

**AMSOIL**

# **ACTION NEWS**

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*The First in Synthetics*

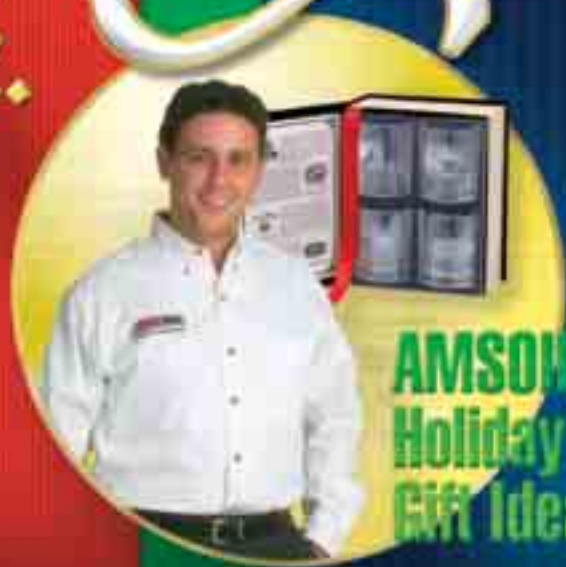
DECEMBER 2003

# Happy Holidays from AMSOIL INC.

**New!**

**Comparative Motor Oil  
Testing Brochure in this Issue**

*The most comprehensive test results  
ever published by AMSOIL*



**AMSOIL  
Holiday  
Gift Ideas**

## From the President's Desk...



First thing I want you to do after reading this message is to check out the G-1971 insert in this *Action News*. It compares test results on a number of oils including AMSOIL 10W-30 and proves beyond a shadow of a doubt the quality we build into our lubricants. I know you will appreciate how our oil stacks up to the competition!

But first, I just read Shirley and John Alquist's newsletter "The Alquist Advantage" and it really struck a chord with me. Shirley and John are Executive Direct Jobbers from Florida who are doing an excellent job building their AMSOIL business, and their newsletter certainly reflects their drive, commitment, and professionalism.

The Alquists just celebrated Home-Based Business Week which took place October 12 – 18. Now I'll be honest. I didn't even know that home-based businesses had a week. Suffice it to say, I do now!

Nor did I realize that 52 percent of all small businesses are home-based businesses, and that they represent 10 percent of total business receipts. Again, I do now thanks to the Alquist newsletter.

The MLM industry relies on the concept of home-based businesses. It also relies on people who want to be self-employed and self-reliant, and that's exactly what the Alquists promote through their AMSOIL business. They point out that in today's world, there is no such thing as job security unless you're working for yourself. And don't let the fact you work for a large company lull you into complacency. Large corporations are where we are seeing the largest drop in employment, so there is no security there.

Shirley and John ask what would happen if your employer fails? Would you just go out and get another job? In this job market, that would be difficult. Could you live on your savings? For most people, there are very little savings to fall back on. Owning their own businesses can be the answer for those who want more security. At least they will be in control of their own destinies, rather than depending on the ups and downs or whims of someone else's business.

It's important for people begin to accumulate their own money for now and later, according the Alquists. They can't rely on Social Security. Outgoing Social Security payments are funded with incoming contributions, and with more people reaching retirement age and living longer and fewer young people contributing, it will be difficult to keep the Social Security System from collapsing. We must plan on taking care of our own retirement needs right now and a home-based AMSOIL business is a good way for many people to do that.

The Alquist newsletter features information on today's unemployment picture and indicates our economy is in a "jobless recovery." Productivity has increased to the point where many jobs have simply disappeared. Jobs are also being moved overseas where labor costs are lower, leaving more workers here in the U.S. to search for new employment. According to the unemployment statistics this year, there are many who have not found new employment.

The Alquists offer a compelling argument for becoming your own boss in a home-based AMSOIL business. But they not only tell you why you should become an AMSOIL Dealer, they show you how to succeed in this business through a comprehensive training program they have put on their website. They call their program the "Alquist Advantage Network Duplication System for Building Residual Income," and they have high hopes for its success. They include a description in their newsletter.

As I mentioned at the outset, I really like the Alquist's newsletter. It promotes their AMSOIL Business and educates their readers. It is plain to see that Shirley and John operate at a very professional level and have put a tremendous amount of thought and hard work into their business, and it is paying off.

There are many ways to succeed in this business, and the Alquists have found a way that works very well for them. As we near the end of 2003, I want to congratulate them and all our Dealers for your success this year and for making this an incredibly successful year for AMSOIL

As I write this, the Thanksgiving holiday is just around the corner. I have a lot to be thankful for, but I am especially thankful for all of you, our marvelous Dealers. I truly enjoy our association and friendship.

I want to wish every one of you the very best this Holiday Season.

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is written in a cursive, flowing style.

A. J. "Al" Amatuzio  
President and CEO, AMSOIL INC.

# DEALERS IN ACTION!

## Online Information Earns New AMSOIL Customer



Consumers today look for value as well as good price – and they know cheaper doesn't mean better.

The Internet has given consumers a virtually unlimited gateway to sophisticated information from experts in nearly every field.

So, today's customers know what they want before they get to the traditional brick and mortar store, or online storefront.

That's how Chris Meutsch, Cincinnati, Ohio, became familiar with AMSOIL lubes in January 2003. Meutsch, a salesman for Wine Cellar Innovations in Cincinnati, describes himself as a man with an "insatiable desire for finding the best motor oil possible."

He bought a copy of a motor oil resource book online. "It's the book that carries testing and data for many oils," he said. "AMSOIL tested best overall in every category. I decided to give it a try based on the Four-Ball Wear Test and the extended drain intervals."

He owns a 2000 Mazda Protege ES. It has a 1.8 L DOHC engine with about 41,000 miles on it and a five-speed manual transmission. Meutsch installed AMSOIL 5W-30 Motor Oil and 75W-90 Gear Oil.

"I instantly noticed easier shifting, especially getting out of gears," Meutsch said. "The clutch seemingly is effortless, and selecting a gear has gone from a bit of searching to seamless, fluid transfer. I love this stuff."

His wife, Anya, drives a 2001 Honda Civic LX. That engine, a 1.7 L SOHC, has about 32,500 miles on it. Meutsch runs AMSOIL Automatic Transmission Fluid and 5W-30 Motor Oil in the Honda.



**ON DISPLAY** – Chris Meutsch displays his 2000 Mazda and his 2001 Honda Civic at his home in Cincinnati, Ohio. Both vehicles run AMSOIL lubes from bumper to bumper.

"I have the fullest confidence in the products, and I know if anything ever goes wrong, AMSOIL will stand behind me," he said.

While this year brought him extra initial expenses installing AMSOIL products, Meutsch anticipates overall savings. He expects not only to increase his miles per gallon, but to put many miles on the engines of the two cars.

"Now that I have transmission fluid and gear oil installed, I'm set on those for 90,000 miles and lifetime, respectively. Therefore, I won't have to buy those again for a long time," he said. "Now my only expenses will be once a year for the oil and twice a year on filters. Bottom line, I won't be spending extra money on a transmission or new gearbox down the line, so I don't mind spending more up front to prevent failures."

## Better Gas Mileage Impresses AMSOIL Customers

Joe and Mary Tate, Hopewell, Va., are raving about the fuel savings they're getting since they switched their vehicle to AMSOIL products.

The Tates bought a used 2001 Jeep Cherokee Limited, with a six cylinder engine that had 27,000 miles on it. Joe Tate, a long-time AMSOIL user, carefully checked the mileage and found he was getting about 12 to 13 miles per gallon around town and about 17 to 18 mpg on trips.

Tate went to AMSOIL Direct Jobber Gerry Reid and switched the Jeep to AMSOIL products. He installed Series 2000 0W-30 Motor Oil, AMSOIL Automatic Transmission Fluid in the transmission, AMSOIL Series 2000 75W-90 Gear Lube in the differentials, AMSOIL Two-Stage Air Filter and AMSOIL Performance Improver in the fuel.

He reports lower operating temperatures, easier starting, smoother throttle response and a noticeable improvement in power.

On top of those benefits, Tate said he's thrilled with the fuel savings he's getting, especially with the cost of gasoline changing daily. The Jeep is now getting 17 to 18 mpg around town and 22-plus mpg on the road.

That represents a minimum of 20 percent better mpg, which means he's saving at least 33 cents per gallon. Tate spent about \$100 to convert the Jeep to AMSOIL products. But the savings he's experiencing soon will cover the cost of that initial investment making the AMSOIL switch-over essentially free. "AMSOIL did it again," Tate said. "And saved me a lot of money."

# MONTHLY LE



**Ray & Arlene Schmit**  
Minnesota  
★★★★Regency Platinum  
Direct Jobbers  
**FIRST**—Total  
Organization  
Second—Personal Group  
Sales



**Members, Leadership Council**  
**Mark & Sherree Schell**  
Idaho  
★★Regency Platinum Direct  
Jobbers  
Second—Total Organization  
Third—Personal Group Sales



**Leonard & Eunice Pearson**  
Washington  
★Regency Platinum Direct  
Jobbers  
Third—Total Organization



**Dave M. Mann**  
Michigan  
Regency Platinum Direct  
Jobber  
Fourth—Total Organization  
**FIRST**—Personal Group  
Sales  
**FIRST**—New Qualified  
Dealers & Accounts



**Members, Leadership Council**  
**William & Judith Shirk**  
Maine  
Regency Platinum Direct  
Jobbers  
Eighth—Total Organization  
Eighth—Personal Group Sales



**Members, Leadership Council**  
**Gerry & Patricia Reid**  
Virginia  
Regency Gold Direct Jobbers  
Ninth—Total Organization  
Fourth—Personal Group Sales  
Eighth—New Qualified Dealers &  
Accounts



**Members, Leadership Council**  
**Thomas & Sheila Shalin**  
Kansas  
Regency Gold Direct Jobbers  
Tenth—Total Organization  
Sixth—Personal Group Sales  
Third—New Qualified Dealers  
& Accounts



**LaDonna Harrison &  
LaVel Rude**  
Minnesota  
★★★★Regency Platinum  
Direct Jobbers  
Seventh—Personal Group  
Sales



**Greg & Debra McKenzie**  
Alberta  
Premiere Direct Jobbers  
Fourth—Commercial & Retail  
Marketing



**James J. Allen**  
Ohio  
Master Direct Jobber  
Fifth—Commercial &  
Retail Marketing



**Norman D. Stokes**  
Washington  
Direct Jobber  
Second—New Qualified  
Dealers & Accounts



**Michael & Eileen Kaufman**  
Michigan  
Master Direct Jobbers  
Fifth—New Qualified  
Dealers & Accounts

# ADERS

September  
2003

# HALL OF FAME

AMSOIL Hall of Fame members are recognized for their long-standing service, achievement and commitment to excellence.



**David & Carol Bell**  
*Texas*  
★★Regency Platinum  
Direct Jobbers  
*Fifth—Total Organization*  
*Ninth—Personal Group*  
*Sales*  
*Third—Commercial &*  
*Retail Marketing*



**George & Shirley Douglas**  
*Florida*  
Regency Platinum Direct  
Jobbers  
*Sixth—Total Organization*  
*Fifth—Personal Group Sales*



**Ora Mae Boardman**  
*Virginia*  
Regency Platinum Direct  
Jobber  
*Seventh—Total Organization*

Member, Leadership Council



**Bill and Donna Durand,**  
★★★★Regency  
Platinum



**Daniel & Judy Watson**  
*Florida*  
Regency Gold Direct  
Jobbers  
*Tenth—Personal Group*  
*Sales*  
*Seventh—New Qualified*  
*Dealers & Accounts*



**Michael H. Ellis**  
*Michigan*  
Regency Gold Direct  
Jobber  
**FIRST**—Commercial  
& Retail Marketing



**Herschel L. Gates**  
*Florida*  
Premiere Direct Jobber  
*Second—Commercial & Retail*  
*Marketing*



**Shirley Green,**  
Regency Platinum



**Dorothy Hansen,**  
Regency Platinum



**Charles Jr. & Judith Burnell**  
*North Carolina*  
Executive Direct Jobbers  
*Sixth—New Qualified Dealers*  
*& Accounts*



**Michael J. Mathe**  
*Virginia*  
Executive Direct Jobber  
*Ninth—New Qualified*  
*Dealers & Accounts*



**Larry & Kathryn Chambless**  
*Georgia*  
Regency Gold Direct  
Jobbers  
*Tenth—New Qualified*  
*Dealers & Accounts*



**Harold and Marcile Hartman,**  
Regency Platinum

# HIGHER LEVELS OF

## EXECUTIVE DIRECT JOBBERS



**Charles Jr. and Judith Burnell**  
*South Carolina*



**Marvin and Charlotte Stougaard**  
*Washington*

## PREMIERE DIRECT JOBBER



**Robert Czczok**  
*Minnesota*

## NEW DIRECT JOBBERS



**Richard Guilz**  
*New York*  
Sponsor: Warren A. Bower  
Direct Jobber: Elmarie B. Paananen



**Allan and Carol Hayward**  
*Florida*  
Sponsor: Maxine Steinbarger  
Direct Jobber: Maxine Steinbarger



**Edward M. Jennings**  
*New York*  
Sponsor: Joseph M. Hallock  
Direct Jobber: Joseph M. Hallock



**Gayle and Sharon Montgomery**  
*Idaho*  
Sponsors: Charles and Connie McGuffey  
Direct Jobbers: Charles and Connie McGuffey



**Daniel Mueller**  
*Wisconsin*  
Sponsor: Steven Hanson  
Direct Jobber: Steven Hanson



**Lars Painter**  
*Oregon*  
Sponsor: Edwin L. Greenwood  
Direct Jobber: Edwin L. Greenwood



**James and Lisa Peszko**  
*North Carolina*  
Sponsors: Henry and Darlene Peszko  
Direct Jobbers: Henry and Darlene Peszko



**Scott T. Swendson**  
*Wisconsin*  
Sponsors: Todd and Diana Hill  
Direct Jobber: Raymond D. Yaeger

### First Time 1500 Level Honor Achievers 1500 monthly commission credits 15 Dealers sponsored

**Scott and Jackie Dollaway**, *Washington* Sponsors: Leonard and Eunice Pearson

**Kevin J. Seeger**, *Wisconsin* Sponsors: Lynn and Beth Pabst

### First Time 1000 Level Honor Achievers 1000 monthly commission credits 15 Dealers sponsored

**Terrance L. Krueger**, *South Carolina* Sponsors: Loel and Karen Handley

**Lisa Greenwood and John McIntosh**, *Oregon* Sponsor: Edwin L. Greenwood

**Jeffery and Teresa Pearson**, *California* Sponsors: Mark and Sherree Schell

**Russell and Sally Terry**, *Ohio* Sponsor: LaDonna Harrison

# RECOGNITION

September  
2003

## NEW DIRECT DEALERS



**Norman and  
Barbara Bauer**  
*Illinois*

Sponsor: Dorothy Hansen  
Direct Jobber:  
Dorothy Hansen



**Ernest and Gail  
Joyal**  
*Rhode Island*

Sponsors:  
Ruben R. Seda-Morales  
Direct Jobber:  
Ruben R. Seda-Morales



**Bill McCool**  
*California*

Sponsors:  
Wilbur and Lola Ford  
Direct Jobbers:  
Wilbur and Lola Ford



**James and Jan  
Stewart**  
*Tennessee*

Sponsors: Ronald and  
Barbara Gambill  
Direct Jobbers:  
Ronald and Barbara Gambill

## NEW ACCOUNT DIRECT



**Robert G. Fischer Jr.**  
*Michigan*

Sponsors: Bob and Sheryl Riley  
Direct Jobbers: Bob and Sheryl Riley

## First Time 500 Level Honor Achievers 500 monthly commission credits 5 Dealers sponsored

- Andrew Atanasoff**, *Oregon* Sponsors: Dennis and Allie Wood  
**Dave Bennion**, *Idaho* Sponsors: Keith and Mary Eileen Wilson  
**Reginold I. Chavis**, *Washington* Sponsor: Richard A. Randall  
**Glen Crawford**, *Texas* Sponsor: Dave M. Mann  
**Paul and Susan Crawford**, *North Carolina* Sponsor: Charlie M. Anderson  
**Corwin J. Dunn**, *Idaho* Sponsors: R. Craig and Denise Reese  
**Donald and Janet Mallinson**, *Illinois* Sponsors: Carl and Bernice Menold  
**Nick Mascari**, *Ohio* Sponsor: Glenn C. Hedin  
**Michael M. Miracle**, *Michigan* Sponsors: Willis and Rolene Gingerich  
**David and Minda Roscelli**, *Washington* Sponsors: Leonard and Eunice Pearson  
**Michael Terronez**, *California* Sponsors: Kevron and Karren Ekins  
**Mike W. Troast**, *Colorado* Sponsors: Craig and Rosemary Kelly

## First Time 300 Level Honor Achievers 300 monthly commission credits 3 Dealers sponsored

- Brad G. Barton**, *Utah* Sponsor: Lamar A. Burton  
**Douglas C. Carling**, *Connecticut* Sponsor: Ernest H. Emory  
**Everett H. Dexter**, *South Carolina* Sponsors: Loel and Karen Handley  
**Richard P. Doll**, *Colorado* Sponsors: Donald and Kathleen Reichert  
**Thomas P. Ennis**, *Minnesota* Sponsors: Bud and Lorna Bourquin  
**Richard Fleming**, *Arizona* Sponsors: Edward and Linda Sullivan  
**Rodger B. "Brook" Hagberg**, *Manitoba* Sponsor: Stan W. Goetz  
**Mary Carnel Harris**, *Texas* Sponsor: Ralph J. Reimund  
**Allen Henning**, *Washington* Sponsors: Bruce and Elaine Macnair  
**Arthur F. Kouns**, *California* Sponsor: Curtis K. Brilz  
**Cindy and Jerry Magee**, *Idaho* Sponsors: Cliff and Lorna Gasper  
**Dan and Patricia Mercier**, *Tennessee* Sponsor: Gregory A. Evans  
**Ashley J. Pabst**, *Wisconsin* Sponsors: Lynn and Beth Pabst  
**Kristian E. Swensson**, *Minnesota* Sponsor: Dave Roeder  
**Chris E. Taylor**, *Texas* Sponsor: Ron E. Toomes  
**Bruce Wappman**, *Pennsylvanias* Sponsors: Michael and Donalisa Sparks  
**Dale Wildes**, *California* Sponsor: Mark A. Wendtland  
**Kenneth and Carol Wolfe**, *Michigan* Sponsor: Bob Kaytes

# Give AMSOIL Che



## NEW AMSOIL WHITE BUTTON-DOWN SHIRT

New 100 percent cotton long sleeve shirt features embroidered AMSOIL logo on right chest, convenient left chest pocket, three button cuffs and pleated yoke back. Wrinkle and stain-resistant. Sizes S-XXL.

| Stock # | Size | U.S.  | Can   |
|---------|------|-------|-------|
| G-1978  | S    | 27.00 | 43.75 |
| G-1979  | M    | 27.00 | 43.75 |
| G-1980  | L    | 27.00 | 43.75 |
| G-1981  | XL   | 27.00 | 43.75 |
| G-1982  | XXL  | 28.50 | 46.25 |

## NEW AMSOIL NOTE CUBE

New AMSOIL Note Cube features AMSOIL logo on four sides. Paper measures 3<sup>3</sup>/<sub>8</sub>" x 3<sup>3</sup>/<sub>8</sub>". 675 sheets.

| Stock # | U.S. | Can  |
|---------|------|------|
| G-1969  | 2.95 | 4.75 |



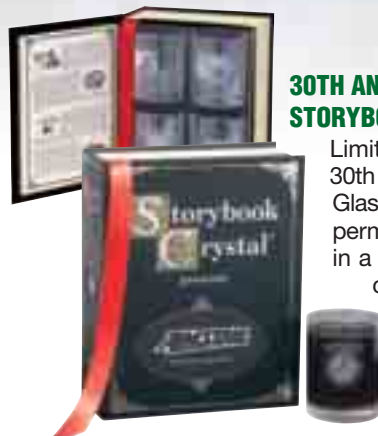
## SHORT SLEEVE JERSEY

Large AMSOIL Racing logo dominates the front of this exciting navy moisture-wicking mesh jersey. Features dye sublimated graphics to resist fading. Sizes S-XXL.

| Stock # | Size | U.S.  | Can   |
|---------|------|-------|-------|
| G-1912  | S    | 18.75 | 30.50 |
| G-1913  | M    | 18.75 | 30.50 |
| G-1914  | L    | 18.75 | 30.50 |
| G-1915  | XL   | 18.75 | 30.50 |
| G-1916  | XXL  | 19.75 | 31.95 |

## 30TH ANNIVERSARY STORYBOOK CRYSTAL

**While  
Supplies  
Last**



Limited Edition AMSOIL 30th Anniversary Storybook Crystal Glasses powerfully, poignantly and permanently tell the AMSOIL story in a set of four beautifully etched crystal glasses. Glasses and corresponding story are incorporated into a hard-bound storybook presentation box. Each 14 oz. glass features its own unique design with the AMSOIL 30th Anniversary logo etched on the back.

| Stock # | U.S.  | Can    |
|---------|-------|--------|
| G-1850  | 69.00 | 112.50 |



## AMSOIL STAINLESS STEEL MUG

Fourteen oz. AMSOIL Stainless Steel Mug is thermally insulated for hot or cold beverages. Features translucent blue acrylic outer shell, stainless steel inner shell and spill proof lid.



| Stock # | U.S. | Can   |
|---------|------|-------|
| G-1743  | 8.50 | 13.75 |

## NEW AMSOIL WHITE AND NAVY POLO SHIRT

New cool mesh sport shirt is constructed of comfortable 100 percent combed cotton fabric. Embroidered AMSOIL logo on right chest with convenient pocket on left chest. Sizes S-XXL.



| Stock # | Size | U.S.  | Can   |
|---------|------|-------|-------|
| G-1973  | S    | 27.00 | 43.75 |
| G-1974  | M    | 27.00 | 43.75 |
| G-1975  | L    | 27.00 | 43.75 |
| G-1976  | XL   | 27.00 | 43.75 |
| G-1977  | XXL  | 28.50 | 46.25 |

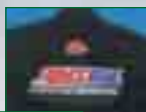


# er for the Holidays



## A.J. AMATUZZIO SIGNATURE SERIES RACE JACKET

The AMSOIL A.J. Amatuzio Signature Series Race Jacket is a real attention-getter. Modeled after NASCAR style jackets, the AMSOIL Race Jacket features large embroidered AMSOIL logo and products on the front, AMSOIL racing sponsorships on the sleeves and large AMSOIL racing logo on the back. High quality jacket features 14.5 oz. brushed twill, satin lining with an inside pocket, knit cuff and waistband, shoulder pads,



racing collar and stainless steel snaps. Made in the USA. Large generous fit. If in doubt, order one size smaller than you normally do. Sizes Extra Small-XXXL, Youth L.

| Stock # | Size    | U.S.   | Can    |
|---------|---------|--------|--------|
| G-1748  | XS      | 115.00 | 186.00 |
| G-1721  | S       | 115.00 | 186.00 |
| G-1722  | M       | 115.00 | 186.00 |
| G-1723  | L       | 115.00 | 186.00 |
| G-1724  | XL      | 115.00 | 186.00 |
| G-1725  | XXL     | 115.00 | 186.00 |
| G-1726  | XXXL    | 115.00 | 186.00 |
| G-1727  | Youth L | 95.00  | 154.00 |

## AMSOIL MECHANIC GLOVES

Designed for working on the car, sled, cycle or just general projects around the house, AMSOIL Mechanic Gloves protect your hands, keep them warm and offer great dexterity. Stretch knit spandex top, Clarino leather palm and fingers and adjustable velcro stretch elastic cuff make for a great fit. Sizes S-XXL.



| Stock # | Size | U.S.  | Can   |
|---------|------|-------|-------|
| G-1842  | S    | 19.95 | 32.25 |
| G-1843  | M    | 19.95 | 32.25 |
| G-1844  | L    | 19.95 | 32.25 |
| G-1845  | XL   | 19.95 | 32.25 |
| G-1846  | XXL  | 20.95 | 33.95 |

## AMSOIL CONTENDER JACKET

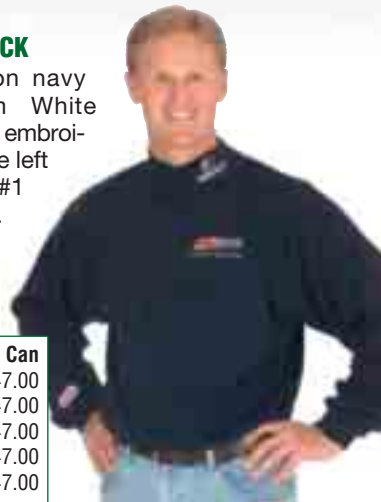
AMSOIL Contender Jacket is constructed from a soft micro-sanded water resistant twill fabric with mesh lining. Features a full zippered front with wind flap panel, slash pockets and secure inside zippered pocket. Includes embroidered AMSOIL logo showcased on the left chest, elastic waistband, adjustable wrist snaps and back loop with a reflective "contender" patch. Sizes S-XXL.



| Stock # | Size | U.S.  | Can   |
|---------|------|-------|-------|
| G-1856  | S    | 55.00 | 89.00 |
| G-1857  | M    | 55.00 | 89.00 |
| G-1858  | L    | 55.00 | 89.00 |
| G-1859  | XL   | 55.00 | 89.00 |
| G-1860  | XXL  | 55.00 | 89.00 |

## AMSOIL MOCK TURTLENECK

This 100 percent cotton navy mock turtleneck from White Mountain Traders features embroidered AMSOIL logo on the left chest and embroidered "#1 Synthetics" on the neck. A great look by itself or beneath your favorite sweater. Sizes S-XXL.



| Stock # | Size | U.S.  | Can   |
|---------|------|-------|-------|
| G-1961  | S    | 29.00 | 47.00 |
| G-1962  | M    | 29.00 | 47.00 |
| G-1963  | L    | 29.00 | 47.00 |
| G-1964  | XL   | 29.00 | 47.00 |
| G-1965  | XXL  | 29.00 | 47.00 |

## AMSOIL BEANIE CAP

Knit Team AMSOIL Racing Beanie showcases embroidered logo on the front cuff. Show your AMSOIL racing pride and keep your head warm while snowmobiling, watching snocross and participating in other favorite cold weather activities.



| Stock # | U.S.  | Can   |
|---------|-------|-------|
| G-1849  | 12.00 | 19.25 |

## AMSOIL METAL RACERS™

Collectible AMSOIL ATV and Snocross Metal Racers™ feature high quality diecast metal and incredible detail and functionality. ATV comes complete with working front and rear suspensions, functional steering action and rotating drive belts. Snowmobile features working suspension and rotating tread track. Both collectibles feature prominent AMSOIL logos and are accessorized with authentic tools and interchangeable parts. Make great gifts for children and adults alike. Color subject to availability.

| Stock # | Description    | U.S. | Can   |
|---------|----------------|------|-------|
| G-1773  | ATV Racer      | 6.95 | 11.25 |
| G-1774  | Snocross Racer | 6.95 | 11.25 |



# ***Premium Oil For Premium Engines***

***Merch Performance Recommends AMSOIL Synthetic  
Motorcycle Oil for its V-Twin Engines***

Merch Performance of Red Deer, Alberta, Canada is world renowned for their award-winning V-twin engine development. In fact, they won 2002 Performance Product of the Year and have a rock solid reputation in the business for aesthetics and reliability.

Owner Gerry Merchant takes great pride in the quality engines his company produces. Every shop station has a specification check sheet, and each machine and part is carefully and regularly checked for proper calibration and tolerances. "We build a Canadian V-twin engine here," says Merchant. "In house we manufacture the crankcases, flywheels, connecting rods, cylinders, cylinder heads, rocker covers, and pushrod tubes and we assemble the engines for shipping worldwide."

A number of patented innovations make Merch engines the best of the best. "The reason why the engines we build stand out is because of a long list of features that make Merch engines almost indestructible," explains Merchant. "But what we call bullets are the main feature of our crankcases."

Before assembly, from the inside of the crankcase halves, eight holes are drilled in the crankcase at a 90-degree angle to cylinder stud placement. Eight round stainless steel "bullets," which are larger than the holes at normal temperatures, are cooled with liquid nitrogen, pressed into the heated crankcase, machined smooth and drilled and tapped for cylinder stud placement.

"We've never had a stud pull out of a case," says Merchant. "It's impossible for them to move. The case would have to self-destruct before a cylinder stud would move."

In addition to bullets, Merchant has developed a 37-point list of other innovative ideas for engine design, including small diameter flywheels which allow for a thicker crankcase, huge steel cylinder liners and dowel pins placed throughout the engine to allow true alignment of all components.



A patented oil cooling system significantly decreases oil temperatures. The oil cooler and filter are combined in a small unit, described by Merchant as "a jar within a jar." Oil continually moves through a 40-micron sintered bronze filter as it flows through the inner jar. When extra cooling is required, a manual valve is turned, moving the oil through the filter to the outer jar and by the large cooling fins. Cooling area is increased, decreasing lubricant temperature by over 10 degrees F in stop-and-go traffic and 30 degrees F on the highway.

Merch engines are available in a number of sizes and power ratings, starting at the 100 c.i. Stage I "Fatso" that offers 90 hp and 98 ft/lbs at the rear wheel, to the enormous 131 c.i. Stage III that pumps out 140 hp and 150 ft/lbs at the rear wheel.

Merchant recently stepped down as CEO of Merch Performance to concentrate on building a complete motorcycle, the Merch RT Cruiser. "Building the RT Cruiser came about from customers having their motorcycles modified in our shop," explains Merchant. "We would install our Merch engines in Evo and Twin Cam frames and then beef up everything to accommodate the increased horsepower and torque.

"As we went through this process we addressed all the OEM deficiencies, found out what was marginal and fixed the problems. In learning all of the possible and impossible problems, we created the RT Cruiser."

The carefully crafted high performance V-twin engines manufactured by Merch Performance require a premium high performance lubricant. The company recommends AMSOIL 20W-50 Synthetic Motorcycle Oil. AMSOIL Synthetic Motorcycle Oils offer unparalleled protection and performance, keeping wear to an absolute minimum, reducing operating temperatures and keeping engines clean and deposit-free.

# European Vehicles Require High End Oils

Many popular North American engine oils may actually be harmful to European engines. European automobile manufacturers design vehicles to use specific high quality lubricants with specific properties and additives. Most motor oils offered in America do not meet the demanding specifications, and the European lubricants are not readily available. As a result, problems such as premature wear and engine sludge develop.

"Europeans build their cars and impose higher requirements on the type of oil than we are used to here in North America," said an oil industry source. "They have more of a multi-tier system within their specifications, whereas the API uses the lowest common denominator as a guideline. It is by its own admission, within API 1509, a minimum spec."

While the American Petroleum Institute (API) sets oil standards in America, the Automotive Manufacturers Association (ACEA) sets them in Europe. According to industry sources, ACEA standards reflect a wider complexity of the offering of engines on the market right now. Furthermore, manufacturers have introduced their own standards, most of which start with the ACEA standards, and go further in specific tests to solve specific problems and address specific issues.

In the U.S., the API adopts one standard for all engine oils. "For example they are working on ILSAC GF-4, and the problems they are running into is that this oil will be too thin for a lot of older engines," explains Blanquart. "In Europe, they decided from the beginning that they would not adopt a linear standard – rather a standard for each type of application – gas, diesel, turbo, etc."

European vehicle manufacturers keep tight control over which lubricants they allow to be used in their vehicles. Inner-company bureaucracies are in charge of keeping the approved lubricant lists up-to-date with the latest requirements, and a few companies apply some of the regulations to North America. European aftermarket service stations must stock different lubricants for different automobile brands. Sometimes different models put out by the same manufacturer require different lubricants.

Do-it-yourselfers are less prevalent in Europe. Qualified repair shops, franchised or tightly controlled by the vehicle manufacturers in order to dictate the type of oil being used, typically perform most of the oil changes.

The high quality oils used in Europe allow Europeans to enjoy longer drain intervals. However, when European vehicles are exported to the United States, the concept becomes distorted.

"There is in general a longer drain associated with the higher tier oils in the European system," remarks the oil industry source, "so the thought process is – if we don't allow the longer drain in North America, consumers

should be able to get by with API spec oils – but it leaves manufacturers open to the type of problems Mercedes-Benz recently experienced."

A recent class-action lawsuit brought forward by owners of certain 1998 through 2001 Mercedes-Benz vehicles claimed they weren't informed that synthetic motor oil was required in order to take advantage of the extended drain intervals afforded through the use of the vehicles' Flexible Service System (FSS). Many using conventional oils experienced premature wear problems, and the settlement will cost the company over \$32 million.

"The long drain indicator used by Mercedes is predicated on using Mercedes-Benz-approved oil, which is a very top quality synthetic oil," explains the oil company source. "When those vehicles came to the States, somehow dealerships weren't impressing upon the consumer the need to use the right oil. And whether or not the dealers were doing so, some consumers were putting in regular API-spec oil, resulting in problems."

Although synthetic motor oils are generally of higher quality than conventional oils, not all synthetics can meet the stringent European specifications. "A good quality synthetic could solve the problem," says the source, "but in the case of M-B, for example, you're dealing with an extremely high-spec oil. Not every synthetic is going to meet that spec. Some only meet the baseline API specs. Just because it's a synthetic doesn't mean it's a top tier product."

Formulated with top-of-the-line synthetic base stocks and robust additive packages, AMSOIL synthetic motor oils provide superior protection and performance over competing synthetic and conventional motor oils and meet or exceed the most stringent European oil specifications. AMSOIL synthetic motor oils provide superior protection and performance in both foreign and domestic automobiles for extended drain intervals.



*AMSOIL manufactures a complete line of synthetic lubricants and automotive products that meet or exceed the most stringent industry specifications.*

# Sales Tips from the Pros

## Tips Designed to Maximize Selling Success

### Preparation

Proper precall preparation allows salespeople to gain an understanding of prospects' needs, while also allowing them to respond effectively to any objections or concerns.

"You have to do your homework beforehand and evaluate the customer, their products and services, which of your competitors they're using, and whether their whole business plan is a good fit for you and the markets you cover," says Mark Eggert, sales manager with the Midwest division of United Window & Door Manufacturing.

Proper preparation can also help shorten the sales process. "If you know ahead of time the problems a customer is having, you can be prepared to offer solutions at the time you're meeting," says Eggert.

### Emphasize Product Value

In order to help customers see the true value of your product, salesman Ben O'Hanlan of Sealevel Systems Inc. advises salespeople to know their products inside and out. "We go out every week or so and run training. If a rep keeps coming back to me saying, 'The customer thinks it costs too much,' I know that rep has not been presenting the product clearly," says O'Hanlan, who recently reorganized Sealevel's sales staff. "They used to have, not sales reps, but what I call waitresses. They'd just send out a brochure listing their products and then wait by the phone for people to call up and place an order."

Familiarizing yourself with competing products can also help you deal with cost concerns. "If somebody says, 'I can get a TV for less,' well, sure they can," says Karl Dickinson, customer service/account manager with Jack Doheny Supplies. "But did they mention that the other one is a black-and-white, and you've got color? Did they mention that it's 19 inches, and you're offering a 27 inch? When they say I can get it for less, ask, 'From whom?' Know what it is the competition is offering for the lower price and then point out all the things that are included in your price that are not included in the other price."

### Knowledge

Stephen Tolland, northeast sales rep for Shurtape Technologies, believes knowledge is essential in sales. "The key mover here is knowledge of the industry," says Tolland. "If you are on top of your game, it will increase your speed and shorten your response time. If you know the answer before somebody asks the question, you don't have to stop and do the research. You don't have to get back to the customer – you've got it right there."

When he does have to research an answer and get back to a customer, Tolland makes sure to respond within the day. "Actually, I try to make it within the hour. If you're this prompt, the customer will up their response time as well. They'll think, 'This guy is on the ball. I better get back to him right away.' And that is going to move your customer closer to a sale. Because if you let something sit for three days, the customer will do the same."

### Listen to Customers

Georganne Bender, a partner with consulting firm Kizer and Bender, advises salespeople to listen to their clients. "Customers expect you to know what's important to them," she says. If you run across an article, a Website or a speaker's handout that might be of interest to their business, send it to them.

"When customers know you're on their side and you're looking out for their best interest, that cements a relationship," explains Bender. "It's little things that count. Research your customers to find out what they like and what their needs are. You can't build a relationship with someone you don't understand. Read your customers' publications – trade magazines or generational magazines."

It is equally important to be genuine, says Bender. "Do the things you are supposed to do, and do them well. When you tell people that you will call them back the next day, call them back even if you don't have an answer yet. Then ask yourself, 'What is one more thing I can do for this customer?'"

### Closing

When closing a larger sale, salespeople often have to deal with multiple personalities and do extra preparation to figure out what motivates each decision maker. "In a larger transaction, you may be dealing with one person, but that person could be reporting to multiple chains of command," says Tom Miller, president of Weyerhaeuser Real Estate Company. "You need to listen very carefully to the concerns of every person in that chain of command. Poke and probe to make sure that underneath a particular request there isn't some concern behind it. You don't want to be surprised when it's time to close."

"On a major sale, you also have to be patient," explains Jeff Quick, a national account manager with SAS Software. "You can't rush through the sales process even if you know you have a great solution. Remember, it's a practice of understanding the needs and personalities of both the organization and the individuals involved. You are becoming their partner. When you can build confidence and respect, you will have little trouble closing."

# AMSOIL to Induct New Hall of Fame Members: Lingwall Legacy Lives On

AMSOIL INC. turned 30 this year with all the celebration you'd expect for a company that started with one man's dream and has become a multi-million dollar enterprise that spans the United States and several countries abroad, as well as offers independent businesses to thousands of entrepreneurs.

A new milestone will be marked in the January 2004 issue of the *Action News* when LaDonna Harrison and LaVel Rude join the Hall of Fame.

The sisters inherited the organization built by their dad, David Lingwall, who was among the first AMSOIL Dealers when the company started in 1973 and one of the first inducted into the Hall of Fame at its inception in 1999.

The AMSOIL Hall of Fame was instituted to recognize Dealers who have consistently attained the highest levels of achievement and success. These Hall of Fame Dealers are recognized for their long-standing service and commitment to excellence.

"Dad's the one who had the drive and determination to risk everything else to succeed in building a business that is still thriving," said Harrison. "LaVel and I have streamlined and reorganized the business so it is more efficient, but Dave Lingwall is the pioneer here and should be remembered as such."

Lingwall understood the true opportunity an independent AMSOIL Dealership gave him. He met company founder and CEO A.J. Amatuzio and got in from the very beginning in 1973.

"I was his first office girl back when I was 17," said LaVel Rude, Lingwall's daughter, in an interview earlier this year. "I helped him set up the office. Back then, it was a hard sell. They didn't just come in off the street. Now it's familiar to everyone. It's amazing to see how far it's come."

Based in Brainerd, Minn., Lingwall built a solid and profitable business, and left a lucrative corporation to his daughters when he died at the age of 73 in May of 2000.

Both Lingwall daughters already owned stock in the corporation and had their own Dealership, started in 1995. When their father died, the sisters took over the corporation as 50/50 partners.

"Fortunately for us, our father was an insightful man who built a self-sufficient, self-perpetuating organization," said Rude. "He was set up as a corporation, which made ownership transition quite smooth for us. And AMSOIL made it really easy."

Now, the sisters, who have kept the business thriving in the Monthly Leaders category of the Dealer Recognition, have taken their place in the Hall of Fame. They do not replace their father. They simply represent the still growing organization that is his legacy.



**LaDonna Harrison and LaVel Rude, inducted into the Hall of Fame, January 2004.**

Representing the David Lingwall organization.

Lingwall was among the first inductees in 1999.

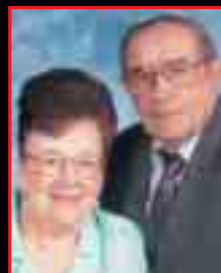
## Hall of Fame members by year of induction:



**Bill and Donna Durand, 1999**



**Shirley Green, 1999**



**Harold and Marcile Hartman, 2000**



**Dorothy Hansen, 2000**

# Snocross Forecast: "Ready to Do Battle."



DJ Eckstrom looks to continue his winning ways.

There's no pressure on the AMSOIL snocross team. The team has nothing to prove. The winningest team in the World Snowmobile Association over the past half decade should be on top of the world. Still, the team is hungry.

With D.J. Eckstrom and Justin Tate, Team AMSOIL has the two riders with the most podium finishes in the WSA since 2000. "I'm very excited about the upcoming season. DJ and JT are 100% and ready to do battle with the best in the world," says Team Owner Steve Scheuring,

looking ahead to his sixth year partnered with AMSOIL.

Eckstrom was forced to sit out half of last season because of a torn knee ligament and surgery. He's been working hard with rehabilitating the knee through strengthening exercises and is completely ready to go. Up to the injury, Eckstrom was just three points from leading the entire World Snowmobile Association Pro Open standings with three podium finishes. He had just pulled off a stunning silver medal performance at the ESPN Winter X-Games in Aspen, Colo. where, if not for a last lap bobble over a hidden snow mound, he would have won.

Tate picked the team up after his partner's fall. He rallied off four podiums to put AMSOIL/Polaris/ Scheuring on top of the snocross racing world. Tate has ridden a lot of motocross to prepare for the snow. He did suffer a couple of bad breaks, as in bone, during his off-season training and competition, but come November there should be no residual problems.

AMSOIL and Scheuring have been a match made in snocross heaven. AMSOIL has backed the team with the best two-cycle oil and performance products in the world and the team has responded with victories and a level of unheralded professionalism. "I consider it more of a partnership than a sponsorship," says Scheuring.



Steve Scheuring stands by AMSOIL and keeps his team humming.



Justin Tate remains a gutsy competitor for Team AMSOIL and should stand on more podiums this season.



The competition will get this view of the AMSOIL riders often.

The class of the sport uses the class of synthetic lubricants. Scheuring wouldn't use anything but AMSOIL 2-Cycle Oil. "The environments we race in range from brutal to extreme," says Scheuring. "Our motor tear-downs have become more for inspection than replacement."

There's been a lot of movement of riders within the ranks of the WSA. Some have moved up, some are injured and others have simply moved on. The door is open for Eckstrom and Tate to stand on more podiums and add to their already brilliant careers.

**"AMSOIL has really done its homework on the products they produce and that gives us a huge advantage."**

**- Steve Scheuring, Owner, AMSOIL/Polaris/Scheuring Speed Sports.**

## 2003-2004 WSA Snocross Schedule

November 28 - Duluth National - Duluth, Minn.  
December 12 - Winnipeg, MB, Canada  
December 19 - Hill City, Minn.  
January 2 - Shawano, Wisc.  
January 9 - Shakopee, Minn.  
January 24 - Winter X Games, Aspen, Colo.

February 13 - Valcourt, PC, Canada  
February 20 - Vernon, New York  
February 27 - Brooklyn, Mich.  
March 5 - Green Bay, Wisc.  
March 19 - Lake Geneva, Wisc.

# Fishing to the Beat of a Different Angler

*"If our father had had his say, nobody who did not know how to catch a fish would be allowed to disgrace a fish by catching him."*

*- A River Runs Through It, by Norman Maclean*

Steve Haynes knows how to catch fish. He learned as a youth on the rivers of "Michiana," the area along the border of Michigan and Indiana. Landing Channel Cats and Flatheads from the Tippecanoe and St. Joe Rivers with his father and grandfather are among his fondest memories. They taught him how to fish and respect fish. They also taught him to chase dreams and never settle for second best.

Haynes also developed a love of music and art. He learned to play the drums as a toddler and can still sit behind a double-bass, Pearl drum kit and make it come alive. It was his skills as an artist working for a printing company which introduced him to AMSOIL.

Haynes moved to Minnesota in 1990 and started a family. Six years later he was introduced to the world of competitive tournament fishing and became hooked instantly. In 1997 he was named Cabela's "Amateur of the Year." The next year he turned professional.

The career of a pro angler can be as rough as the bottom of a rocky shoal, but Haynes has maintained steady improvement. One of his secrets has been knowing which products to use to get to and from the hot spots quickly. Haynes depends on AMSOIL 2-Cycle Oil to keep his Mercury V6 outboard running. "Big V6 outboards are notorious for fouling plugs. But yet, in the five years I've been using AMSOIL, I have yet to even break out a spark plug wrench," says Haynes.

Whether it's hovering over a rocky reef in five-foot chop or trolling off shore, there are many times when pros let their power plants idle for hours, if not days. With conventional motor oils, those engines will fail. "My boat can idle all day and when it's time to put the hammer down, I'm positive I will be just as fast as can be and not be fouled out."

Haynes is making sweet music with two new fishing partners. They've formed Team Walleye Xtreme. The trio is making waves on the Professional Walleye Tour with top tournament finishes. It's easy to enjoy the sound of water lapping upside the boat, in concert with the low, humm of the engine and concentrate on the task at hand when you don't have to worry about getting back to the dock.



Steve Haines nets trophy walleye.



Haynes is an artist with the fishing rod and fishes to the beat of an AMSOIL-filled V6 engine.

## Baja Buggy Drives Wichita State and AMSOIL Near Top of the Class



Dealer Bob Snyder poses with the WSU Mini-Baja Team prior to competition.

Wichita State University undoubtedly has very bright students. The Mini-Baja team was smart enough to use AMSOIL synthetic lubricants and performance products in its winning buggy.

This enterprising group of engineering school co-eds designed and built their own vehicle for a national competition. They fabricated parts, constructed the frame, crafted a fiberglass body and developed a special gearbox for the rigors of the contest. The powerplant was a 10 hp Briggs and Stratton engine with a 305cc displacement.

For a choice of lubricants the team turned to AMSOIL Dealer Robert Snyder of Wichita, Kan. Snyder recommended 10W-30 Synthetic Motor Oil, Series 2000 75W-90 Gear Lube and Series 2000 Racing Grease.

The team arrived in Provo, Utah for the SAE International Mini-Baja competition, not as the biggest team, but one with something special, the Baja Evolution 38.

The four-mile course was rugged and muddy. The competition was stiff with 115 schools invited. Still, in their first competition, the WSU "Shockers" shocked the field placing first in acceleration, first in hillclimb, enroute to earning third place overall honors. Congratulations to all.



Wet and mud covered, the crew from WSU is all smiles with its national third place finish.



# AMS Bulletin Board

...of coming events

## T-1 CERTIFICATION MEETINGS

### UTAH

• December - Every Friday  
 • January - Every Friday  
 Meeting - after 4 p.m.  
**GREENE RESIDENCE**  
 11653 S. Patchwork Circle  
 South Jordan, UT 84095  
 Hosted by Dealer Dorsey Greene  
 (801) 253-2701  
 Pre-paid registration required

## AMSOIL DEALER MEETINGS

### ALABAMA

• December 18 - Thursday  
 • January 15 - Thursday  
 Meeting - 7 p.m.  
**STANLEO'S SUB VILLA**  
 Governor's Drive  
 Huntsville, AL  
 Hosted by Direct Jobbers Cliff Goehring & Gerry Gotwald (256) 337-0376

• December 18 - Thursday  
 • January 15 - Thursday  
 Meeting - 7 p.m.  
**BOWMAN RESIDENCE**  
 1330 Frank Marshall Rd.  
 Ozark, AL 36360  
 Hosted by Direct Jobbers E. E. "Al" & Mildred Bowman (334) 774-3344

### ALASKA

• December 18 - Thursday  
 • January 15 - Thursday  
 Meeting - 7 p.m.  
**PHILLIPS INTERNATIONAL INN**  
 5121 Arctic Blvd.  
 Anchorage, AK 99507  
 Hosted by Dealer Don Nusbaum (907) 563-2274  
 Call for reservations

• January 6, 20 - Tuesday  
 Meeting - 7 p.m.  
**STATEN RESIDENCE**  
 2949 Sunflower Street  
 Anchorage, AK 99508  
 Hosted by Premiere Direct Jobber Melda Staten (907) 333-0124  
 Call for reservations

### ARIZONA

• December 16 - Tuesday  
 • January 20 - Tuesday  
 Optional no-host dinner - 5:30 p.m.  
 Meeting - 6:30 p.m.  
**FIREHOUSE RESTAURANT**  
 1639 E. Apache Boulevard  
 Tempe, AZ 85281  
 Hosted by Executive Direct Jobber Dick Nudo and Dealer Jim Brewer RSVP (602) 996-7181 Dick (480) 968-4922 Jim

### ARKANSAS

• December 11 - Thursday  
 • January 8 - Thursday  
 Meeting - 6:30 p.m.  
**GARDNER RESIDENCE**  
 280 York Chapel Road  
 Nashville, AR 71852  
 Hosted by Dealer Jerry Gardner (870) 451-9152 jgard24@ioc.com

• December 10 - Wednesday  
 • January 14 - Wednesday  
 Meeting - 7 p.m.  
**PASTERNAK RESIDENCE**  
 217 CR 472  
 Jonesboro, AR 72404  
 Hosted by Direct Jobbers David and Brenda Pasterniak (870) 933-8376

### CALIFORNIA

• December - Every Thursday  
 • January - Every Thursday  
 Meeting - 6:30 p.m.  
**STRAWBERRY VILLAGE SHOPPING CENTER**  
 Mill Valley, CA  
 Hosted by Dealer Doug Storms 800-793-5301

• December 3 - Wednesday  
 • January 7 - Wednesday  
 Meeting - 7 p.m.  
**MCCOOL RESIDENCE**  
 2210 Codding Drive  
 Modesto, CA 95350  
 Hosted by Dealer Bill McCool (209) 577-0174

• December - No Meeting Scheduled  
 • January 27 - Tuesday  
 Meeting - 7 p.m.  
**EVANS RESIDENCE**  
 40728 Sundale Drive  
 Fremont, CA 94538  
 Hosted by Direct Jobbers Chuck and Linda Evans (510) 659-4078

• December 9 - Tuesday  
 • January 13 - Tuesday  
 Meeting - 6:30 p.m.  
**DENNY'S RESTAURANT**  
 740 W. 2nd St.  
 San Bernardino, CA 94401  
 Hosted by Dealers Richard and Delores Nichol (909) 862-1252

• December 2 - Tuesday  
 • January 6 - Tuesday  
 Meeting - 7 p.m.  
**CARROW'S RESTAURANT**  
 19011 Bloomfield Ave.  
 Cerritos, CA  
 Dealer Dave Gumpertz (562) 212-3709  
 Dave@Lubes4U.com

• December 16 - Tuesday  
 • January 20 - Tuesday  
 Meeting - 7 p.m.  
 Downline and Guests FREE,  
 Out of line - \$5  
**LUDWICK RESIDENCE**  
 6015 Hughes Street  
 San Diego, CA 92115  
 Hosted by Direct Dealer Craig Ludwick R.S.V.P. (619) 583-5218

### COLORADO

• December 18 - Thursday  
 • January 15 - Thursday  
 Meeting - 7:30 p.m.  
**AMSOIL HOUSE**  
 4316 Ridgcrest Drive  
 Colorado Springs, CO 80918  
 Hosted by Executive Direct Jobber Ida Gray (719) 598-5115

### CONNECTICUT

None Scheduled

### DELAWARE

• December 13 - Saturday  
 • January 10 - Saturday  
 Meetings at Noon  
 Call for reservations  
**BLUE DIAMOND PARK**  
 765 Hamburg Road  
 New Castle, DE 19720  
 Hosted by Direct Dealer Greg King (302) 345-4350 Guests Welcome

### DISTRICT OF COLUMBIA

None Scheduled

### FLORIDA

• December 2 - Tuesday  
 • January 6 - Tuesday  
 Meeting - 7 p.m.  
 Call in advance  
**TOM & MONY'S RESTAURANT**  
 4757 S. Orange Ave.  
 Orlando, FL 32806

Hosted by Regency Platinum Direct Jobbers George & Shirley Douglas (407) 856-1564  
 Call ahead for details, directions and RSVP

• December 18 - Thursday  
 • January 15 - Thursday  
 Meeting - 7 p.m.  
**AMSOIL DISTRIBUTION CENTER**  
 3724 Silver Star Road  
 Orlando, FL 32808  
 Hosted by Regency Gold Direct Jobbers Dan and Judy Watson (407) 657-5969

• December 2 - Tuesday  
 • January 6 - Tuesday  
 Dinner/Social - 6 p.m.  
 order from menu  
 Meeting - 7 p.m.  
**SAFFRON'S RESTAURANT**  
 1700 Park Street North  
 St. Petersburg, FL, 33710  
 Hosted by Executive Direct Jobbers John and Shirley Alquist (727) 545-8547  
 alquistproducts@hotmail.com  
 www.tell-it-well.com  
 All are welcome. Call to confirm space available appreciated but not mandatory

### GEORGIA

• December 4 - Thursday  
 Meeting - 7 p.m.  
**DIRKSEN RESIDENCE**  
 1905 Queens Road  
 Albany, GA 31707  
 Hosted by Master Direct Jobber Sherry Dirksen (229) 436-5532  
 Potluck, everyone brings a dish

### HAWAII

None Scheduled

### IDAHO

• December 6 - Saturday  
 • January 3 - Saturday  
 Meeting - 12 - 3 p.m.  
**SHELL RESIDENCE**  
 2000 W. Broadway  
 Idaho Falls, ID  
 Hosted by \*\*\*Regency Platinum Direct Jobbers Mark & Sherree Shell  
 Reservations: (208) 524-0322 RSVP

• December 9 - Tuesday  
 • January 13 - Tuesday  
 Meeting - 7:30-9:30 p.m.  
**MCGUFFEY RESIDENCE**  
 23446 Freezeout Road  
 Caldwell, ID, 83605  
 Hosted by Executive Direct Jobbers Charles and Connie McGuffey  
 RSVP: (208) 455-2581

### ILLINOIS

• December 9 - Tuesday  
 • January 13 - Tuesday  
 Meeting - 7:30 p.m.  
**BAUER RESIDENCE**  
 111 Woodland Trail  
 Anna, IL 62906-3904  
 Hosted by Direct Dealers Norm and Barb Bauer (618) 833-3228

• December 20 - Saturday  
 • January 17 - Saturday  
 Meeting - 10 a.m.  
**LINDLAND SALES OFFICE**  
 1421 Winnemac Avenue  
 Unit I  
 Chicago, IL 60640  
 Hosted by Direct Jobbers Riemert and Diana Lindland (773) 271-5678

### INDIANA

• December 3, 17 - Wednesday  
 • January 7, 21 - Wednesday  
 Meeting - 7:30 p.m.  
**RENTOWN SHOP**  
 1533 Rentown Rd.  
 Bremeon, IN  
 Hosted by Direct Jobbers LeRoy and Mallinda Hochstetler and Direct Jobbers Willis and Rolene Gingerich (219) 831-2839

### IOWA

None Scheduled

### KANSAS

• December 4 - Thursday  
 No January meeting  
 Meeting - 6:30 - 8 p.m.  
**WICHITA PRODUCT CENTER**  
 3800 West 29TH St.  
 South, Ste. 5  
 Wichita, KS 67217  
 Hosted by Regency Gold Direct Jobbers Tom and Sheila Shalin (316) 733-0002

### KENTUCKY

• December 4 - Thursday  
 Meeting - 7:30 p.m.  
 Hosted by Premier Direct Jobbers Al and Ann Kelly (859) 879-0728 or e-mail: bestoil@alltel.net  
 Call for location, directions and RSVP

### LOUISIANA

• December 2 - Tuesday  
 • January 6 - Tuesday  
 Meeting - 6 p.m.  
**AUTTONBERRY RESIDENCE**  
 2520 Swiss Street  
 W. Monroe, LA 71291  
 Hosted by Dealer Ellis Auttonberry (318) 396-4348

### MAINE

None Scheduled

### MARYLAND

• December 19 - Friday  
 • January 16 - Friday  
 Meeting - 7:30 p.m.  
 Downline and Guests FREE,  
 Out of line - \$5  
**MARTIN RESIDENCE**  
 3994 Trace Hollow Run  
 Salisbury, MD 21801  
 Hosted by Master Direct Jobbers Les & Linda Martin (410) 548-LUBE

• December 19 - Friday  
 • January 16 - Friday  
 Meeting - 7 p.m.  
**GRONER RESIDENCE**  
 9208 Todd Avenue  
 Fort Howard, MD 21052  
 Hosted by Account Direct Harvey Groner (410) 477-8255

• December 4 - Thursday  
 Meeting - 7 p.m.  
**DEACOSTA RESIDENCE**  
 4942 S. Upper Ferry Road  
 Eden, MD 21822  
 Hosted by Dealers Chris & Barb DeAcosta (410) 742-0637  
 Reservations Required

### MASSACHUSETTS

None Scheduled

### MICHIGAN

• December 17 - Wednesday  
 • January 21 - Wednesday  
 Meeting - 7 p.m. (Opportunity)  
 Meeting - 7:30 p.m. (Dealer training)  
**MUGRIDGE RESIDENCE**  
 6640 State Road  
 Lakeport, MI 48059  
 Hosted by Direct Jobbers Barry and Cathy Muiridge (877) 446-2671  
 Call for information and scheduling or visit the web at www.pro-oil-1.com

• December 15 - Monday  
 • January 19 - Monday  
 Meeting - 7 p.m. (info)  
 Meeting - 8 p.m. (opportunity)  
**KIRBY RESIDENCE**  
 644 Shady Maple Drive  
 Wixom, MI 48393  
 Hosted by Regency Silver Direct Jobber Tom Kirby (248) 669-9093  
 Refreshments served, RSVP Required

• December 1 - Monday  
 • January 5 - Monday  
 Meeting - 7 p.m. (info)  
 Meeting - 8 p.m. (opportunity)  
**ELLIS RESIDENCE**  
 61653 Miriam Drive  
 Washington, MI 48094  
 Hosted by Regency Gold Direct Jobber Mike Ellis RSVP at (810) 781-5092 or (810) 918-1578

• December 1 - Monday  
 • January 5 - Monday  
 Meeting - 7 p.m. (info)  
 Meeting - 8 p.m. (opportunity)  
**RABE RESIDENCE**  
 9338 Rawsonville Road  
 Belleville, MI 48111  
 Hosted by Dealer Dale Rabe  
 RSVP at (734) 461-9577 or 355-9747

### MINNESOTA

• December 18 - Thursday  
 • January 15 - Thursday  
 Meeting - 7 p.m.  
**SCHMIT RESIDENCE**  
 932 38th Ave. No.  
 St. Cloud, MN 56301  
 Hosted by \*\*\*Regency Platinum Direct Jobbers Kay & Arlene Schmit (320) 251-4861

• December 18 - Thursday  
 • January 15 - Thursday  
 Meeting - 7 p.m.  
**MEYER RESIDENCE**  
 800 2nd Street  
 Cleveland, MN 56017  
 Hosted by Executive Direct Jobbers Charles & Donna Meyer (507) 931-3875

• December 11 - Thursday  
 • January 8 - Thursday  
 Meeting - 7:30 p.m.  
**STAVE RESIDENCE**  
 44 Crow River Dr.  
 Elk River, MN 55330  
 Hosted by Dealer Ordell Stave (612) 241-5267

### MISSISSIPPI

• December 2, 16 Tuesday  
 • January 6, 20 Tuesday  
 Meeting - 11 a.m.  
**OLE BILOXI EATERY**  
 240 Eisenhower Drive  
 Biloxi, MS 39531  
 Hosted by Dealer Jim Day (228) 388-4325 RSVP/Guests Welcome  
 jwdandy@bellsouth.net

### MISSOURI

• December 23 - Tuesday  
 • January 27 - Tuesday  
 Meeting - 7p.m.  
**REPUBLIC PARKS AND RECREATION ACTIVITIES CENTER**  
 711 East Miller Road  
 Republic, MO  
 Hosted by Dealer Jim Barnes  
 Call for directions. (417) 732-2553

### MONTANA

**NEBRASKA**  
 None Scheduled

### NEVADA

• December 11 - Thursday  
 • January 8 - Thursday  
 Meeting - 6:30 - 8 p.m.  
**AMSOIL product center**  
 4545 N. Lamb Blvd., Suite D  
 Las Vegas, NV  
 Hosted by Executive Direct Jobber Bob Kaytes and Regency Platinum Direct Jobber Shirley Green (702) 362-4492

### NEW HAMPSHIRE

None Scheduled

### NEW JERSEY

• December 9, 23 - Tuesday  
 • January 13, 27 - Tuesday  
 Meeting - 7 p.m.  
**SEDA-MORALES RESIDENCE**  
 54 Woodland Ave.  
 Mullica Hill, New Jersey 08062  
 Hosted by Premiere Direct Jobber Ben Seda-Morales (856) 478-6332, cell; (856) 371-1880, home.  
 Please RSVP

### NEW MEXICO

• December 16 - Tuesday  
 • January 27 - Wednesday  
 Meeting - 7:30 p.m.  
**GREENBERG RESIDENCE**  
 1537 Bryn Mawr NE  
 Albuquerque, NM 87106  
 Hosted by Regency Direct Jobbers Paul and Nancy Greenberg (505) 255-2137 fax (505) 232-8330  
 NMOilman@aol.com

### NEW YORK

• December 17 - Wednesday  
 • January 21 - Wednesday  
 Meeting - 7 p.m.  
**O'BRIEN RESIDENCE**  
 436 Mosely Road  
 Fairport, NY 14450  
 Hosted by Dealer Gerry O'Brien (716) 223-8016  
 Call ahead to reserve a seat



• December 2 - Tuesday  
• January 6 - Tuesday  
Meeting - 7 p.m.  
**LOTITTA RESIDENCE**  
89 Owl Creek Road  
Spencer, NY 14883  
Hosted by Master Direct Jobber  
Peter Lotitto (607) 589-4148  
Call ahead to reserve space and confirm  
location or e-mail lubedcalery@aol.com

• December 11 - Thursday  
• January 8 - Thursday  
Meeting - 7:30 p.m.  
**FRITTITTA RESIDENCE**  
16 LaForge Avenue  
Staten Island, NY 10302  
Hosted by Direct Jobbers  
Vinny and Germaine Frittitta  
(718) 442-4774

• December 17 - Wednesday  
• January 21 - Wednesday  
Meeting - 7:30 p.m.  
**SYRACUSE AREA**  
Call ahead for specific location  
Hosted by Direct Jobber Peter Finnerty  
(315) 682-9791

• December 17 - Wednesday  
• January 21 - Wednesday  
Meeting - 7:30 p.m.  
**NEWARK, NY  
LOCATION**  
Call ahead for location  
Hosted by Dealer Brad Timerson  
(315) 331-7110

### **NORTH CAROLINA**

• December 11 - Thursday  
• January 8 - Thursday  
Meeting - 7 p.m.  
**KAZAN RESIDENCE**  
9200 Lake Wheeler Road  
Fuquay-Varina, NC 27526  
Hosted by Account Directs  
Eric & Donna Kazan (919) 772-9569  
Guests welcome  
Non-downline \$2.00

• December 11 - Thursday  
• January 8 - Thursday  
Meeting - 7:30 p.m.  
**MALLONEE RESIDENCE**  
3009 5th Street NW  
Hickory, NC 28601  
Hosted by Account Direct Larry Mallonee  
and Dealer Jack Hoskins  
(828) 327-3655 All Dealers welcome.

• December 11 - Thursday  
• January 8 - Thursday  
Meeting - 7 p.m.  
**BURNELL RESIDENCE**  
9424 Springdale Drive  
Raleigh, NC 27613  
Hosted by Executive Direct Jobbers  
Chuck and Judi Burnell  
(919) 870-9633 Call first

• December 9 - Tuesday  
• January 13 - Tuesday  
Meeting - 7 p.m.  
**CLEVELAND RESIDENCE**  
224 Campbell Place  
Jacksonville, NC 28546  
Hosted by Dealers  
George & Nancy Cleveland  
(910) 346-3866  
Call first - All Dealers welcome

### **NORTH DAKOTA**

• December 2 - Tuesday  
• January 6 - Tuesday  
Meeting - 7:30 p.m.  
**EVANSON RESIDENCE**  
725 10th Ave. W.  
West Fargo, ND 58078  
Hosted by Direct Jobbers  
Skip and Anna Evanson  
(701) 281-1906  
skipsuperlube@msn.com

### **OHIO**

• December - Every Wednesday  
• January - Every Wednesday  
Meeting - 6 p.m. (training)  
Meeting - 8 p.m. (opportunity)  
**FABIJANIC RESIDENCE**  
561 Loomis Avenue  
Cuyahoga Fall, OH 44221  
Hosted by Dealers  
Paul & Coralie Fabijanic  
(216) 928-8863 or 800-874-4827 RSVP

• December 13 - Saturday  
• January 10 - Saturday  
Meeting - 1 - 4 p.m.  
**BREDA RESIDENCE**  
850 Remsen Road  
Medina, OH 44256  
Hosted by Dealer  
Dennis Breda (330) 239-3146

• December 7 - Sunday  
• January 4 - Sunday  
Meeting - 1 p.m.  
**MERRITT RESIDENCE**  
650 State Route 131  
Fayetteville, OH 45118  
Hosted by Dealers  
Gordon and Sara Merritt  
(937) 288-2568

• December 22 - Monday  
• January 26 - Monday  
Meeting - 11 a.m.  
**PENA RESIDENCE**  
2933 West U.S. 20  
Gibsonburg, OH 43431  
Hosted by Premiere Direct Jobbers  
Luis and Sharon Pena  
Please RSVP to: (419) 349-3451  
or (419) 297-3451

### **OKLAHOMA**

• December 6 - Saturday  
• January 3 - Saturday  
Meeting - 9 - 11 a.m.  
**GOLDEN CORRAL**  
9711 E. 71 Street  
Tulsa, OK  
Hosted by Regency Gold Direct Jobber  
Patrick Grady (918) 258-6979 \*Pat

• December 11 - Thursday  
• January 8 - Thursday  
Meeting - 7 - 8:30 p.m.  
Please call for location and  
reservations for you and  
your guests.  
Hosted by Dealers  
Richard and Brenda Coats  
(918) 225-5722

• December 11 - Thursday  
• January 8 - Thursday  
Meeting - 7 - 8:30 p.m.  
**GOLDIE'S**  
2005 E. 21st Street  
Tulsa, OK 74114  
Hosted by Direct Jobber Kevin Alexander  
(918) 342-9537  
Call first to confirm space for you and  
your guests

• December 11 - Thursday  
• January 8 - Thursday  
Meeting - 10 a.m.  
**GRADY RESIDENCE**  
2612 W. Galveston Road  
Broken Arrow, OK 74012  
Hosted by Regency Gold Direct Jobber  
Patrick Grady and  
Direct Jobber Kevin Alexander  
(918) 258-6979 RSVP  
kevin@nordam.com

### **OREGON**

• December 18 - Thursday  
• January 15 - Thursday  
Optional Dinner - 6 p.m.  
Meeting - 7 - 9 p.m.  
**SWEETBRIER INN**  
7125 SW Nyberg Road  
Tualatin, OR 97062  
Hosted by Master Direct Jobber  
Ed Greenwood (800) 722-1092  
Call first to confirm space for you and  
your guests

• December 4 - Thursday  
Meeting - 7 p.m.  
**HOFFMAN RESIDENCE**  
7025 SE 22nd Avenue  
Portland, OR 97202  
Hosted by Dealer Dan Hoffman  
(503) 236-2579  
All are welcome

### **PENNSYLVANIA**

• December 15 - Monday  
• January 19 - Monday  
Meeting - 7 p.m.  
**HALLOCK ENTERPRISE  
STORE**  
5 Main Street  
Bradford, PA  
Hosted by Premiere Direct Jobber  
Joseph M. Hallock (814) 368-8625  
T-1 training also available.

### **RHODE ISLAND**

None Scheduled

### **SOUTH CAROLINA**

• December - Every Tuesday  
• January - Every Tuesday  
Meeting - 7:30 p.m.  
**GEORGE KERR and  
ASSOCIATES**  
Northgate Building  
5861 Rivers Avenue,  
Suite 107  
N. Charleston, SC 29406  
Hosted by Dealer George Kerr  
(843) 747-8200

• December - Variable Meetings  
• January - Variable Meetings  
Call for meeting time, date  
**SPRADLEY RESIDENCE**  
117 Winston Circle  
Pelion, SC 29123  
Hosted by Direct Jobbers  
Jim & Vicki Spradley (803) 894-4618

• December - First Tuesday  
• January - First Tuesday  
Meeting - 7 p.m.  
**DENNY'S RESTAURANT**  
2521 Wade Hampton  
Boulevard  
Greenville, SC 29615  
Hosted by Direct Jobber Loel D. Handley  
R.S.V.P (864) 989-0753  
amsoiddealerloel@aol.com

### **SOUTH DAKOTA**

None Scheduled

### **TENNESSEE**

• December 16 - Tuesday  
• January 20 - Tuesday  
Meeting 7 p.m.(info)  
8 p.m. (opportunity)  
**DW WILSON CENTER**  
Tullahoma, TN  
Hosted by Dealer Nelson Gill  
(931) 393-2601

### **TEXAS**

• December 2 - Tuesday  
• January 13 - Tuesday  
Meeting - 7 p.m.  
**MECHANICAL  
EXCELLENCE, INC.**  
1223 Crestdell Drive  
Duncanville, TX 75137  
Hosted by Dealers  
Harrold and Nancy Andresen  
(972) 709-5391

• December 16 - Tuesday  
• January 20 - Tuesday  
Meeting - 7 p.m.  
**WARD RESIDENCE**  
310 S. Grove Road  
Richardson, TX 75081  
Hosted by Premiere Direct Jobbers  
Ronald & Sandra Ward  
(972) 231-0773  
e-mail: oilmandj@comcast.com

### **UTAH**

• December - Every Tuesday  
• January - Every Tuesday  
Meeting - 7:30 p.m.  
**CHRISTENSEN RESIDENCE**  
8516 Snowville Drive  
Sandy, UT 84070  
Hosted by Master Direct Jobber  
Neil Christensen, Direct Jobber Rodney  
Haskins and Dealer Doug Blackhurst  
(801) 942-3881/(801) 942-8641

• December - Every Friday  
• January - Every Friday  
Meeting - After 4 p.m.  
**GREENE RESIDENCE**  
11653 S. Patchwork Circle  
South Jordan, UT 84095  
Hosted by Dealer Dorsey Greene  
(801) 253-2701  
T-1 Certification classes every Friday,  
pre-paid registration required Everyone  
welcome; RSVP

### **VERMONT**

None Scheduled

### **VIRGINIA**

• January 5 - Monday  
Introduction to AMSOIL, History,  
Demonstrations, Products  
• January 6 - Tuesday  
Dealer Meeting  
• January 10 - Saturday  
Dealer Training  
Saturday meetings: 10 a.m. - noon;  
Monday meetings: 7:30 - 9:15 p.m.;  
Tuesday meetings: 7 - 9:15 p.m.  
**REID RESIDENCE**  
14600 Cornwall Lane  
Chester, VA 23836  
Hosted by Regency Gold Direct Jobbers  
Gerry & Patricia Reid and  
Premiere Direct Jobbers  
David and Rebecca Reid  
For all meetings,  
please call (804) 530-1400  
to reserve space; (804) 530-0179  
Fax synthoils@comcast.net

• December 8, 22 - Monday  
• January 12, 26 - Monday  
Meeting - 7:30 p.m.  
**STANCIL RESIDENCE**  
240 N. Oceana Boulevard  
Virginia Beach, VA 23454  
Hosted by Regency Direct Jobbers  
Bill & Barbara Stancil  
(804) 428-6049

• December 8 - Monday  
• January 12 - Monday  
Meeting - 7 p.m.  
**GRAVITTE RESIDENCE**  
1042 Merganser Circle  
Gloucester, VA  
Hosted by Premiere Direct Jobbers  
Cliff & Dee Gravitte (804) 694-0221

• November 4 - Tuesday  
• January 6 - Tuesday  
Meeting - 7:30 p.m.  
**PESZKO RESIDENCE**  
4503 Southampton Arch  
Portsmouth, VA 23703  
Hosted by Regency Silver Direct Jobbers  
Raymond & Karen Peszko  
(757) 484-9491

• December 9 - Tuesday - "How to  
Administrate Your Business"  
• January 13 - Tuesday - "How to Use  
the Commercial-Retail Program"  
Optional dinner - 6 p.m.  
Meeting - 7 p.m.  
**DAYS INN RESTAURANT**  
5500 Williamsburg Road  
Sandston, VA  
Hosted by Account Directs  
Roger Riggle and Mel Pipgras  
(804) 737-4874 or (804) 737-9231

### **WASHINGTON**

• December 15 - Monday  
• January 19 - Monday  
Meeting - 6:30 p.m.  
**GASPER'S LUBE SERVICE  
CENTER & WAREHOUSE**  
3325 Meridian Avenue East  
Edgewood, WA 98371  
Hosted by Executive Direct Jobbers  
Cliff and Lorna Gasper  
(253) 864-7618, or (877) 633-7618  
Everyone Welcome

• December 9 - Tuesday  
• January 13 - Tuesday  
Meeting - 7:30 p.m.  
**STOUGARD RESIDENCE**  
22907 Prairie Road  
Sedro Woolley, WA 98284  
Hosted by Premiere Direct Jobbers  
Mary & Charlotte Stougard  
(360) 856-1641 Guests Welcome

• December 11 - Thursday  
• January 8 - Thursday  
Meeting - 7 p.m.  
**WALSH RESIDENCE**  
2220 South Castle Way  
Lynnwood, WA 98036  
Hosted by Master Direct Jobbers  
Tom & Shirley Walsh  
(425) 483-2582  
T-1 certification classes available by  
appointment with pre-paid registration.

• December 9 - Tuesday  
• January 13 - Tuesday  
Meeting - 7 p.m.  
**PRUKOP RESIDENCE**  
13006 86th Avenue East  
Puyallup, WA 98373  
Hosted by Direct Jobbers  
Raymond & Patsy Prukop  
(253) 845-9755 / 800-267-6450  
Everyone Welcome!

• December 11 - Thursday  
• January 8, 22 - Thursday  
Meeting - 7 p.m.  
**POODLE DOG  
RESTAURANT**  
1522 54th Avenue East  
Fife, WA 98424  
Hosted by Regency Platinum Direct  
Jobbers Leonard & Eunice Pearson  
(253) 939-8401 Guests Welcome!

• December 23 - Tuesday  
• January 27 - Tuesday  
Meeting - 7:30 p.m.  
**SAMUELSON RESIDENCE**  
610 E. 20th Street  
Vancouver, WA 98663  
Hosted by Direct Jobber Sammy  
Samuelson (360) 699-5257  
T-UPS-SW30-OIL  
(1-877-593-0645)  
Discussion on product application and  
oil analysis  
All are welcome! Please RSVP

### **WEST VIRGINIA**

None Scheduled

### **WISCONSIN**

• December 18 - Thursday  
• January 15 - Thursday  
Meeting - 7:30 p.m.  
**SEL-AMSOIL Academy**  
1201 Clough Avenue  
Superior, WI 54880  
Hosted by Regency Platinum  
Direct Jobbers Bill & Donna Durand  
Refreshments Served  
(715) 392-4006 Guests Welcome

• December 11 - Thursday  
• January 8 - Thursday  
Meeting - 7 p.m.  
**MITMOEN SERVICE  
GARAGE**  
6017 65th Street  
Kenosha, WI 53142  
Hosted by Executive Direct Jobbers  
Victor and Lynn Mitmoen  
(262) 652-3399

• December 4 - Thursday  
Meeting - 7 p.m.  
**PABST RESIDENCE**  
650 Larcom Street  
Hammond, WI 54015  
Hosted by Regency Direct Jobber  
Lynn Pabst (715) 796-5441  
Guests welcome.

### **WYOMING**

None Scheduled

### **INTERNATIONAL**

#### **ALBERTA**

None Scheduled

#### **BRITISH COLUMBIA**

• December 19 - Friday  
• January 16 - Friday  
Meeting - 7 p.m.  
**CROSS ROADS  
RESTAURANT**  
1821 Sumas Way  
Abbotsford, B.C., Canada  
Hosted by Direct Jobber  
Zain Krikau and Dealer George Epp  
(604) 826-8966 All welcome.

#### **MANITOBA**

None Scheduled

#### **NEW BRUNSWICK**

• December 15 - Monday  
• January 19 - Monday  
Meeting - 7:30 p.m.  
**McLAUGHLIN RESIDENCE**  
9 Pinder Road  
Riverview, NB E1B 3Z2  
Hosted by Direct Jobber  
Wayne McLaughlin and Dealer  
Wendell Steves  
(506) 386-2896/(506) 387-3197  
Everyone Welcome

#### **NEWFOUNDLAND**

#### **NOVA SCOTIA**

None Scheduled

#### **ONTARIO**

• December No meeting scheduled  
• January 22 - Thursday  
Meeting - 6 - 8 p.m.  
**AMSOIL DISTRIBUTION  
CENTER**  
6625 Tomken Road  
Units 12-14  
Mississauga, ON L5T-2C2  
Hosted by Premiere Direct Jobber  
Rob Hilditch and local Dealers  
(905) 564-7770

#### **PRINCE EDWARD ISLAND**

#### **PUERTO RICO**

#### **QUEBEC**

#### **SASKATCHEWAN**

#### **NEW ZEALAND**

None Scheduled



### DECEMBER CLOSE OUT

The last day to process December orders in the U.S. and Canada is the close of business on Wednesday, December 31. The last day to process December orders in Alaska, Puerto Rico and New Zealand is the close of business on Wednesday, December 24. Please check with your distribution center for Christmas Eve and New Year's Eve hours. Volume transfers for December business will be accepted until 3 p.m. CST on Tuesday, January 6.

### HASTINGS FILTERS

The Hastings AF1007 filter is obsolete and has been replaced with the AF1151.

### HOLIDAY CLOSINGS

The AMSOIL corporate headquarters will close at 3 p.m. CST Wednesday, December 24 and Wednesday, December 31 for Christmas Eve and New Year's Eve.

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Thursday, December 25 for Christmas Day and Thursday, January 1 for New Year's Day. The Toronto Distribution Center will be closed Friday, December 26 for Boxing Day.

### PRICE ADJUSTMENT

Price adjustments for Bosch products will take effect January 1, 2004.

#### Updated Price Lists

| Stock # | Description                   | U.S. | Can  |
|---------|-------------------------------|------|------|
| G-1764  | Bosch MLM Price List (U.S.)   | 0.40 | 0.65 |
| G-1765  | Bosch Comm. Price List (U.S.) | 0.40 | 0.65 |
| G-1766  | Bosch Wiper Blade Price List  | 1.00 | 1.60 |
| G-8764  | Bosch MLM Price List (Can.)   | 0.40 | 0.65 |
| G-8765  | Bosch Comm. Price List (Can.) | 0.40 | 0.65 |

### NEW COMPARATIVE MOTOR OIL TESTING BROCHURE

The new API Comparative Motor Oil Testing brochure, as inserted in this issue of the *Action News*, is available for purchase.

| Stock # | U.S. | Can  |
|---------|------|------|
| G-1971  | 0.80 | 1.30 |

### CANADIAN OIL ANALYSIS

Oil Analyzers Inc. no longer offers oil testing service in Burlington, Ontario, Canada. The G-1910 Canadian Oil Analysis Sample Kit is discontinued.

### AMSOIL STATIC DECAL

Full color 16" AMSOIL static vinyl decal clings to surfaces without adhesive. Ideal for automobiles and point of purchase display.



| Stock # | U.S. | Can  |
|---------|------|------|
| G-1902  | 0.75 | 1.25 |

### CHRISTMAS CHEER

All AMSOIL distribution centers will host a "Christmas Cheer" time for AMSOIL customers and Dealers on Thursday, December 18 from 5 to 8 p.m. Light food and refreshments will be served.

### ORLANDO DISTRIBUTION CENTER

The Orlando Distribution Center will be open for business at its new location on February 2, 2004. The new address is as follows:

3071 North Orange Blossom Trail  
Unit K  
Orlando, FL 32804

### NEW SLIP LOCK DATA BULLETIN

The new AMSOIL Slip Lock Differential Additive data bulletin is available for purchase.

| Stock # |                     | U.S. | Can  |
|---------|---------------------|------|------|
| G-1968  | (25) data bulletins | 2.80 | 4.65 |

### VERMONT SALES TAX

Effective immediately, the Vermont sales tax will increase from five percent to six percent.

### TORQUE-DRIVE™ SALES LITERATURE

The new AMSOIL Torque-Drive™ brochure and data bulletin, describing the performance and financial benefits of using Torque-Drive™ Synthetic Automatic Transmission Fluid, are outstanding sales tools.



#### Torque-Drive™ Brochure

G-1967 (1) brochure 0.80 U.S. 1.30 Can.

#### Torque-Drive™ Data Bulletins

G-1966 (25) data bulletins 2.80 U.S. 4.65 Can.

## NEW WHITE AMSOIL STATIC DECAL

White 12" static decal features AMSOIL "The First in Synthetics®" logo. Clings to surfaces without adhesive.

| Stock # | U.S. | Can  |
|---------|------|------|
| G-1972  | 0.75 | 1.25 |



## AMSOIL DISPLAY BOOTHS

AMSOIL display booths, with specially-designed graphics for professional displays at trade shows, race tracks or anywhere Dealers exhibit AMSOIL products, are available through manufacturer-direct ordering at Valley Expo & Displays of Rockford, Ill. by calling 877-332-4292 or through a link at [www.amsoil.com](http://www.amsoil.com). Four styles of displays are available with AMSOIL-designed graphics that simply attach magnetically or directly to the fabric of the display unit. Fast, easy set-up and carrying cases included. See the G-1909, visit [www.amsoil.com](http://www.amsoil.com) or contact Valley Expo & Displays for details. Shipping costs are extra. When ordering your initial display unit, specify the product number of the display size you choose along with the product number of your choice of the pre-designed graphics that are included in the price of your display unit.



## RETAIL ON THE SHELF 12-STORE POLICY

AMSOIL INC. has redefined a "retail on the shelf" account to protect AMSOIL Dealers and the multi-level marketing opportunity. The new definition prevents large retail chain outlets from achieving an advantage over AMSOIL Dealers as a result of their efficiencies in distribution and low profit margin flexibility. The following definition became effective September 1, 2003:

*"An AMSOIL retail on the shelf account is a business that operates out of a storefront or outlet where there is a public access for customers. This business normally sells associated merchandise at retail prices or provides product as part of a service, and is local or regional with up to 12 outlets."*

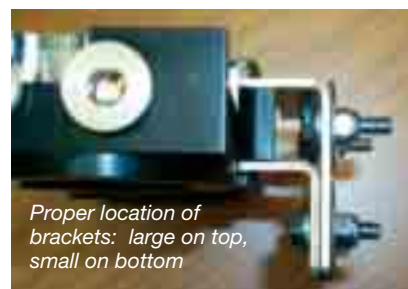
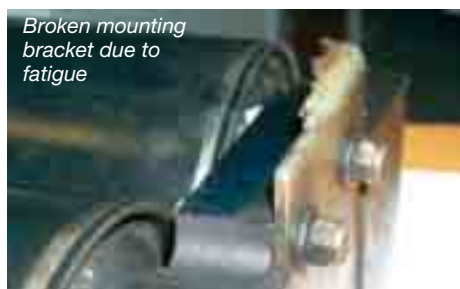
Businesses with more than 12 retail outlets, therefore, do not qualify as retail on the shelf accounts. Furthermore, Dealers may not provide products that are purchased through an AMSOIL Dealership to businesses with more than 12 retail outlets. Other methods of providing products to these businesses or intentionally circumventing this policy would be a violation of the AMSOIL Marketing Plan.

There are, however, still many opportunities to register businesses as retail on the shelf accounts that belong to a national or regional chain. Many stores within a retail chain such as NAPA Auto Parts, Texaco X-Press Lube or Hardware Hank stores are individually owned or franchised. These stores may become AMSOIL retail on the shelf accounts providing the owner does not own more than 12 stores. Selling AMSOIL products through small, independently owned retail stores was always the objective to the Retail on the Shelf Program. These stores represent an excellent opportunity for AMSOIL Dealers to expand their sales network without jeopardizing the multi-level marketing opportunity for other Dealers.

## BYPASS FILTER MOUNTING BRACKET INSTALLATION

When installing a BMK 12, 13, 15, 16 and 17 bypass filtration kit, it is important that both mounting brackets (BP194 & BP195) be used. The brackets work together to provide the proper support to retain the mount in the worst conditions. If used alone, brackets will fatigue and eventually break. If aware of

bypass installations in which both brackets are not being used, AMSOIL recommends installing the second bracket as soon as possible. Because this is a matter of improper installation and not of material or workmanship, failures of this nature will not be provided warranty consideration.



# LUBRICATION II Home Study Course Now Available

AMSOIL is pleased to announce the addition of a second course to the Dealer Home Study Program. The LUBRICATION II course is the follow-up to the popular LUBRICATION I coursework introduced several months ago.

The LUBRICATION II course has been designed to impart an understanding of technical data bulletins and provide examples that illustrate why this information is important. Each test that is used to evaluate a lubricant is described in detail and acceptable parameters are explained. The coursework also contains product comparison data for AMSOIL products and many leading competitors.

The AMSOIL Dealer Home Study Program has been designed to offer Dealers the chance to study the basics of lubrication and the AMSOIL product line from the comfort of their own homes.

The Dealer Home Study Program is essentially a three-part system. Each course comes with a workbook, CD-ROM and an online test voucher that

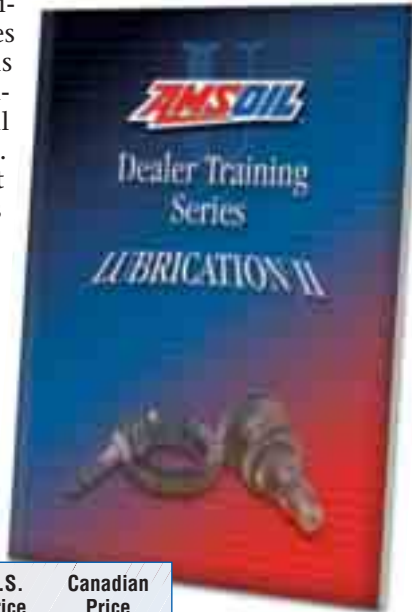
allows the Dealer access to an area on the AMSOIL website.

The CD-ROM bundled with each workbook includes a Microsoft Powerpoint™ reader that can be used to view a presentation on home computers with Microsoft Windows™. This presentation covers essential material for each course, and can be also used as a presentation tool for Dealer meetings and sales purposes.

The workbook is designed to be a comprehensive reference tool. The course material is presented in the same order as it appears on the CD-ROM, but terms are also defined and illustrated in further detail. The appendix section for some courses contains full-size charts and graphs for reproduction purposes and a glossary of useful terminology that can be quickly referenced.

Dealers can also log on to the AMSOIL Corporate Website and use a CD-ROM key that will allow them to complete a series of optional tests to demonstrate their progress.

Future course availability will be announced in the AMSOIL ACTION NEWS and DIRECT LINE publications.



| G-Number | Title          |               | U.S. Price | Canadian Price |
|----------|----------------|---------------|------------|----------------|
| G-1861   | Lubrication I  | Now Available | \$19.95    | \$32.50        |
| G-1862   | Lubrication II | Now Available | \$19.95    | \$32.50        |



**AMSOIL INC.**  
SYNTHETIC LUBRICANTS  
AMSOIL BUILDING  
Superior, WI 54880-1527  
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