

## From the President's Desk...



If there is any business that has proven itself during hard economic times, it is this AMSOIL business. Some have called it "recession proof." Whatever you call it, your AMSOIL business doesn't seem to be as sensitive to the ups and downs of the general economy as many businesses are. That, plus the fact that owning an AMSOIL business puts you in control of your own destiny, rather than being totally dependent on a nine-to-five job that may not be there tomorrow.

I don't like to add to the doom and gloom we all see every day in the newspaper and on the news broadcasts, but it's pretty difficult to ignore the fact that these are difficult times for many people. Unemployment is rising. Many companies are laying off employees, and some people with full-time jobs are seeing their hours cut, which means a reduction in take-home pay. In one form or another, this affects nearly everyone today. Everyone, it seems, except most AMSOIL Dealers.

In the face of these tough economic times, our business, and therefore the businesses of our Dealers, has never been better. We ended the year with a significant increase in sales over previous years. And equally if not more impressive was the fact that our rate of sponsoring also significantly increased.

Whether it be new Dealerships, new Retail Accounts or new Commercial Accounts, we continue to see impressive growth in all the numbers. This is especially true in the growth of our Preferred Customer Program, which is not only an outstanding source of new sales, it is the breeding ground for future Dealers. Let's face it. Most of you became Dealers after first becoming impressed with the products, and that's why so many people are becoming Preferred Customers... to use the products! These people represent the Dealers of the future. It's up to all of us to show them how an AMSOIL business could be very beneficial for them.

They say that opportunity often comes disguised in many forms. We certainly do our best not to disguise this AMSOIL business opportunity. We want the world to know that it provides not just one, but many practical avenues to financial success. Whether it be part-time or full-time, an AMSOIL business enables any person willing to devote some spare time to the opportunity to become more financially independent. It does so with a minimum initial expense, substantially less than what would be commonly required to go into just about any other business. In the times we live in today, the AMSOIL business opportunity presents a very attractive option for many, many people, thus our increase in sponsorship.

The most effective way to expand and build your business is to sponsor new Dealers and build a strong downline group. I have emphasized this point so many times, and I'll do it again in this message. And judging from the number of new Dealerships we are seeing today, now is the perfect time to put your time and efforts into building your business through sponsoring.

There are many people today who have had their incomes reduced for one reason or another. They are looking for a way to earn extra money. You hold the key to helping many of them accomplish their financial objectives by bringing them into this business. By doing so, you not only help them but you help yourself. It's a win-win situation all the way around.

But sponsoring won't just happen. You've got to make it happen. You need to work at sourcing out new dealer prospects every day. You need to be alert and be aware of your friends' and customers' situations. You need to stay in touch with your customers and periodically provide them with information on becoming a Dealer. You need to constantly "talk up" your business to other people to create interest.

Everybody is looking for a good deal, and AMSOIL has a good deal for everyone, whether it be as a Preferred Customer who can buy at dealer cost or as a full-fledged AMSOIL business owner who has opportunities to earn in numerous ways. Many people you already know may be ready to take advantage of the opportunity you offer. You just need to ask!

Some people might ask why top-of-the-line products like AMSOIL Synthetic Lubricants are in such high demand at a time when money is apparently tight for many people. I believe it's because most consumers understand the difference between price and cost. While it's true that the price of a quart of AMSOIL Motor Oil is more than that of everyday petroleum brands, it's also true that it lasts up to ten times longer in service, it increases fuel economy, prolongs engine life, and is better for the environment. AMSOIL Synthetic Lubricants actually wind up costing less in the long run. They give every Dealer something special to sell and they provide our customers with outstanding value for their hard-earned money at a time when it matters more than ever!

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

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