



levels, with Bill and Donna Durand, Superior, Wis., being recognized as the first and only Five Star Regency Platinum Direct Jobbers in the company.

One of the day's highlights was the "Wheel and Deal" game. Ten contestants lined up behind boxes with hidden dollar amounts under them.

Contestants could keep their box or "deal" with Al Amatuzio, as he offered them an increasing amount of money to give up the box. Tensions were high as each tried to decide which was the better deal. Cash amounts ranged from \$2,000 to \$75. Some went away significantly better off for taking the money that was offered, others made out better keeping their box award. Amatuzio handed out thousands of dollars on stage and finding himself with money still in his hand at the end, names of Dealers in the crowd were drawn passing the cash even further. The game was a hit and every contestant walked away with a cash prize of some amount.

Later, Executive Vice President and General Manager Dean Alexander rose to the stage from the orchestra pit wearing a helmet and "driving" a "hot rod" to the sounds of "Born to Be Wild." After the fanfare of his entrance, Alexander gave a powerful speech about the direction of the company and its ever-increasing popularity. AMSOIL is firmly planted in the industry, ready for the growing popularity of synthetics and able to sustain its unprecedented growth in this new era.

Keynote speaker Jim Cathcart delivered a motivational speech focused on "Being The Best You Can Be."

Saturday night brought the president's award dinner with diamond rings and watches given to many Direct Jobbers who reached higher levels in recent months.

After the dinner, everyone danced to the sounds of The Uncolras, bringing the 30th Anniversary AMSOIL Convention to its official end.

Everyone had fun, learned some new things, met new people and came away ready to further their independent AMSOIL businesses. Some were heard to say they are already looking forward to the next AMSOIL convention.

