Music to Their Ears

By combining their talents, Art Napolitano and George Zalucki are singing a song of success.

by Brittany Glenn
At a Glance

Name: Art Napolitano  
Home: New Hampshire  
Family: Wife, Jennifer; children: Art III, 12; Ashlyn, 10  
Former Occupation: Musician  
ACN Status: Senior Vice President, Circle of Champions 2006-2007, President’s Club  
Most Rewarding Achievement with ACN: Not only have we attained financial freedom, we are also helping others do the same.  
Vital Business Tip: Show the plan and power of duplication.  
Personal Philosophy: Help enough people get what they want, and you will get what you want.  
Favorite Books: Lead the Field by Earl Nightingale, Think and Grow Rich by Napoleon Hill, The Business School for People Who Like Helping People by Robert Kiyosaki  
Most Influential Person: Father, Arthur Napolitano  
Hobbies: Family, playing guitar, golf

Art Napolitano and George Zalucki are a gifted pair. Although they are more than 20 years apart in age, they both share a love for music and, more importantly, for people. Their enthusiasm to see others succeed is infectious, as the many people they have helped along the way have discovered. Together, Art and George fuel a furnace of motivation and inspiration that has led to unstoppable success.

Partners for eight years, Art and George are a leading ACN sales team. They are senior vice presidents, a coveted title they and only a few other ACN representatives hold. And they are both genuinely nice people—the kind you’re glad to see make it to the top.

Law of Attraction

It started 16 years ago, when Art attended a personal-development seminar presented by George. Art was a talented yet struggling musician who played guitar at night and delivered frozen food during the day. Although George didn’t know it, Art was a big fan of George’s teachings.

“The first time I looked into direct selling was in 1989,” Art says. “I had no bank account, and my car had a hole in the floor. I was living the life of a musician; I felt like I was unemployable. A friend of mine who had been in the direct selling industry for a while recommended that I watch one of George’s videotapes. After watching it, I thought, ‘I’ve got to know this guy’ because he was talking about how to improve yourself instead of how to sell a product.”

“When I heard George was speaking nearby, I went to see him,” Art continues. “He was presenting his Experience to Make a Difference seminar. I remember sitting in the front row being so impressed by the things George was saying. I started listening to his training tapes, too.”

“I have a passion for researching the correlation between what people think and the choices and behavior that follow,” says George, who taught psychology at the collegiate level and regularly spoke (and still speaks) for various direct selling companies. “I emphasize the idea that we create our lives with our thoughts. And we attract people to ourselves according to the nature of our thoughts.”

The law of attraction must have been working that day, because George noticed the company folded. They explored alternative opportunities together and separately.

One day, Art got a call from an acquaintance who told him about a new telecommunications direct selling company called ACN. Art and George agreed to meet the four ACN co-founders—Robert Stevanovski, Greg Provenzano, Mike Cupisz and Tony Cupisz. The outcome? “We were both massively impressed with who they were as human beings,” George says. “We saw their sensitivity to the field and their integrity.”

“We noticed the difference between ACN and the other companies I had been involved with in the past,” Art says. “There is an old saying that goes ‘Time will either promote you or expose you.’ In the case of ACN, time has definitely promoted the company.

Art and George agreed that ACN should be their next venture. The question was, who should sponsor whom? Instead of one person sponsoring the other, Art and George decided to become ACN representatives as a team.

Individually, we earn more money now in residual income than many corporate executives earn in a year.

—Art Napolitano

Art despite the large audience. “I noticed Art immediately because he has a great presence, and you could feel he was a man who was up to something,” George says. “You could tell he was going somewhere. My hunch was right. Art is the best I know in the business.”

Their Biggest Fans

The two became friends, and Art sponsored George and his wife, Eloise, as representatives for another direct selling company. George and Eloise became Art’s biggest group. Both Art and George were million-dollar earners when the company folded. They explored alternative opportunities together and separately.

Art Napolitano with his family: wife, Jennifer, daughter, Ashlyn and son, Art III
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Mission Driven

George is so mission-driven about improving people’s lives,” Art says. “At the end of the day, all people want is to feel good and be happy. I think this is one of the reasons our partnership works—we are very much aligned with creating an environment where people can win. We understand that we have what we have because the people around us are doing well. The checks we receive from ACN are reflections of how many people we’re helping to succeed.”

At press time, Art and George—and George’s wife, Eloise—had just returned from a new-business development trip in Poland, ACN’s newest market. “About 12,000 people came to look at the business in just seven days,” Art says. Every year, Art and George take more than 20 trips overseas to develop new business in untapped markets.

Art and George attribute much of their European success to the willingness of the ACN co-founders to accommodate the needs of new markets. “When we met the ACN co-founders, we put them under the microscope, but they were willing to be there,” George says. “There was no hidden agenda. They were willing to show the sensitivities to the European markets by producing the materials in their languages—they respected the people.”

What drives the motivation machine that distinguishes Art and George’s partnership? “George and I know that the glue that keeps our teams together goes even beyond ACN,” Art says. “Even if we lost our houses, cars and everything else, we would still have the shared experiences we have collected along the way. Plus, the people around us know we care about their success. That’s why we are still working after already building such a large organization.”

We each have a seven-figure yearly income, and enjoy dream houses and dream lifestyles.

—George Zalucki

At a Glance

Name: George Zalucki
Home: Tennessee
Family: Wife, Eloise; children: Lisa, George Jr., Beth, Gail, Pamela, Christy, Isla, Catherine, Robert; 7 grandchildren
Former Occupations: College dean, seminar developer and presenter
ACN Status: Senior Vice President, Circle of Champions 2006-2007, President’s Club
Most Rewarding Achievement with ACN: Being with great people
Vital Business Tip: Establish your focus, build your belief in the company and yourself, and stay long enough in the game to win.
Personal Philosophy: Before you can build an income, you must first build the person.
Favorite Books: Think and Grow Rich by Napoleon Hill, Wake Up and Live by Dorothea Brande
Most Influential People: Parents, Matthew & Rita
Hobbies: Music, playing keyboards, singing

We like the idea of trying to see if we can raise the bar again and again—we like to try to break our own records.”

“We are committed to the industry because we have seen the good and not so good,” George says. “Through these experiences, we believe strongly that direct selling is a great way for the average person to boost his or her life.”

“We are humbled by the success that we have experienced with ACN,” Art says. “And we’ve got a lot more to do.”

“We are not geniuses—we’re just two guys who see the target, make a plan and work like hell,” George adds. “We continue our work because we love the people. We know they rely on us; we are honest with them. And who knows where ACN is going? I’m very happy and proud to be part of the company.”

Art shares a story about George that occurred at a recent ACN event where Donald Trump spoke. “After Mr. Trump was finished speaking, he received huge applause, of course, but then George walked up to the podium and the camera shifted to him, and thousands of people stood up and gave him the most amazing ovation.”

Is it possible to steal even Donald Trump’s thunder? Apparently so, when people know you truly, deeply care about them.