

During the past 30 years, AMSOIL Founder and CEO A.J. Amatuzio has been making his dream come true.

He built a solid, thriving synthetic lubrication business that sets the standard by which all other companies measure.

Amatuzio's multi-level marketing approach has brought thousands of Dealers successful businesses, and the company continues to grow at record pace.

The AMSOIL 30th Anniversary International Convention is a chance for all of those business people to celebrate their thriving businesses and get to know each other and the AMSOIL staff.

"Coming to Duluth is great, especially when you come from Virginia and get the relief from the heat," said Regency Gold Direct Jobber Gerry Reid. "It's a fun place to visit, the waterfront, the great restaurants in the area, learning about the historical significance of the port, and of course a visit to the casino."

Reid and his wife, Patricia, first attended a regional convention in 1978 in Springfield, Mass. He's attended almost every convention and has next year's 30th anniversary convention marked on his calendar. "We certainly won't miss it," he said.

The conventions are a great place to improve and share business knowledge with other Dealers, Reid said. "I would encourage all Dealers to attend the 30th convention. You get a much better understanding of what AMSOIL is and the potential business opportunity you have in your grip."

Paul Harvey Praises Duluth

I first wrote something called "Undiscovered America" 22 years ago. I was focusing then on Arkansas as a state yet to be discovered. Since that essay, Sam Walton and Bill Clinton took care of that.

But there is yet more America to be discovered. Lake Superior is superior. It's the largest, coldest, clearest, deepest body of water in the United States. And on its western shore sits a superior city named Duluth.

Duluth is sea gulls and sailboats, thousand-foot ships homing in on a majestic lighthouse. Its sand beaches parallel a mile-long boardwalk. Duluth is parks and playgrounds, two 27-hole public golf courses, two 18-hole private courses, numerous community recreation centers, hiking and biking, and walleye fishing right downtown.

From many of the northern west-hills overlooking the city of Duluth you have an ocean view. Duluth is... Duluth is San Francisco with growing room. Look northeast to the state park named for its Gooseberry Falls, look east from up the north shore and the horizon is dominated by handsome Split Rock Lighthouse. A hundred-year-old classic depot houses three museums.

Institutions of higher learning, within the city limits, I count six. And yet if most American cities are wall-to-wall people and cars, Duluth's 27-miles long city is utterly underpopulated... In all of the American upper midwest, one clinic is second only to Mayo's and that is Duluth's... Duluth is a magic time...

Excerpts from Paul Harvey's mid-day broadcast



Photos Courtesy of Duluth Convention and Visitors Bureau, Seaquest Photography

