

## From the President's Desk...



Another tremendous convention is over. I can't tell you how great it was to have so many AMSOIL Dealers and Directs here to celebrate with us. I really enjoyed the fellowship with old (and new) friends. Judging from the comments I heard from attendees, everyone thoroughly enjoyed this convention, finding it both interesting, educational, and a lot of fun! If you weren't here, you missed a golden opportunity to advance your knowledge of this business and have a wonderful time doing it.

In addition to the excellent company-planned programs and events, one of the most important experiences we have at an event like this is networking with people who share common interests, experiences, problems, and successes. I saw it everywhere I looked. Dealers discussing every phase of their business with fellow Dealers. Dealers interested and excited about the sessions they attended, the booths they visited, and the products and new packaging that were introduced.

This is indeed a wonderful business. I thoroughly enjoyed meeting and greeting so many Dealers. Their enthusiasm is contagious. I enjoyed having my picture taken with them, sharing stories with them, and just being around them. Their positive attitudes mean they still recognize this AMSOIL Business as a ground floor opportunity. They know we haven't even scratched the surface of our potential.

All of our AMSOIL-sponsored racers were there to share their experiences with attending Dealers. They were as positive and excited about AMSOIL products as our Dealers, and every one of them said they were proud to represent AMSOIL in their sport. We are fortunate to have such a talented and personable group of young people carrying the AMSOIL colors in competition.

The racers brought their racing machines and transportation equipment with them for all to see. The huge

tractor trailers they travel in were on display, and what a display it was! To see these beautifully decorated rigs all in one place was truly impressive. You talk about travelling billboards for AMSOIL, these rigs really show us off in a big way. Very impressive indeed.

My good friend Bobby Unser came to the convention as well. Attending Dealers really enjoyed being with him. Wherever Bobby was, there were Dealers talking with him and having their picture taken with him. He and I also spent some time on stage together, talking about our relationship over the years. Bobby recalls back in the seventies having problems with differentials wearing out in his Pike's Peak race car and being encouraged by a Dealer to call me for help. He did just that.

I must admit, I was surprised to get a call out of the blue from Bobby Unser, but that call began a friendship that has lasted all these years. Bobby helped us get involved in the Indy 500, and he was instrumental in our sponsorship of Al Unser Jr.

I was very pleased that Bobby attended this 30-year celebration. He said he wouldn't have missed it, and I really appreciate that. And by the way, I did solve his rear end wear problem with AMSOIL Synthetic Gear Lube. He went from needing a new rear end every race to having one last all season using AMSOIL.

We also introduced two important new additions to our AMSOIL staff at the convention. We are confident they will make a significant contribution to the success of every AMSOIL Dealer in the months and years to come.

Peter Haines was introduced as the new AMSOIL Director of Sales. Peter has a chemical engineering degree and eighteen years experience in the lubrication industry. He was Vice President of Sales and Marketing for a large oil company before joining AMSOIL, working closely with the company's independent distributors. I expect you will be hearing more from Peter in future months.

Also introduced at our convention was Scott Davis, our new Director of Operations. Scott has a master's degree in business administration and came to us with ten years experience in procurement and operations management. His expertise will help assure the smooth operation of AMSOIL as we continue to grow.

Both of these new directors are valuable additions to the AMSOIL management team. They join current Director of Communication, Kevin McBride and Technical Director, David Anderson. These AMSOIL Directors are all people you can rely on to help you build your AMSOIL business. Just as with every employee at AMSOIL, their job is to serve your needs. Whether it means producing the best products, providing literature and sales aids to help you sell them, or providing technical support when needed, they are here for you.

Thanks to all the Dealers and Directs who were here to help us celebrate, and a very special thank you to the entire AMSOIL staff for working so hard to make this 30 Year Anniversary such a huge success! You're a tremendous group of people and I'm proud to be associated with you.

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is written in a cursive style with a large, stylized "A" and "J".

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