. Our actual growth and the opportunity for future growth lie more outside the U.S.A. than they do inside, even though growth opportunity still exists in this country.

2. Our COMPETITORS continue to become more competitive. They are all improving their product lines and manufacturing processes with the objectives of larger market shares.

3. CUSTOMERS' expectations continue to increase in terms of higher quality, faster delivery of products and competitive pricing.

## Internal Changes

First of all, perhaps I should state what will NOT change. We will not change our four basic principles which are to:

Honor God

Serve People

Develop Excellence

Grow Profitably

... following Biblical principles.

Crown International was founded with

its primary objective to "Honor God." All mission statements and subsequent activities should uphold these core principles.

I believe that "Grow Profitably" is an essential objective for a publicly-held business to enable us to carry out the higher objectives to "Honor God" and "Serve People."

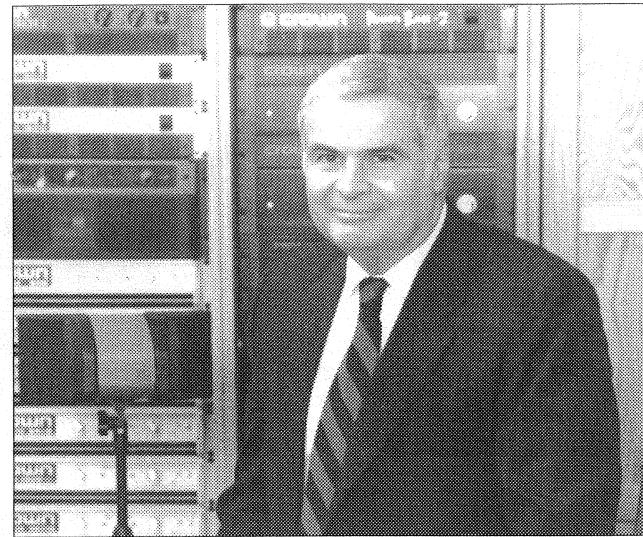
As we view the task of growing profitably in the changing external environment in which we operate, we must make several internal changes if we are to achieve success:

1. We must adopt a mindset of continuous improvement in quality, delivery performance and overall productivity. We can prioritize in that order, but we must accomplish all three objectives.

2. We must adopt the mindset of "team effort" and at times be willing to subordinate our individualism to what is good for the team.

3. We must adopt the mindset of responsibility and accountability, understanding that we all play important roles in making this corporation successful. We are all stewards of various resources, whether they be time, money, materials or people. We must manage these resources wisely and responsibly.

During my first few months at Crown, I have been impressed by the generally positive attitude towards change and also by the tremendous talents and skills of our people. I am confident that we can achieve even more success in the future. We must



Robert Terry Hammond

recognize that as the outside world is changing at a rapid pace, so must we. Our mission may remain fixed, but our methods must be flexible. I believe we can all enjoy both the journey and the rewards of making the right changes in a successful manner.



**SIGNALS** is published monthly to inform employees of customer, corporate, departmental and employee news and progress. News and ideas are always welcome!

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## We are proud to know Bob Moore!

Bob Moore talked about being a dad in an article in the *ELKHART TRUTH*, on Fathers' Day, June 19. He said how important it is to model the behavior and love he wants displayed in his six boys and one girl, Joy Forever Moore. He told how faith in God's plan, and children, have given meaning to his life and that of his wife, Juanita. Bob works with HCJB and is assigned to the Broadcast SBU of Crown International.

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