

## From the President's Desk...



As you can see by the front cover of this Action News, we are making preparations to celebrate our 30th Anniversary International Convention next July. Now it may seem premature to ask you to start planning for this event almost a year early, but I assure you it is not.

The Duluth/Superior area has grown to be a major tourist attraction and it is essential to plan well in advance to secure lodging during the summer months. Now is the perfect time to plan your vacation here in the twin ports and take in our International Convention. For those who have visited here before, you know how beautiful the Lake Superior region is. For those who have never experienced it, you're in for a real treat.

This event is personally very near and dear to me. After all, thirty years in business is a long time. Especially when the odds were so stacked against my success to begin with. Remember, I had to go head-to-head against some of the largest corporations in the world at the time, disrupting the status quo and marketing a product nobody, and I mean nobody, had ever heard of.

My long-time friends still recall what a challenge I had to make this company successful. If you were to ask some of them what they thought of my idea of making and marketing synthetic motor oil, they would have accused me of flying at altitude too long without oxygen. I know that's what they would have said because it is what they were telling me at the time.

But they were wrong. I had a better mouse trap and I knew it. Synthetic Motor Oil was the oil of the future. The trick was to get enough people to try it and spread the word. Multi-Level Marketing was the answer, and soon after we went MLM, we couldn't manufacture enough motor oil to meet the demand. Not a bad problem for a fledgling young company to have, but it required diligence and foresight to manage our phe-

nomenal growth. We were not equipped to mass-produce, and we didn't have the facility we needed to do it.

We immediately began expanding our plant and investing in equipment. Our motor oil was becoming accepted in the marketplace, but I wanted our Dealers to have a full line of synthetic lubricants to sell. I decided early-on that we needed to expand our in-house lab for quality control and new product development. We built a lab that eventually became a state-of-the-art facility and it remains so today.

We are a company of many "firsts." We were the first with synthetic motor oil, then one by one, we began adding more original products to our line. Synthetic diesel oil, two-cycle oil, gear lubes, racing oil, greases, hydraulic fluids, the list has continued to grow through the years. Today, we manufacture a complete line of synthetic lubricants. We are also capable of developing and manufacturing other high-performance lubricants to meet the most demanding applications.

Yes, we were "The First in Synthetics" and I'm proud of that. All other synthetic motor oils were Johnny-come-latelies. That's a fact. Most are manufactured by the same giant oil companies who used to be quoted in magazine articles and news stories saying the benefits of synthetic lubricants were being overstated by that little company in Superior, Wisconsin. Then, amazingly, they started making synthetic oils claiming the same overstated benefits. It's funny how that works.

What is not so funny is when I hear or read the ad slogans saying their products are the best. They are not. Mobil 1 has run the tag line for their advertising stating "nothing outperforms Mobil 1." I know a company that makes oils that do. And you know which company that is. Mobil makes very good oil, but I'm here to tell you that it does not outperform AMSOIL Synthetic Motor Oils. They can come out with the advertising buzz words to market their oils, but in the final analysis, buzz words don't add one thing to their product's performance. The only reason we have continued to grow and prosper competing with large corporations like Mobil is that our products have consistently performed better.

Superior performance does not just happen. We have incorporated many, many improvements to all of our lubricants over the years and we continue to do so today. My son, Alan, is now involved in product formulations, and like me, he is dedicated to maintaining the quality and performance of our products. Even so, all product formulation changes continue to require my approval. We have a good team, with my experience, Alan's quest for refining and improving our products, and Dean Alexander as my General Manager. The result is a company with products that continue to lead the industry in every way!

So I hope you make plans to visit us next summer. It's been five years since we've held a large international convention here. Much has changed at our plant. You will be amazed at how streamlined our production has become. I'm personally anxious to greet every one of you and I guarantee you will enjoy your visit!

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