

# **AMSOIL 30th Anniversary Convention Brought Fun, Inspiration, Fellowship**

A year of planning, meetings, discussions and more planning paid off big when the long-awaited AMSOIL 30th Anniversary Convention hit the Duluth Entertainment Convention Center and the cities of Duluth and Superior. A tidal wave of AMSOIL Direct Jobbers and Dealers flooded the Twin Ports ready to celebrate the company's rich history and commitment to growing into the future.

The deluge started as a trickle on Monday, July 14, with a few Dealers and Direct Jobbers arriving at AMSOIL headquarters to tour the facilities and order products.

By Wednesday afternoon, the wave was in full crescendo as independent AMSOIL businessmen and women registered, renewed acquaintances with old friends, made new ones and attended a Direct Jobber recognition dinner hosted by AMSOIL President and CEO A.J. "Al" Amatuzio.

Thursday brought a day full of informational sessions as well as the introduction of new products. The first of five skits called "The Journey to Success" entertained conventioners, and set the stage for the rest of the "journey." The skits were created and acted by leadership council members and Dealers.

Director of Sales Peter Haines introduced the new AMSOIL Flowzair filters.

The introduction of Team AMSOIL racers brought the audience to its feet as the racers rose to the stage from the orchestra pit in a swirl of smoke and lights. Indy car racing legend Bobby Unser was a smash hit as he greeted the crowd. He said he has used AMSOIL motor oils in all of his vehicles for many years. In fact, he said all of today's high level racers use synthetic motor oils because the engines simply demand the higher quality of synthetics.



Friday morning brought the AMSOIL Racing Expo, where convention attendees met Team AMSOIL racers in person, many garnering autographs from their favorite racers, be it Mike LaRocco and Travis Preston, who race supercross and motocross circuits, to Justin Tate and D.J. Eckstrom, who race WSA snocross. Powerboat racer Terry Rinker was on hand to sign autographs and talk with convention attendees, as well.

Several local racers also were there, displaying their AMSOIL cars and motorcycles.

The Rig Round Up competition netted \$500 first place cash prizes in each of four categories: Pat and Donna Grady, Graphics/Appearance; James and Carol Fleschner, Unique By-Pass Filter Installation; Ralph Sites, Best of Show; and George and Shirley Douglas, RV/Heavy Duty Truck or Off Road vehicle.

In afternoon sessions, Paul Converso of Battenfield, Al Laning of Lubrizol and Mike Hayes from Ethyl discussed current industry specifications and future trends.

All three vendors know AMSOIL well. The three speakers indicated that AMSOIL only buys the best. No one makes better products than AMSOIL.

Friday night, Superior Speedway was jammed to the walls with AMSOIL conventioners. Bobby Unser was a gracious spokesman who again reflected on his long association with AMSOIL and A.J. Amatuzio. He spent time signing autographs and talking with race fans.

Throughout the day on Saturday, entertainment was interspersed among serious topics. Convention-goers saw the last three skits along the road to success, where finally "Angel" Gerry Reid whisked "New Dealer" Les Martin and "Lazy" Dealer Carl McNamee onto the train bound for success, with "Conductor" Ray Peszko. Technical Director Dave Anderson introduced the new Dealer Training Course available for use at home. Many Direct Jobbers were recognized for attaining higher