

# Sisters Inherit AMSOIL Business, Success

The "AMSOIL Opportunity" not only offers independent businesses to men and women alike, it offers financial benefits for spouses and loved ones.

While Dealers build successful and lucrative private businesses for themselves, they also accrue assets that benefit and enrich the lives of their spouses and children when they retire or die.

The details of how to bequeath an AMSOIL business to loved ones are spelled out in the AMSOIL Marketing Plan Policies (G-47A).

Direct Jobber David Lingwall understood the true opportunity an independent AMSOIL Dealership gave him. He met company founder and CEO A.J. Amatuzio and got in from the very beginning in 1973.

"I was his first office girl back when I was 17," said LaVel Rude, Lingwall's daughter. "I helped him set up the office. Back then, it was a hard sell. They didn't just come in off the street. Now it's familiar to everyone. It's amazing to see how far it's come."

Based in Brainerd, Minn., Lingwall built a solid and profitable business, and left a lucrative corporation to his daughters, LaDonna Harrison, 52, and LaVel Rude, 48, when he died at the age of 73 in May of 2000.

Both Lingwall daughters already owned stock in the corporation and had their own Dealership, started in 1995. When their father died, the sisters took over the corporation as 50/50 partners.

"Fortunately for us, our father was an insightful man who built a self sufficient, self perpetuating organization," said Rude. "He was set up as a corporation, which made ownership transition quite smooth for us. And AMSOIL made it really easy."

She said other AMSOIL Dealers should be encouraged to know their years of hard work can smoothly pass on the benefits of that labor to those they love.

"I'm thankful that my father had the foresight to set up the business the way he did," Rude said.

Lingwall put in many long, hard years building the business, she said. And it paid off in more ways than one. He was semi-retired and enjoying himself traveling, fishing and golfing before the year 2000, Rude said. "And then it passed on to us. The business just goes on and continues to grow."

The flexibility of the business is especially important, Rude said, because it's difficult logistically.

The central office, Auto Life, is in Brainerd, Minn. That office is run by Denise Philippi. Philippi has worked at Auto Life for about five years, according to Rude, and her dedication and hard work keep the business on track. "Denise really does handle things very well," Rude said.



David Lingwall with young daughters LaVel and LaDonna

Rude lives with her husband, Donald, in Frostburg, Md. Harrison lives with her husband Al Miller, in Thousand Oaks, Calif.

"Our husbands are our partners," Rude said. However, the women own the corporation. LaDonna is the president of the corporation. "Fortunately, we get along really well and trust each other without question," Rude said. "We've always gotten along."

Harrison echoed her sister's sentiment.

"She (LaVel) is extremely organized," said Harrison. "We really complement each other. It's wonderful."

Each pursued other careers as their dad built his AMSOIL business.

"He thought we should make it on our own," Harrison said. "Dad built the business. He was the leader." In that role, he always made sure they knew all of the important details of the corporation.

LaVel Rude owns an Interior Decorative Painting business and some of her "faux finishes" and mural work have been published in Better Homes and Gardens/Paint Decor magazine. Husband, Donald, is a project manager for Honeywell, Corp.

Harrison is a college English professor, who is teaching at a Catholic seminary. "It's the best job I've ever had for teaching," she said. Husband, Al Miller, is a college professor of radio and television communications.

In their AMSOIL business, Rude takes care of accounting and some of the daily details and telephone work; Harrison handles research, public relations and writes their newsletter.

"It's a wonderful division of labor," Harrison said.

At the helm in the Brainerd office, which offers a solid base, Philippi answers questions and fulfills orders not only for Dealers in their organization but for anyone seeking products or information.

"It works really well," Harrison said.

Harrison and Rude are in touch with each other and Philippi at the Brainerd office on a daily basis through e-mail, telephone and fax.

Rude said she hopes other Dealers take advantage of the opportunity to set up their businesses to pass on to their children.

Harrison agreed. "It's wonderful that the other leaders out there can pass this on to their families," Harrison said. "I feel very, very grateful not only to AMSOIL, but to dad's organization that has been there for dad, and I wish them success."

The sisters intend to keep the business in the family and already have made plans for their children to inherit and understand the AMSOIL business.

In the meantime, they're building their AMSOIL business slowly and will focus on it more when their other careers slow down.



LaDonna Harrison and LaVel Rude