

# CROWN CRIER

Since 1971

Crown International, Inc. Employee Newsletter

March 1995

## Building a 5th Grade Geo-Cultural Bridge

by David Grant

*Editor's Note: In this issue we focus on Crown's international business. An idea of David Grant resulted in some unusual benefits for his son's class and the offspring of some of our export customers.*

As parents, we try our best to stay in tune with our children, especially when school is concerned. Last November my wife, Vickie, and I attended parent-teacher conferences at Chandler Elementary in Goshen, where our three children attend. Our third conference of the evening was for our fifth grader, Ian. This was more exciting than we expected.

Ian's teacher, Glenn Zoller, told us the class was studying the geography of our world in detail, including the many different cultures each geographic region represents. That sparked an idea, which I relayed to Glenn. Along with Cindy Swald, my job here at Crown is to coordinate shipments for Audio Export products. We are each responsible for 17 countries. I asked, "What possibilities are there for these kids to communicate with our customers?" Glenn liked the idea, and within twenty-four hours Jerry Stutzman, International Sales Manager, and Nina Myers, Order Entry Manager, approved my plan to ask our customers what interest they would have in such a project.

To date, out of ten requests, we have received five positive replies. The first was to my son, Ian, from Celine Christensen, daughter of our European Sales Representative, Peter Christensen of Nilesco-Europe. At their home in Amsterdam, The Netherlands, Celine stayed up all night to perfect her letter in English. She and Ian have exchanged pictures, and now several of her girlfriends are writing to Ian's classmates.



Row 1: Alex Aguilar, Sammy Mendoza, Jeremy Wireman, Ian Grant, Dustin Gangwer, Adrian Gay, Paul Maust, John Wilson. Row 2: Kim Do, Pam Kennedy, Ashley Salyer, Heather Davis, Candelaria Macias, Chantel Hughes, Helen Charles. Row 3: Jeff Cotherman, Minni Vargas, Christina Clark, Crystal Scoles, Marissa Hickman, Sarah Borzeniatow, Sasha Schlemmer, Heidi Shenk, Eli Schrock. Row 4: Mr. Glenn Zoller. Absent: Keith Trant

H. J. Kim of Seki Electronics gave my FAX messages to SangMoon Cho, the son of his Pro Audio Department Manager, who is in the sixth grade at Shin Heung Elementary School in South Korea. H. J. translates them into English.

Jings DeGuzman, of Audiophile Components in the Phillipines, interested his ten-and-a-half year old daughter, Kita, who involved friends at her boarding school.

Aura Kutcher, Office Manager at More Audio in Tel-Aviv, Israel, called her friend, Judy Kopel, who teaches at Hadar School in Raanana, Israel. Twenty-four students are now writing to Ian's class from that school.

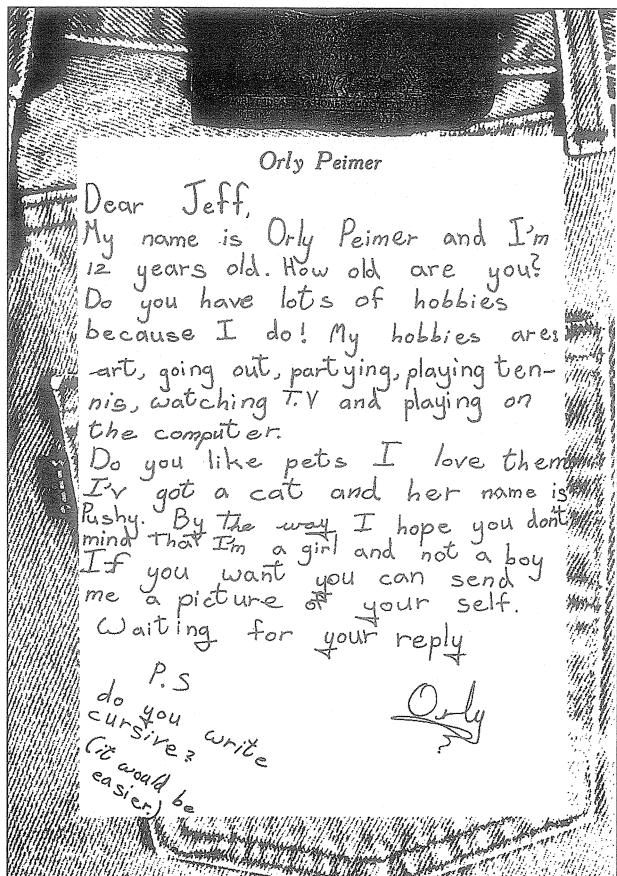
Kijja Limpirat, President of Mahajak Development Company in Thailand, sent a postage stamp to commemorate January 30 through February 4 as International Letter Writing Week. The word "scribe" is illustrated in Thai and English.

Jerry Stutzman, Audio Export Sales Manager, has promised to visit Ian's class to talk about his "multi-cultural" experiences.

We as parents can be very proud that these students, representing different countries, are doing what they can to help bridge human diversity between cultures and countries. Events like this give us hope for a world society that otherwise has not given us much to hope for. ☐

*See "Letters..." on the next page.*

# Letters from Around the World



## From Annie Hatherell, Office Manager for Simon Oates of Pro Sound PTY, in Johannesburg, South Africa:

I have recently started proceedings to adopt a black South African (Annie is a white South African), who is one of the less fortunate children. His mother died when he was six and his father just did not bother with him. He was brought up by his native township family, and has been through a lot, having lived in one of the townships torn apart by violence. I have taken him away, with the consent of his grandparents, to try and afford him a stable upbringing. His education has suffered tremendously during the violent times. I have managed to get him into a good school where he has done well considering the three years he lost during the teachers' strikes and stay-aways in the township school. I am quite sure that my "son" would enjoy having friends in another part of the world. He unfortunately has not made too many friends as yet. Let us give this a go. I am sure that we will all benefit greatly from finding out about places we do not know. Perhaps this would work out in time to come that we could "exchange" children. Thank you for making contact with me. I feel extremely honored.

## From Tia in The Philippines:

Dear Kim D., Sasha S., Sarah B., Chantel H. and Minnie V.,

Hi! I received your letter dated Jan. 04, 1995. My father's secretary told me you want to communicate to different areas because of a discussion in your school I'm very happy you chose me and the country Philippines as one of the countries you would like to know better and also my school. Well I can tell you that Philippines is a hot country but a pretty one. We have many tropical forests before but now only few are still alive because of illegal logging which is prohibited, as far as I know. But some do it to earn money because in this days it's really hard to find a job if you're not a Highschool or college graduate. But inspite of the illegal loggings Philipines can still be called the country of many islands. Because not all of our seas are polluted. But some are polluted like the Pasig River which is located in Pasig Manila, Philippines. Now let me jump to the subject which really is the reason for your letter the subject is what my school is doing well my school is St. Scholastica's College it's an all girls school. Every Monday we are having our "Morning Praise" to ask and thank for all the blessings he had bestowed on us during the weekend and to ask for forgivenss for all the bad thigs we did during the weekend. And Tuesday - Friday it's a regular class day except if there are play productions, concert anythig that is worth celebrating. Right now we're on vacation until Jan. 23, 1995 (it's monday here). Well that's about it I have to save somethings so that when you write back I can still tell you more about the tropical island Philippines and about my school. BYE!

## From SangMoon Cho in Seoul, South Korea:

Dear Marissa, Ashley, Heather, Alex and Keith

Hi,

Thank you for your letter. My name is SangMoon Cho. and I am a Sixth grader at Shin Heung Elementary school.

Our school term start from march and I will be seventh grade from this March. I have a sister and she will go to highschool.

I live in Seoul which is capital of Korea. the weather in Seoul is very cold and we had snow yesterday.

I really enjoy skiing and I usually go to skiing every weekend. What is your hobby?

## Audio Marketing Around the World

Thanks to Audio Marketing for the copy of "Crown Sound Around the World" which is a four-colored insert designed for Sound and Communication magazine's April issue.

Read it and get a glimpse of the success of the products we are making right here in Elkhart! You can almost feel the "geocultural bridge" beneath your feet as you read it!

## Hermes Sponsors IQ School



Randy VanOrman demonstrates troubleshooting techniques to sales and service representatives and Hermes Service Center employees during an IQ System® Training School in McAllen, Texas, February 17 and 18th. Participants came from San Antonio and McAllen, Texas, Venezuela, Argentina and Mexico.

## Disney World Service Marathon



Don Peterson, Audio Division Tech/Field Service Manager, shown working at Disney World. "To adjust and modify each of the 510 amplifiers at Disney World, it took twelve hours per night, non-stop (we ran to the bathroom and back) Sunday night through Wednesday beginning February 19." Myron Miller, Kip Whitehead and Don managed to avoid any down time during the park hours, and succeeded in bringing Disney amplifiers up to consistent standards as part of the long term purchase program. Lance Ponder conducted IQ training to park personnel during the week.

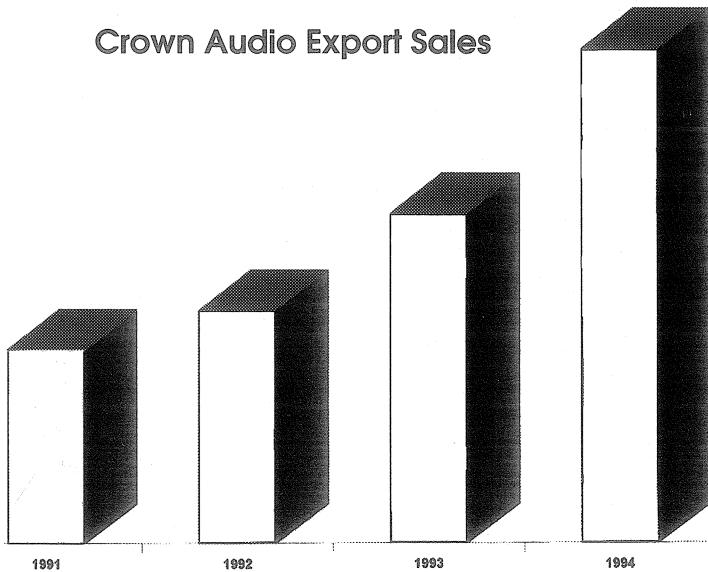
## Crown 800CSL Amp of the Year

*Fachblatt Magazine*, a German pro-audio publication, named the Crown 800CSL as the "Amp of the Year" at the Musik Messe (music fair) in Frankfurt March 8-12.

"Competition for this award is intense," said Jim Beattie, Audio General Sales Manager, who attended the show with Jim Stembel, Field Liaison Manager. "There was a multitude of amps from Germany, France, the United Kingdom and Europe as well as America. It is an extreme honor and a reflection on the excellence we put into our products. We have excellent distribution in Germany through Trius in Ibbenbueren, and Guenter Zierenberg, Managing Director."

Congratulations to our sales and marketing team, engineers, production and shipping people! ☺

### Crown Audio Export Sales



This chart shows a 4-year average annual increase of 39% for 1991 through 1994, and a 255% increase in 1994 over 1991. Audio Export sales were 44% of the total Audio sales for 1994, excluding Mexico and Canada.

# The President's memo...

## The Global Economy

It was probably somewhat prophetic that the word "International" was a part of our company's name when founded by Clarence and Ruby Moore Hunsberger in 1947. It would have been difficult then to imagine the amount of product produced and shipped from Crown International into almost every part of the world. We currently ship product into at least seventy different countries throughout Europe, South and Central America, Asia and Africa. Our sales projections indicate that we will export more product to foreign countries in 1995 than the total shipments of the company only eight years ago.

The export marketplace continues to represent our greatest opportunity for future growth, as more of the world moves towards America's type of free enterprise system. We are proving each day that we can effectively compete in a "global economy."

Before we become either overconfident or complacent, however, let me point out

that a free market in a global economy works both ways. As many underdeveloped economies begin to develop better educational systems and acquire manufacturing capital, more competitors are likely to play in this global marketplace.

As we actively pursue this growth opportunity, we will succeed only if we fully understand our customers' wants and needs. Only then can we provide customer satisfaction to this broad range of customers. The challenge is formidable, and we must continuously learn how to conduct business in a growing international market, as the world continues to shrink!

*Terry Hammond*



Robert Terry Hammond

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

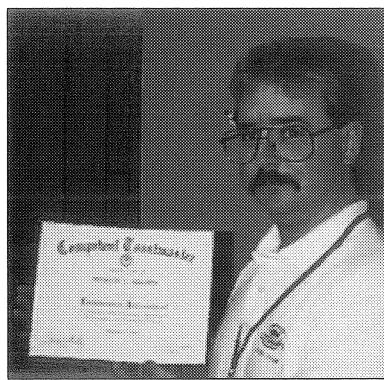
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**Editor:** Libby Marshall

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Marlin Brown

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## Marlin Brown Achieves CTM

Unusual insight, humor and flights of fancy mark the Toastmasters presentations of Marlin Brown, President of the Crownings Achievers, at the Thursday, noon meetings. On March 9th, Vice President of Education Bob Sproston presented Marlin with the "Competent Toastmaster" (CTM) certificate. The CTM designation indicates the recipient has give ten speeches as required in the Toastmasters International "Communication and Leadership Manual."

These speeches require skills such as good organization, vocal variety, and the use of gestures and visual aids. Also required is active participation in the club which includes "Table Topics," one to two minute extemporaneous speeches, and serving as a Toastmaster and Evaluator.

Employees and friends are invited to participate or observe any Thursday at noon in the Plant 1 Assembly Area. ☺

## EMPLOYEE COMMITTEE FINANCIAL REPORT

As of March 14, 1995:

Balance in

Checking Account: \$1,054.32

Savings Account: \$5,146.30

Total On Hand \$6,200.62

*Psalm 33:13*

*From heaven the Lord looks down and sees all mankind.*