

“Give Me That Old-Time Religion”

Speech for Welcome Reception – New Orleans, LA

March 10, 1999

Mr. Rapoport’s short welcome speech at the American Income Convention begins with a call back to that “old-time religion.” For American Income this does not mean a religious experience, but a revival of the spirit of this company. Rapoport defines that “old-time religion” as “that rare feeling that came to those who just had an absolute certainty that they were right and they believed...with fervency, excitement and a commitment one to another.” Rapoport is ready for a reawakening of the spirit that breathed life into American Income.

A spirit of community will be the approach to 1999. The “old-time religion” will bring back the sense of togetherness this company felt during its first years. Rapoport says, “We are that unique company where we are for profit, but by golly, we are for one another.” Hard work and camaraderie made this company a success. Rapoport started with no money, but a vision and the fuel of excitement. Rapoport lived under the advice that “spirit moves and intelligence manicures.” The company has enough intelligence; now it needs some spirit.

Rapoport sends them off to the rest of the convention with his love and his adoration of the greatest sales force in the world. He ends with, “I love you; have the best time you have ever had at any AIL Convention!”