

From the President's Desk...



This message is for those Dealers and Directs who have not yet registered to attend our 30th Anniversary Convention in July. Summer is just around the corner, and time is getting short. Many of your fellow Dealers and Direct Jobbers have already registered, and we're looking forward to hosting a fun-filled, interesting, and educational convention for them. But we want to have you here with us, as well.

This is your convention! I would like to see every active AMSOIL Dealer, Direct Dealer and Direct Jobber here at this event, not only to help us celebrate our 30 years in business, but to celebrate the fact that our American free enterprise system makes it possible for us to be in this business in the first place. That is my wish.

If you have downline Dealers, it's important that you set an example for them by being here for your convention and encouraging them to do the same. Our registrations to date are excellent, but I sincerely want this to be the best attended convention ever. It may be a long time before we have one of this magnitude again.

We all have a great deal in common, and occasionally networking with fellow businesspeople who share so many of the same concerns, problems, and successes is very important. We never fail to gain perspective about our own business by learning from the experiences of others in the business. And we often don't realize how important this networking is until we experience it. Sometimes the answer to a problem we have been struggling with can be found in sharing it with someone who has been there before. There will be many opportunities to make those connections at the convention!

We have also enlisted the talents of a very, very good sales trainer and keynote speaker for you. His name is Jim Cathcart and I promise you, his presentation alone will be worth the price of admission.

Everyone will leave the convention with at least one or two good ideas about how to build their AMSOIL business. Having him here to help train and enlighten you is just another example of the importance we place on this event. Our staff has gone all-out to make this convention a valuable and enjoyable experience for everyone who attends. I hope that includes you!

Also featured at our convention will be the Arctic Trek Team of Chris Marts and Otto Bakenmeier. If you read the March issue of *Action News*, you know these hardy adventurers are on the last leg of an 8,000 mile snowmobile adventure traveling from Canada to the North Pole. They are firm believers in AMSOIL products, saying they could not have run their machines in the sixty-below temperatures without AMSOIL lubricants. They will be here to share their inspirational message and daring experiences with our Dealers. Frankly, I can't wait to hear their story and to visit with them about their adventure and their experiences with our products. They will be a marvelous addition to our convention!

You will also have the opportunity to meet and visit with the AMSOIL-sponsored racers at our convention and look over the high-performance machines they race. You can learn first hand why they swear by our products to help them compete and win in competition.

There will be new products and new packaging concepts introduced at the convention that are sure to get your attention. And you'll be able to purchase these products with a 10% convention rebate. You can pick them up when you leave here or at your distribution center, or we'll ship them to you from the distribution center nearest you. The choice is yours. The rebate applies only to convention attendees.

And while you are here, you can tour our newly remodeled facilities. If you were here for our 25th, you will be amazed at the changes and modernization that have taken place since then. Most Dealers find it fascinating to actually see where the products they sell every day are formulated, blended and packaged. I'm certain you will too. The AMSOIL personnel will be here to greet and visit with you. That is a part of our jobs we like the best. Actually putting faces on the people we talk to every day.

So there are many reasons why it is in your best interests as an AMSOIL Dealer to join us here in July. Add to those reasons the fact that our location is a major vacation and tourism site. We're located on the shores of the largest freshwater lake in the world and there are plenty of local attractions. Your visit is sure to be a wonderful experience. However, being a tourist attraction means you need to reserve lodging now, so don't delay any longer.

Your 30th Anniversary Convention will be second to none. I know you'll regret not being here. Don't wait until your friends and fellow Dealers get back and tell you all the things you missed. Join the fun. Register today and experience it yourself.

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is written in a cursive, flowing style.

A. J. "Al" Amatuzio
President and CEO, AMSOIL INC.