

# CROWN CRIER

Since 1971

Crown International, Inc. Employee Newsletter

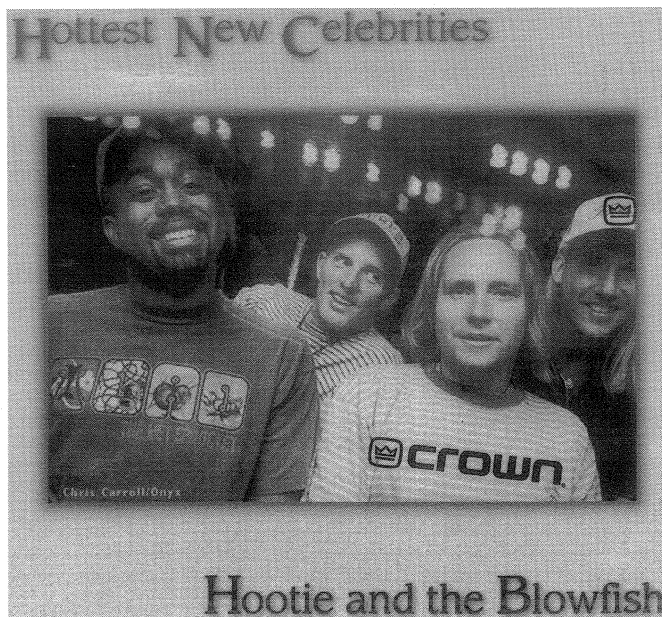
Feb/March 1996

## Hootie and the Blowfish Endorse Crown Products

by Libby Marshall

The first posters featuring Grammy Award winners "Hootie and the Blowfish" with Crown International and Special Event Series (SES) logos were printed and posted just in time for the opening of the National Association of Music Merchants (NAMM) Show in Anaheim, California, January 18. For this we can thank Audio Marketing Director Bruce Peterson, Eastern Regional Sales Manager Chuck Gring and Jim Brammer, Hootie production manager and president of the Winston-Salem, North Carolina-based SES. A two-year series of posters, ads, public relations and point-of-purchase promotions are part of the agreement signed just two days prior to NAMM among Crown, SES and Hootie and the Blowfish personnel.

This hot, pop/rock group hit the top in 1995 with sales of 11 million copies of their first album, *Cracked Rear View*, and sales are still going strong. The close second was Garth Brooks' album, *Fresh Horses*, which sold nine million copies. In their upcoming tours, Hootie and the Blow-



fish will be using Crown amplifiers and IQ Systems.

Last September Hootie and the Blowfish completed their "Summer Camp with Trucks" tour, played the David Letterman show and claimed the "Best New Artist

prize" at the MTV Music Video Awards. An article in *EQ Live* (October 1995) by Roger Darnell, "Hootie & the Blowfish Hits the Shed Tour Trail with a Full Team of Audio Experts," said that "The music and humble-yet-musically explosive stage personas of lead vocalist Darius Rucker, lead guitarist Mark Bryan, drummer Jim 'Soni' Sonefeld, and bassist Dean Felber paint them as down-to-earth guys whose hearts show up in their performances and their upbeat, bluesy, popular rock tunes."

Darnell captured the image that attracted Crown marketing to their work:

"Based on the Ocean Center performance [in Daytona Beach in September] that same feeling rings true for the young and old 'Great concert!'- chiming fans. This band's positive, popular appeal, their evident love for what they're doing, and their respectful demeanor toward fans is exactly what defines Hootie and the Blowfish. Don't miss a chance to see them live." ☐

## Crown Upgrades Garth Brooks' Sound

by Bruce Bartlett

Country-music superstar Garth Brooks relies on Crown for his amplifiers, IQ system and microphones. Around Valentine's Day, Crown engineers flew to Nashville to see Garth's pre-tour rehearsal. Mic engineers Tom Lininger, Bruce Bartlett and Steve Mills went to evaluate a new version of Garth's headworn microphone, the Crown CM-311.

IQ Product Manager Jim Stembel also made the trip along with engineers Scott Potosky and Mark Kellom. Their purpose was to help Garth's soundman install and set up Crown's new DP modules, also known as PIP-DSP cards. (DSP stands for Digital Signal Processing.) These circuit boards plug into certain Crown amplifiers. The IQ-controlled PIP-DSP cards can be programmed to have a variety of functions. In Garth Brooks' sound system, the cards were made to act like active crossovers. The cards adjusted the frequency response of the house P.A. speakers for flat response, as measured by a Crown TEF 20 analyzer. The soundman was so impressed, he bought eighteen DP modules on the spot and has his eyes on a TEF! ☐

**Debi Sherwood**  
Audio Marketing Secretary



Debi assists Gil Nichols, Bob Herrold, Bruce Peterson and Erica Spencer in the Marketing office. She fulfilled similar office responsibilities for J.C. Penney and the Brewton Insurance Agency in Goshen. Debi is a volunteer counselor for Pregnancy Help Services and RETA. She and her husband Dave travel to Anderson University baseball games to watch their three sons play baseball. They are pleased to have a new daughter-in-law.

**David Reese**  
Techron Test Engineer

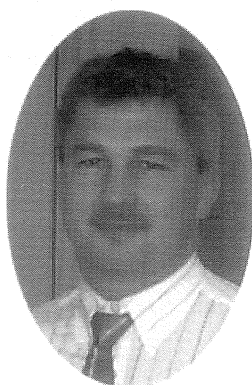


David said, "I hate procrastination" and he has wasted no time getting into the GRAM testing and helping with technical training. Formerly a Civil Service Technician in Ft. Walton Beach, Florida, David has a B.S. degree in Electrical Engineering. He has worked as a design and test engineer for high-reliability power supplies for computers, a government contractor and for a small manufacturing company.

#### Editor's Note:

Nearly 100 employees were added during 1995 and 1996 to date, so we cannot profile everyone. We do write about different people and departments with each issue. Out of the 55 employees who will be recognized on their five, ten, 15, 20, 25 and 30-year anniversaries in the next six months, 30 have been pictured and/or mentioned in an issue of the *Crown Crier* since 1990. With this in mind, you can let us know your suggestions for news articles as they occur so we can recognize as many of our employees as possible.

**Ed Robinson**  
Audio Fabrication Manager



A decorated veteran of Desert Storm and the invasion of Panama, Ed served the Army's Special Operations Branch at Ft. Campbell, Kentucky and Ft. Bragg, North Carolina. After the service he was a supervisor for Serv-Air, Inc., a government contractor. Ed and his family hail from Missouri, where he graduated from Southeast Missouri State University at Cape Girardeau. He, his wife, Deborah, and three children are looking forward to a long term commitment to the Elkhart area after receiving a warm reception at Crown. Ed enjoys outdoor recreation, sports, singing, fishing, hunting and automobile restoration.

**Stephen Zavodny**  
Broadcast RF Design  
Manager



Stephen Zavodny joined the Broadcast team January 15, 1996. With 13 years of experience in electronics, software and systems engineering, Steve most recently served as Consulting Engineer to Time Technical/Delco Electronics Company. Fort Wayne is the home of Steve, wife Jan, and their son.

**Marcia Ng**  
Techron Industrial Engineer



Marcia came on board just in time to help with the ramp-up of the 8645 MRI gradient amplifier systems. Working closely with the production team, Marcia works toward continuous improvement of ergonomics, lay-out, production methods, quality and standards. In February Techron reached all-time highs in production quantity, and they are climbing. Marcia worked for the Intel Corporation in Chandler, Arizona before coming to Crown, and has a Bachelor of Science degree in Industrial Engineering from Kansas State University in Manhattan, Kansas. She is living in Elkhart with husband Gaspar, daughter Dania and son Joel.

**Angie Tompkins**  
Communications Division  
Administrative Assistant



Angie Tompkins came aboard in September as Administrative Assistant to Don Spragg. Angie is a Certified Professional Secretary (CPS) with more than 12 years of experience. She was previously Executive Secretary to the CEO and President of United Musical Instruments, and was employed by CTS Corporation of Elkhart before that. Angie, her husband, Chip, daughter and son live in Elkhart.

# A Flash of Light

by David Harris

Recently the Audio Division acquired the capability of mastering CD-ROMs. CD-ROMs look the same as audio CDs, but they are used with computers instead of audio systems. They can store almost any kind of data—including audio and video. One CD-ROM holds up to 650 MBytes (that's 650,000,000 bytes) of information. In terms of pure audio, this is about 74 minutes worth of music.

A tiny laser produces a flash of light in just the right places along imaginary tracks on each disk to record information. Once recorded, the information cannot be erased or recorded over. The recording process is referred to as "burning" and can take from 15 minutes to one hour for a single CD-ROM, depending on the quantity of information to be stored and the speed of the CD-ROM recorder. It took us several days to burn 23 full CD-ROMS in early February.

Two departments in the Audio Division have this capability. In Marketing, the Technical Publishing and Design Group uses the CD-ROM mastering system to copy technical documentation, such as owners manuals, product literature and advertisements. These CD-ROMs are then given to our overseas representatives who use them to translate and edit the materials for their local regions and languages.

The Corporate Manufacturing Engineering Department uses their CD-ROM mastering system to archive the voluminous assembly drawings which they produce.

In the future, as demand grows, we may add the capability to do small-scale CD-ROM duplication. Having the capability to burn CD-ROMs provides an excellent way to serve our overseas representatives and our in-house manufacturing team. All with a flash of light.



# NAMM Music



Left to right:

Ron Taylor, Audio General Mgr., Ken Gorohoff, Director of the Russian-American Company and our export agent in Seattle, Washington, and Jerry Stutzman, Audio International Sales Mgr., watch Yuri Shikhov, Marketing Director of SMS Concern Company, our Russian distributor in Moscow. Yuri is an accomplished pianist who has studied and taught piano in Russia. When he began to play at one of the piano builders' booths at the NAMM show, a salesman in the booth came over and discovered his former teacher. The salesman had studied in Russia with Yuri about ten years ago.

SMS has installed the first Crown IQ System in Russia at the Moscow airport. Dave Engstrom, Crown Tech Rep, recently returned from Russia where he helped with the installation.



# Customer Comments

Dear Mr. Hammond:

I would like to extend a very special thank you to Crown for your assistance with the trackside public address system for the Indy Racing League, Indy 200 at Walt Disney World in Orlando, Florida.

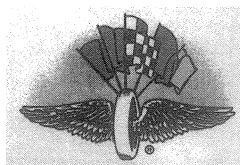
I am pleased that your company was willing to join us for our inaugural event. We appreciate the loan of the MA-5000VZ amplifiers and the use of your beautiful demo truck as the operations center for the P.A. Please express my thanks to your truck drivers for their effort in coming from Anaheim, California direct to Orlando.

Jay Foster, Rick Modjeska, and Joe Wisler are employees that should make you proud. They were most helpful in making our event a success.

As always the Indianapolis Motor Speedway is very pleased with our association with Crown International.

Again, please accept my thanks for your support.

Sincerely,  
Anton H. George, President  
Indianapolis Motor Speedway Corporation



## Letter to the Editor

I noticed in your article, "The Last of the 8607s," in the November-December Crown Crier, that bus bar was incorrectly spelled as "buss bar." That term has, unfortunately, been misspelled around Crown for a long time. Engineering documentation as well as MRP descriptions for older parts all used the incorrect spelling. I have been attempting to ensure correctness on all new documentation on bus bars. I'm not sure how this error in spelling got started. Perhaps it came from familiarity of our engineers with the name Buss (TM) fuse from the Bussmann Corporation. Anyway, the dictionary definition for "buss" is (informally) "kiss!"

Best regards,  
Dave Evans

# The President's Memo...

Coming soon—Moving Day!

By now most of you are aware that we are nearing the completion of a new plant addition which will connect Plants 2A and Three. This new addition will provide us with approximately 46,000 square feet of badly needed, additional space.

We are crowded and for good reason. Our sales have grown and continue to grow at outstanding rates. New equipment and assembly lines have been added. Also, we have increased the number of employees to meet this growing demand for our products. The new space is certainly needed and will ultimately help us to produce our products in a more cost-effective manner.

Sometime in April we will begin to rearrange things. Our long range plans are to receive our parts and raw material in the existing Fabcom building, Plant 3, and then arrange our storage, sub-assembly, assembly, finished stock and shipping in such a manner that all materials will flow from the point of receipt at the northern end of the Crown complex, in Plant 3 (Fabcom), and finally be shipped out the southern end of Plant 2 without redundant moving of materials and back-tracking.

Here are the major relocations:

- Shipping to Plant 2 where docks and Receiving Department are.
- Finished Goods Stockroom to Plant 2 (parts) Stockroom.
- HCJB and the Broadcast Division to Plant 4, across 17th Street.
- Parts Stockroom to the northwest corner of the new building, called Plant 2B.
- Receiving Department to Plant 3 dock area.
- Module assembly to Plant 2B.

- Audio assembly lines in Plant 2A will become demand flow lines similar to Audio Line 9.
- Techron assembly will remain in its approximate location in Plant 2A, but will undergo some additional rearrangement.

Factory Service and Technical Service groups to Plant 2A, thus getting the entire Audio Division at a single site.

There will be office moves and reconfigurations beyond this description, but the main points are:

1. We have a major moving project ahead of us which, once completed, will dramatically improve the efficiency of our material flow.
2. We must make these moves in the midst of a very busy business year and we cannot skip a beat in the process.

Real team effort will be required to accomplish this during 1996. The outcome, however, will allow sales growth and improved operating efficiencies. It is certainly in everyone's best interest to accomplish this task in an effective manner.

I am very encouraged by our continued growth, and, as I noted in a previous Crown Crier, growth usually has some pain associated with it. Hopefully moving will bring more fun than pain, but be prepared, moving day is drawing near!

*Terry Hammond*



Terry Hammond

## Employee Committee Financial Report

Balance as of 3/6/96:

Savings	\$1,726.99
Checking	1,691.39
Total	\$3,418.38

## Notary Publics at Your Service!

There are four that we know of:

**Sue Kurtz**  
Plant 1, Administrative Resources

**Libby Marshall**  
Plant 1, Office of the President

**Debi Sherwood**  
Plant 1, Audio Marketing office

**Barbara Whetstone**  
Plant 4, Service

A notary certifies that the signature on a document is that of the person named, and that the person knows and understands what he or she is signing. Therefore it is important that the signing occurs in view of the notary.

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

**Publisher:** Richard Pedo

**Editor:** Libby Marshall

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