

AMSOIL

ACTION NEWS

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The First in Synthetics

FEBRUARY 2003



Travis Preston Captures 125cc Title in Anaheim

Interview With Chief Operating Officer Alan Amatuzio

From the President's Desk...



If there is any business that has proven itself during hard economic times, it is this AMSOIL business. Some have called it "recession proof." Whatever you call it, your AMSOIL business doesn't seem to be as sensitive to the ups and downs of the general economy as many businesses are. That, plus the fact that owning an AMSOIL business puts you in control of your own destiny, rather than being totally dependent on a nine-to-five job that may not be there tomorrow.

I don't like to add to the doom and gloom we all see every day in the newspaper and on the news broadcasts, but it's pretty difficult to ignore the fact that these are difficult times for many people. Unemployment is rising. Many companies are laying off employees, and some people with full-time jobs are seeing their hours cut, which means a reduction in take-home pay. In one form or another, this affects nearly everyone today. Everyone, it seems, except most AMSOIL Dealers.

In the face of these tough economic times, our business, and therefore the businesses of our Dealers, has never been better. We ended the year with a significant increase in sales over previous years. And equally if not more impressive was the fact that our rate of sponsoring also significantly increased.

Whether it be new Dealerships, new Retail Accounts or new Commercial Accounts, we continue to see impressive growth in all the numbers. This is especially true in the growth of our Preferred Customer Program, which is not only an outstanding source of new sales, it is the breeding ground for future Dealers. Let's face it. Most of you became Dealers after first becoming impressed with the products, and that's why so many people are becoming Preferred Customers... to use the products! These people represent the Dealers of the future. It's up to all of us to show them how an AMSOIL business could be very beneficial for them.

They say that opportunity often comes disguised in many forms. We certainly do our best not to disguise this AMSOIL business opportunity. We want the world to know that it provides not just one, but many practical avenues to financial success. Whether it be part-time or full-time, an AMSOIL business enables any person willing to devote some spare time to the opportunity to become more financially independent. It does so with a minimum initial expense, substantially less than what would be commonly required to go into just about any other business. In the times we live in today, the AMSOIL business opportunity presents a very attractive option for many, many people, thus our increase in sponsorship.

The most effective way to expand and build your business is to sponsor new Dealers and build a strong downline group. I have emphasized this point so many times, and I'll do it again in this message. And judging from the number of new Dealerships we are seeing today, now is the perfect time to put your time and efforts into building your business through sponsoring.

There are many people today who have had their incomes reduced for one reason or another. They are looking for a way to earn extra money. You hold the key to helping many of them accomplish their financial objectives by bringing them into this business. By doing so, you not only help them but you help yourself. It's a win-win situation all the way around.

But sponsoring won't just happen. You've got to make it happen. You need to work at sourcing out new dealer prospects every day. You need to be alert and be aware of your friends' and customers' situations. You need to stay in touch with your customers and periodically provide them with information on becoming a Dealer. You need to constantly "talk up" your business to other people to create interest.

Everybody is looking for a good deal, and AMSOIL has a good deal for everyone, whether it be as a Preferred Customer who can buy at dealer cost or as a full-fledged AMSOIL business owner who has opportunities to earn in numerous ways. Many people you already know may be ready to take advantage of the opportunity you offer. You just need to ask!

Some people might ask why top-of-the-line products like AMSOIL Synthetic Lubricants are in such high demand at a time when money is apparently tight for many people. I believe it's because most consumers understand the difference between price and cost. While it's true that the price of a quart of AMSOIL Motor Oil is more than that of everyday petroleum brands, it's also true that it lasts up to ten times longer in service, it increases fuel economy, prolongs engine life, and is better for the environment. AMSOIL Synthetic Lubricants actually wind up costing less in the long run. They give every Dealer something special to sell and they provide our customers with outstanding value for their hard-earned money at a time when it matters more than ever!

A handwritten signature in blue ink that reads "A. J. Amatuzio". The signature is fluid and cursive, with a large initial "A" and "J".

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

DEALERS IN ACTION!

AMSOIL Lubes Withstand Severe Service Demands

Whether he's roaring around the track in his late model Thunderbird or simply going about the business of his day, AMSOIL Dealer Greg Norman, Cheyenne, Wyo., counts on AMSOIL lubes.

The hard-driven 351 Cleveland engine in his 1996 Ford Thunderbird is protected exclusively by AMSOIL 20W-50 Racing Oil. "The Cleveland is known for bottom end oiling problems," Norman said. "But I've been running the same engine for 11 racing seasons."

He's never had any bearing problems in the car.

"I did change bearings before some racing seasons, mostly for my peace of mind, even though they looked fine," he said. "The crank was never reground or the block rebored since 1992 when the initial machine work was done."

Through the years of racing, Norman said he changed the oil at mid-season, "again for my own peace of mind, but oil analysis showed that wasn't necessary." For the last three seasons, he hasn't taken the engine apart. However, at the end of the 2002 season, the engine blew up because of a broken rod bolt.

"The bearings were still in good condition and even after 11 racing seasons on the block, you could still see machine marks on the cylinder walls," Norman said.

Metal fatigue is a common problem in race engines, but Norman thinks the lower temperatures he gets with AMSOIL give his valve springs long life.

"My machinist couldn't believe that I ran the same valve springs for 11 seasons with no problems," he said.

For many years, he used AMSOIL SAE 75W-90 Gear Lube in his transmission and quick-change rear end without any problems. In 2001, he switched to AMSOIL Series 2000 75W-140 Heavy Duty Gear Lube in the rear end and Series 2000 75W-90 Gear Lube in the tranny.

The quick-change rear end allows racers to easily change gear ratios to fit track conditions, but they

are subject to a lot of stress and can be a weak link in a stock car. "I've never had a parts failure with the quick-change in the years I've run the Thunderbird," he said.

Norman also equips his passenger cars with AMSOIL products. In 1986, he bought a new Olds Cutlass wagon for his family car. For nine years, the car served his family, running with AMSOIL 10W-40 Synthetic Oil, which he changed about every six months. He put 135,000 miles on the car during that time and then bought a 1994 Ford Taurus in 1995.

The Olds became his work "beater," and for the next five years he never changed the oil or filter. "I figured if the engine broke I had gotten my money's worth," he said. It leaked some oil because of old gaskets, so Norman added a quart of AMSOIL about every two or three months.

In 2001, Norman had the five-year-old oil analyzed.

"I thought I was going to be listed in the motor oil hall of shame," he said. "To my surprise, the report came back that the oil was OK to use, just change the filter and top off the oil level."

"I am still driving this car to work every day. The 2.8 V-6 engine starts right up in any temperature, doesn't smoke and is very quiet."

The engine has 174,000 miles on it now.

"I know this isn't that much when compared to mileage other people have gotten on their AMSOIL-equipped engines. However, for the last seven years the mileage has been short trips to work and running errands around town, with little highway mileage. That's severe service. I think my experience, as well as that of others, proves AMSOIL stands up to all driving conditions."

Norman runs Series 2000 0W-30 Severe Service Motor Oil in his 1994 Ford Taurus, which has 122,000 miles on the engine. "It runs like new," he said.



DRIVER WINS WITH AMSOIL – AMSOIL Dealer Greg Norman accepts his trophy at Big Country Speedway in Cheyenne, Wyoming. The 1/4-mile paved oval was built in 1952. Norman has raced there since 1972.

MONTHLY LE



Members, Leadership Council

Mark & Sherree Schell
Idaho

★★Regency Platinum Direct Jobbers

FIRST—Total Organization

FIRST—Personal Group Sales

Sixth—New Qualified Dealers & Accounts



LaDonna Harrison & LaVel Rude

Minnesota

★★★★Regency Platinum Direct Jobbers

Second—Total Organization

Ninth—Personal Group Sales

Sales



Ray & Arlene Schmit

Minnesota

★★★★Regency Platinum Direct Jobbers

Third—Total Organization

Second—Personal Group Sales

Eighth—New Qualified Dealers & Accounts



Leonard & Eunice Pearson

Washington

★Regency Platinum Direct Jobbers

Fourth—Total Organization



George & Shirley Douglas

Florida

Regency Gold Direct Jobbers

Eighth—Total Organization

Tenth—Personal Group Sales



Members, Leadership Council

Carl & Kimberlee McNamee

Ontario

Regency Gold Direct Jobbers

Ninth—Total Organization



Members, Leadership Council

William & Judith Shirk

Maine

Regency Platinum Direct Jobbers

Tenth—Total Organization

Sixth—Personal Group Sales



Dave M. Mann

Michigan

Regency Direct Jobber

Fourth—Personal Group Sales

FIRST—New Qualified Dealers & Accounts



David & Carol Bell, Texas

Regency Platinum Direct Jobbers

Second—Commercial & Retail Marketing

Ninth—New Qualified Dealers & Accounts



James J. Allen

Ohio

Master Direct Jobber

Third—Commercial & Retail Marketing



Douglas Bottamiller

Maryland

Direct Jobber

Fourth—Commercial & Retail Marketing



Robert & Jean Johnson

New Hampshire

Executive Direct Jobbers

Third—New Qualified Dealers & Accounts

Fifth—Commercial & Retail Marketing

ADERS

November
2002

HALL OF FAME



Member, Leadership Council

Ora Mae Boardman
Virginia
Regency Platinum Direct
Jobber
Fifth—Total Organization



Members, Leadership Council

Gerry & Patricia Reid
Virginia
Regency Gold Direct Jobbers
Sixth—Total Organization
Third—Personal Group Sales
*Fifth—New Qualified Dealers
& Accounts*



Thomas H. Kirby
Michigan
Regency Direct Jobber
Seventh—Total Organization
Seventh—Personal Group Sales



Bud & Lorna Bourquin
Minnesota
Regency Silver Direct Jobbers
Fifth—Personal Group Sales



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



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



Michael J. Mathe
Michigan
Direct Jobber
*Second—New Qualified
Dealers & Accounts*



Greg Landuyt
Indiana
Executive Direct Jobber
*Fourth—New Qualified
Dealers & Accounts*



Michael & Eileen Kaufman
Michigan
Executive Direct Jobbers
*Seventh—New Qualified
Dealers & Accounts*

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



Bill and Donna Durand,
★★★★Regency
Platinum



Shirley Green,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Harold and Marcile Hartman,
Regency Platinum

HIGHER LEVELS OF

★★★★REGENCY PLATINUM DIRECT JOBBERS



Ray & Arlene Schmit
Minnesota

EXECUTIVE DIRECT JOBBERS



Steven Hanson
Minnesota



Michael & Lori Gorecki
Minnesota

NEW DIRECT JOBBER



Armand Jr. & Luisa Boutin
Massachusetts
Sponsor: George R. Carlson
Direct Jobbers: Ed & Barbara Chambless

2500 Level Honors 2500 monthly commission credits 25 Dealers sponsored

Tony and Joyce Shultz, Florida Sponsors: Daniel and Judy Watson

1500 Level Honors 1500 monthly commission credits 15 Dealers sponsored

Merv Nolt, Ohio Sponsors: Delbert and Arlene Lehman

Bruce L. Mann, Connecticut Sponsor: Ruben R. Seda-Morales

1000 Level Honors 1000 monthly commission credits 10 Dealers sponsored

Bryan Enloe, Texas Sponsor: Ron K. Humphrey

CR and Betty Kauffman, Indiana Sponsors: Earnest and Audra Rhoades

Curley and Nancy O'Dell, Virginia Sponsors: Gerry and Patricia Reid

Michael B. Teneyck, Idaho Sponsors: Larry and Pat Shores

500 Level Honors 500 monthly commission credits 5 Dealers sponsored

Rodney D. Wilmouth, North Carolina Sponsors: Harold and Cynthia Rabb

William and Sandy Boese, Minnesota Sponsors: Ray and Arlene Schmit

Lyndale R. Brandon, Maryland Sponsor: John E. Doyle

Allan L. Marting, Kansas Sponsors: Howard and Elaine Wickler

Clarence A. Palmer, Oklahoma Sponsors: J.W. and Jessie Palmer

Daryl Rivera, Puerto Rico Sponsors: Juan and Edith Gonzalez

Christopher Wolfe, Wisconsin Sponsor: Bruce A. Stache

NEW DIRECT DEALERS



Allan W. Hillman
Virginia
Sponsors:
Wallace & Kathryn Hillman
Direct Jobbers:
Wallace & Kathryn Hillman



Andy A. Hrupchuk
Alberta
Sponsor: Ruth Rugulies
Direct Jobber: Ruth Rugulies



David A. Karst
Wyoming
Sponsors: Doyle & Diana Vaughan
Direct Jobbers:
Doyle & Diana Vaughan



Thomas E. Kostreba
Wyoming
Sponsors: Doyle & Diana Vaughan
Direct Jobbers:
Doyle & Diana Vaughan



Korey Kreitman
Wyoming
Sponsors: Doyle & Diana Vaughan
Direct Jobbers: Doyle & Diana Vaughan



Doug Wilcocks
Ontario
Sponsors: Don & Carol Stefanik
Direct Jobbers: Don & Carol Stefanik

NEW ACCOUNT DIRECTS



George Lapchak
Pennsylvania
Sponsors: William & Judith Shirk
Direct Jobbers: William & Judith Shirk

300 Level Honors 300 monthly commission credits 3 Dealers sponsored

Jim Berthay, Tennessee Sponsor: James M. Ball Jr.

Shellie M. Brainard, Florida Sponsors: George and Shirley Douglas

Kenneth and Judy Brown, New Mexico Sponsors: Glen and Georgia Overlander

Donald Jr. and Sheryl Brundage, Colorado Sponsors: James and Dorothy Cox

Ted and Theresa Cheng, California Sponsor: Jonathan L. Lackman

Calvin and Marvel Freeland, Illinois Sponsor: William P. McCarthy

Paul and June Ives, Vermont Sponsors: Edward and Cynthia Sanders

Bert and Sharon Markillie, Arizona Sponsors: Lyle and Laura Antrobus.

Nick Mascari, Ohio Sponsor: Glenn C. Hedin

John and Nobuko Perrigo, Virginia Sponsors: Robert and Joyce Nichols

Andreas R. Randall, Nebraska Sponsors: William and Marilyn Nuzum

Bruce W. Rayner, California Sponsors: James and Carol Fleschner

Rafael Rodriguez, Puerto Rico Sponsors: Juan and Edith Gonzalez

Donald and Carol Sass, Washington Sponsor: Dennis C. Nord

Richard and Lula Silveus, Indiana Sponsors: CR and Betty Kauffman

Elwin M. Speary, New York Sponsors: Peter and Diana Lotito

Roger T. Studer, New York Sponsors: Peter and Diana Lotito

Corporate Update

With Alan Amatuzio



Action News: As Executive Vice President and Chief Operating Officer, what areas are you responsible for at AMSOIL?

Amatuzio: My primary areas of responsibility include product development, laboratory research, manufacturing and all aspects of technical services.

Action News: Over the course of the last few years AMSOIL has expanded its operations in several areas. Can you elaborate on that?

Amatuzio: One of our more aggressive projects was the expansion of our bulk storage facilities. Our tank farm now includes over thirty outdoor tanks and five new indoor tanks. We now have the capacity to store over 1 million gallons. We've also added 25,000 square feet of warehouse space and doubled our laboratory space.

Action News: Any other projects in the works?

Amatuzio: A complete remodeling of our technical services department is just now being completed. We've made more efficient use of our available space and created a more pleasurable work environment for our people. We've also consolidated some of our departments which is having tremendous impact on efficiency. The purchasing and distribution departments, for example, are now under one roof, which makes my job easier.

Action News: All of this investment in the company must mean the company is strong and the future looks bright. True statement?

Amatuzio: Yes, I'd say that's true. We've seen steady growth over the last several years and I see no reason that trend won't continue.

Action News: What do you attribute that growth to?

Amatuzio: Several factors. First, the movement throughout the industry is toward synthetic lubrication. Automakers, primarily, are calling for the added

performance synthetics oils can provide. Environmental concerns, including a reduction in emissions and an improvement in fuel economy, are also driving the movement. Consumers, too, are much more educated now in regard to synthetic motor oil and are choosing synthetics over conventional oils to better protect their vehicle investments. On the corporate level, we've increased our advertising efforts and that's reflected in increased sales. The race sponsorships we're doing in motocross, snocross and all the other venues are also contributing to the growth we've seen. Equally important are the efforts of our Dealers. The advertising they do, as well as their race sponsorships and the trade shows they work, are pushing increased sales and growth. This list of factors could go on and on. The Internet, for example, is another one, both at the corporate and Dealer levels. Of course, none of this growth would occur if it wasn't for the quality of our products. It always comes down to that.

Action News: Speaking of quality, the Sequence IIIF test results published in the October 2002 *Action News* were extremely impressive. Were you surprised by those results?

Amatuzio: I wasn't surprised, but the results were better than I expected. That test is an API SL, ILSAC GF-3 test and was run for us at an independent laboratory. It measures oil thickening, oil consumption and deposit formation in high-temperature conditions. It's a tough test, and we made it even tougher by instructing them to run our 10W-30 three times longer than the standard test length. They had never tested an oil for that long in that test. Bottom line, of course, is that our oil passed with flying colors. We showed virtually no wear or deposits. The most impressive result was that our oil's viscosity increased to only about one-third of the allowable limit for a single length run. Many oils have a difficult time passing a single length test, let alone a triple length. It clearly demonstrates our extended drain capabilities. The technician in

charge said our test results “were the best he’d ever seen.”

Action News: From a technical standpoint, what makes that oil so good?

Amatuzio: It’s not just that oil, it’s all of our oils, and the simple answer is that we use the best base stocks and the best additives, and we rely on thirty years of experience in synthetic lubricant technology to blend them. I can honestly say that the oils we make today are the best oils we’ve ever made. A lot of that has to do with our expertise and a lot has to do with the technological advancements that have been made. The chemistries available today are better than they were only a few years ago. Plus, we have no ties to any suppliers. We have the flexibility to purchase any component from any supplier. If a better chemistry comes along, we’ll use it.

Action News: Are you personally involved in formulating the oils?

Amatuzio: Yes, I’m heavily involved. That’s the area I enjoy working in most. I work closely with our chemists, as well as the technical people from base oil and additive suppliers. But keep in mind, formulating is more than just combining chemistries. It also involves purchasing, scheduling and testing. I try to stay on top of all aspects of the process. This way, we can improve our efficiency and keep our costs down. For example, if I know we’re purchasing X amount of component A for one product and X amount of component B for another, and then discover that component A can replace component B and be used in both products, we can purchase more of component A for less than we were paying for both A and B separately. Does that make sense? It’s called economies of scale. In the end, of course, the boss has the final word in any new formulations or formulation changes.

Action News: By the boss do you mean Al [Amatuzio].

Amatuzio: Yes, that’s the guy. Before we develop or change a formula we get his input. He’ll either approve it or offer advice on how to make it better. Over the course of more than thirty years he’s learned a few things about formulating lubricants. It’s become almost instinctive with him. We’re fortunate to have his wisdom to draw upon.

Action News: I’m sure you’ve learned a lot from him.

Amatuzio: Yes. And still learning.

Action News: There was also some interesting information in the November 2002 *Action News* comparing AMSOIL 5W-30 to Mobil 1. The AMSOIL product

compared favorably to say the least. What do you do to ensure that AMSOIL products outperform competitive oils?

Amatuzio: Our incentive is different than other oil companies. Other oil companies formulate their oils to meet the minimum standards, then price their products to maximize profits. At AMSOIL, we go way beyond the minimum standards. We manufacture the best products we possibly can. I don’t know how to explain it other than to say it’s a personal thing with us. If it’s not the best, we don’t want our name on it.

Action News: Where do you see the industry going in regard to lubricants?

Amatuzio: The move is toward higher quality oils. Your basic Group I petroleum base stocks are virtually a thing of the past. Those oils just can’t provide the type of performance today’s applications demand. The goal of manufacturers today is toward Group IV and V type performance. They want the kind of performance synthetics provide. You’re going to see a more vigorous push for extended drains and fill-for-life fluids. Group III products and near synthetic chemistries will be much more prevalent.

Action News: What is pushing the move toward higher quality products?

Amatuzio: Primarily, environmental legislation and the automakers.

Action News: Is that what pushes AMSOIL?

Amatuzio: No, we push ourselves. Our products have always been ahead of the industry. They are today.

Action News: Will AMSOIL be able to maintain that advantage?

Amatuzio: Of course. Most companies just won’t pay what it takes to build the kind of products we make. And those companies that will pay don’t have the experience or the expertise we have. No one knows how to make a better oil than we do.

Action News: Other than great products, what can AMSOIL Dealers look forward to from the company?

Amatuzio: We’ll continue to invest in the growth of our Dealers. We will be introducing new training programs. We’ll continue our national advertising and race sponsorship programs. We’ll do our best to provide the types of support material and clothing and promotional items Dealers want. And we’ll continue to move ahead with new, fresh corporate images and looks.

Action News: Thanks, Alan. By the way, have you paid your registration for the Thirtieth Anniversary Convention yet?

Amatuzio: I’m hoping I can get in free.

Offer Customers Convenience and Quality With Hastings and Bosch Products

Hastings Filters

Quality

Hastings filters deliver superior quality and value. Due to uncompromising standards towards filter construction, the Hastings filter line outperforms the competition. Tests show Hastings filters are among the best on the market when it comes to efficiency and contaminant holding capacity.

Selection

Hastings delivers a complete line of filter coverage, including air, oil, fuel, hydraulic, coolant, transmission and crankcase breathers covering virtually every transportation and equipment application, including automotive, commercial, off-road, heavy-duty, industrial, agricultural, marine and recreational applications. With over 3,500 applications, Hastings offers the widest range of filters in the industry.

Convenience

Customers can purchase all their filters at the same time and from the same source as their premium AMSOIL synthetic lubricants. If an application isn't covered by the AMSOIL filter line, the correct filter can most likely be found in the Hastings filter line.

To find the correct filter for your application:

Consult the *Oil Filter & Air Filter Search* in the "Product Information" section of the AMSOIL corporate website at www.amsoil.com.

Consult the G-194 *Cross Reference and Automotive Applications Guide* or, for heavy duty applications, consult the G-1555 *Hastings Product and Heavy Duty Applications Guide*.

Call the AMSOIL toll free ordering line at 1-800-777-7094 Monday through Friday 7 a.m. to 5 p.m. CST for assistance.

Bosch Spark Plugs, Wires & Wipers

Quality

Bosch has been a world leader in automotive technology for over 100 years. Bosch Platinum+4 spark plugs are the most powerful on the market, while Bosch spark plug wire sets deliver hotter, more powerful and longer sparks than conventional spark plug wires. Bosch Micro Edge Excel Wipers offer unsurpassed performance and moisture removal in all climates, while reducing haze and streaks.

Selection

Bosch manufactures spark plugs, spark plug wire sets and wiper blades for virtually every vehicle on the road. In addition, Bosch products are designed for easy installation.

Convenience

Do-It-Yourselfers can purchase top-of-the-line Bosch spark plugs, spark plug wire sets and wipers at the same time and from the same source as their AMSOIL synthetic lubricants, establishing AMSOIL as a convenient, one-stop shop for today's Do-It-Yourselfer.

To find the correct Bosch products for your application:

Consult the *Bosch Parts Finder* in the "Product Information" section of the AMSOIL corporate website at www.amsoil.com.

Consult the G-1767 *Bosch Plug & Wire Set Application Guide* and the G-1766 *Bosch Wiper Blade Application Guide*.

Call the AMSOIL toll free ordering line at 1-800-777-7094 Monday through Friday 7 a.m. to 5 p.m. CST for assistance.



Secret of Success: Servicing Accounts

Becoming an AMSOIL Dealer is an easy, inexpensive process. Thousands of Dealers have discovered the "AMSOIL Opportunity" and embarked on the business of selling the best synthetic lubricants available and making a living.

But, becoming successful as an AMSOIL Dealer takes work, patience and good old-fashioned common sense. Experience has shown that whether it's a retail or commercial account, a Dealer's first step in service is to help the account place its first order. Whether it takes a phone call or personal visit, that first order sets the account on course for a long-term relationship with AMSOIL and long-term profits for the Dealer. Once the first order is placed, the ongoing service begins, and that varies with each account.

"Some accounts want a lot of service, such as stocking their shelves and telling them what they need, some call you and tell you what they want, while others have to be continually sold or influenced over and over again to increase their stock," said Regency Gold Direct Jobber George Douglas in Florida.

Douglas tells his retail accounts he'll buy back anything that doesn't move or swap for something the account sells more readily.

"If some products do stay on the shelf too long, I'll replace them with newer stock so the product looks new and clean," he said.

Douglas asks accounts to allow him to put AMSOIL signs in their stores because it's free advertising. He also always tries to put AMSOIL products at eye level in the stores.

He avoids making deals on a consignment basis with his customers, he said. "Unless it's a business I want bad enough and I figure if I lose the stock I could chalk it off as advertising cost. At least more people will see it in the store than on a shelf in my garage," Douglas said.

Those customers who want to work out of his inventory and call for just enough to service one of their own customers sometimes wait for him awhile.

"If you always drop what you are doing to keep resupplying them because they won't put enough stock in, then the situation won't ever get better," he said. "On the other hand, if they keep running out because of good sales and they keep increasing their stock, then I will do whatever I can to help them out."

Douglas has a simple philosophy.

"I think you have to keep in mind that once a store puts your products on the shelf they have become your partner in this business, and their success is your success," he said.

Some of Direct Jobber Bob Czczok's accounts call him "AMSOIL Bob." "I view that as a compliment," he said. He's from Minnesota and has accounts in several northern states.

Czczok agrees with Douglas that servicing accounts is a vital part of making an AMSOIL business successful.

Czczok said he sits down and has a discussion with new retail accounts to determine how much contact and service that customer wants. Some customers want weekly contact with him,



George & Shirley Douglas



Bob Czczok

while others are content to talk to him on a quarterly basis, he said.

"Each store is totally different," he said. "So you have to find that out. You have to understand your customer."

He maintains personal contact with his accounts, advises them on when to add new products and how much to stock, and is always available by telephone, Czczok said. He spends time educating employees in the store about the benefits of AMSOIL products and when to recommend them to customers. He sometimes picks up and delivers products to his customers, and often pays the freight for new accounts. "I think the personal touch makes them comfortable with the oil," he said. "Some Dealers don't pay the freight and they don't keep in contact with their customers. And then they stop buying."

When he has booths at events, Czczok often takes one of his new downline Dealers with him to help train the Dealer in how to approach new accounts. If the two of them set up an account together, they share it. That helps the new Dealer start making some money, gives them training and teaches them the value of servicing the accounts, he said.

Czczok adds a list of all of his retail accounts to the AMSOIL retail catalogs he gives away at the shows where he mans a booth.

"It's free advertising for my customers," he said. "They totally appreciate it."

In Michigan, Regency Gold Direct Jobber Michael H. Ellis also agrees keeping in touch with his customers pays big dividends for his AMSOIL business. "The most important thing is servicing your customers," said Ellis.

He tells Dealers who sign up under him the importance of servicing accounts.

"I tell them it's going to take some time, you have to work at it. You can have 100 accounts that can make you \$100,000 a year, but you've got to be able to service them. A happy customer is a buying account."

He likened his approach to his accounts to a bread delivery man who checks out his accounts and their needs, sets up their displays, makes sure they stay stocked and orderly and is available for special needs.

He gives seminars about the AMSOIL products to the employees at his retail accounts, which comprise about 95 percent of his business. Those employees are more likely to recommend AMSOIL products when they understand their quality and applications, he said.

"More than 90 percent of AMSOIL Dealers don't do it that way," Ellis said.

He's a high voltage lineman for Detroit Edison in Washington, Michigan, where he has worked for 24 years and become a specialist at the dangerous job.

Besides that job, Ellis said he will make a "six figure income this year" on his AMSOIL earnings.

He believes one secret of his success is that most of his accounts are within a few miles of his home. He can always be available to them and give them the personal service they need and want, Ellis said. His retention rate is about 95 percent, he said. "I rarely lose an account."



Michael Ellis

Racing Into the Future

July 17-19, 2003

The **AMSOIL 30th Anniversary**
International Convention

Duluth Entertainment and Convention Center

“Wheel and Deal” with Al Amatzio

Every qualified Dealer, Preferred Customer and account a Dealer registers through April 30, 2003, earns that Dealer another chance to “**Wheel and Deal**” with Al Amatzio and walk away with cash.

However, Al may make you an offer you **can't refuse**. Five Dealers will win \$1,000. It's a game of courage and chance, but nobody walks away empty-handed.

It's not too late

Register now and SAVE \$15

NOW through March 31, 2003: **\$110**
April 1, 2003 until the convention: **\$125**

Register online at the AMSOIL
Corporate Website
www.amsoil.com or by telephone
1-800-777-7094

Drawings...and more

Free Lodging Giveaways – All Dealers registered for convention by April 1 earn one chance to win one of 10 free 3-nights' lodging for every qualified Dealer, Preferred Customer and account they register through April 30.

Win Prizes – All Dealers have the chance to win a new Dell computer pre-loaded with the AMSWIN software package; new AMSOIL trade show display units; new TV/VCR units; free Yellow Page advertising,
AND MUCH MORE...

Discounts

All Dealers receive **10% discounts** on all products ordered at the convention.

Meet Team AMSOIL Racers

Racing Into the Future Show introduces Dealers to Team AMSOIL racers and displays the vehicles AMSOIL powers up.

Rig Round Up

Here's where Dealers shine. Dealers' AMSOIL vehicles will be on display for a chance to win cash prizes in several categories.

Break Out Sessions

These **informative sessions** are designed to entertain, educate and help AMSOIL Dealers get more out of their AMSOIL businesses.

Corporate Presentations

Guest speakers, awards and a special address by company founder and president Al Amatzio add to the overall fun and information Dealers can expect at the **AMSOIL 30th Anniversary International Convention**.

Information on the availability of child care will follow in future issues of the Action News or on the AMSOIL Corporate Website. www.amsoil.com

Credit cards will be billed at the time of registration. Cancellations without penalty will be accepted up to 30 days in advance of the convention, June 16. Cancellations between June 17 and July 16 will be subject to a 20 percent fee. No refunds will be offered for cancellations after July 16. Special consideration will be given.

30 Years of Racing



Mark
Martin



Bobby Unser: Three-Time Indianapolis 500 Winner



Share in the Excitement at the AMSOIL 30th Anniversary Convention.
Call 1-800-777-7094 to Register.

Team AMSOIL Soars, Takes Home Hardware in Supercross Opener

Golden Boy Picks Up Where He Left Off

LaRocco Shows Never-Quit Attitude

Photo courtesy Blake Peterson/Momentum Photo



Travis Preston proves that winning a national title in 2002 was no fluke.

Preston Proves 2002 No Fluke

Travis Preston is a tall, lanky guy with that California cool look. You might expect to see him on the beach. Instead, he rides the ebb and flow of motorcycle racing. Right now he's riding the crest of the wave and taking AMSOIL along with him. The Team AMSOIL rider is proving that last season's 125cc West Championship was no fluke. Preston has plenty of pressure to repeat, but it didn't show as he prepared for the AMA supercross series at Edison International Field in Anaheim, Calif. on January 4. Maybe the lofty expectations did affect him a bit as he fell in his preliminary heat. The budding star got up quickly, regained composure and went on to qualify for the final. Teammate Chris Gosselaar flew around the track for the win.

The main event was spectacular for AMSOIL/Chapparral/Honda Racing. Gosselaar grabbed his second holeshot of the night for an early lead. By lap four Preston had caught him and passed him using a great blocking move on the way to the front. It was all Preston from that point on. Gosselaar finished fourth, but all the talk was about Preston. He was never challenged on his way to his first victory of the season and took a giant first step toward retaining his number one plate.



Travis Preston poses with his 2003 Anaheim supercross trophy. The number one rider uses the number one synthetic oils... AMSOIL.

Photo courtesy Blake Peterson/Momentum Photo



LaRocco flies high only to land hard in the 2003 supercross season opener.

Look for Supercross Superstar in Front at the End

They don't call Mike LaRocco "Iron Mike" for nothing. There is no quit in him. The track layout at Edison International Field for the 2003 supercross opener was challenging to say the least, even for the veterans.

LaRocco got one of the best starts in the final. The leader of Team AMSOIL came out of the gate third. Often "The Rock" is pushing ahead from the pack, but with this start fans knew something extraordinary was about to happen. By the middle of the first lap the reigning World Champion and 2002 US Open champion had his AMSOIL 250cc Honda in second place and flying. Behind him was Travis Pastrana and teammate Michael Byrne. Coming out of a corner entering a difficult whoops section, LaRocco got cockeyed and went down. Pastrana with nowhere to go smacked hard into the fallen icon. Like a train wreck, Byrne crashed into the two only to be followed by another rider. Ironically it was Pastrana that ended LaRocco's promising 2002 campaign by causing an injury. The pileup left Byrner's bike bent and his night was done. Pastrana pulled off soon after. LaRocco mustered the strength to go on and finished 17th. It's that kind of character that will have LaRocco and AMSOIL at the front of the pack when all is said and done.

Let's Go!

Snocross Racing Is Underway

AMSOIL Again Paces Competition

The 2002-2003 snocross season is quickly racing by. As in years past it all gets started in Duluth, Minn. on Thanksgiving weekend.

Remember as a kid when everyone got together in the backyard for some fun and games? It was especially nice when it was your backyard because you could play by your rules. There was a comfort level, a familiarity with the



The hometown fans showed their support for Team AMSOIL.

lay of the land. The world's best snowmobile racers came to the backyard of AMSOIL to play in the first round of the World Snowmobile Association snocross season. Team AMSOIL riders Justin Tate and DJ Eckstrom used the home field advantage to post some great results. The track was white with machine-made, snow-like ice pellets. With a clear sky and bright sun, those little icy BBs stung the face and blinded drivers.

Team AMSOIL entered the year with perhaps the most on the line. Prior to the season there was great intrigue over the switch to Polaris sleds after a long and successful relationship with another manufacturer.

In the Pro Stock class Eckstrom showed his strengths with skillful and artistic riding. He was running strong until a large ice chunk from the track got stuck in the sled's suspension, derailing the track.



Eckstrom puts Team AMSOIL on the podium to start the season.

Eckstrom limped to a 10th place finish.

The big showdown is always the Pro Open final. Eckstrom again qualified for the front row. Tate, as in Pro Stock, ran into an early round tangle and missed the final. Eckstrom picked up the AMSOIL effort. At the drop of the green flag, Eckstrom's sled was first off the line. He grabbed the holeshot. He was eventually caught and relinquished his lead. Trying to gain ground with only three laps left, Eckstrom attempted to launch man and machine through the air over a triple jump. He landed very hard and nearly ejected from the sled. With every muscle he managed to hold on. Eckstrom gathered his composure and remained in the thrilling race to finish third. The hometown fans roared with appreciation. It's fun to play in your own backyard.



Eckstrom goes hard into a corner. AMSOIL begins the year with new sleds, but same winning results.



Tate blasts through blinding snow on his AMSOIL sled.

AMSOIL Stays On Pace

Team AMSOIL just keeps on moving along. DJ Eckstrom followed up his third place finish at Duluth with a second place in Pro Open at the Canadian Open held December 14-15 at Assiniboia Downs in Winnipeg, Manitoba. When they're not outside, the team is making noise indoors. Just before the new year the pair traveled to Grand Forks, N.D. for a Super Snow Cross event. Tate is very good on tight courses and proved it taking a third place in Pro Stock action. Back outdoors January 4-5 Eckstrom placed fifth and Tate seventh in WSA Pro Stock action at Deadwood, S.D. The Pro Open event was postponed due to bad weather and will be raced later. The season wraps up with six major events before the end of March. Eckstrom and Justin Tate are climbing up the WSA standings with each passing week.



AMS OIL
BULLETIN BOARD
...of coming events

T-1 CERTIFICATION MEETINGS

OHIO

- February 25 - Tuesday
- March 25 - Tuesday

Meeting - 7 p.m.
DENATO'S PIZZA ON BROADWAY
Grove City, OH 43123
Hosted by Premiere Direct Jobber Brad White 800-871-5921 Cost is \$20

UTAH

- February - Every Friday
- March - 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

- February 20 - Thursday
- March 20 - Thursday

Meeting - 7 p.m.
STANLEY'S SUB VILLA
Governor's Drive
Huntsville, AL
Hosted by Direct Jobbers Cliff Goehring & Gerry Gotwald (256) 337-0376

- February 20 - Thursday
- March 20 - 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

- February 20 - Thursday
- March 20 - Thursday

Meeting - 7 p.m.
PHILLIPS INTERNATIONAL INN
5121 Arctic Blvd.
Anchorage, AK 99507
Hosted by Dealer Don Nusbbaum (907) 563-2274 Call for reservations

- February 4, 18 - Tuesday
- March 4, 18 - Tuesday

Meeting - 7 p.m.
STATEN RESIDENCE
2949 Sunflower Street
Anchorage, AK 99508
Hosted by Premiere Direct Jobber Richard Staten (907) 333-0124 Call for reservations

ARIZONA

- February 18 - Tuesday
- March 18 - Tuesday

Optional no-host dinner - 5:30 p.m.
Meeting - 6:30 p.m.
FIREHOUSE RESTAURANT
1639 E. Apache Blvd.
Tempe, AZ 85281
Hosted by Executive Direct Jobber Dick Nudo and Dealer Jim Brewer R.S.V.P. (602) 996-7181 Dick (480) 968-4922 Jim

ARKANSAS

- February 13 - Thursday
- March 13 - Thursday

Meeting - 6:30 p.m.
GARDNER RESIDENCE
280 York Chapel Rd.
Nashville, AR 71852
Hosted by Dealer Gerry Gardner (870) 451-9152 jgard24@ioc.com

- February 12 - Wednesday
- March 12 - Wednesday

Meeting - 7 p.m.
PASTERNAK RESIDENCE
217 CR 472
Jonesboro, AR 72404

Hosted by Account Directs David and Brenda Pasterniak (870) 933-8376

CALIFORNIA

- February - Every Thursday
- March - Every Thursday

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

- February 6, 20 - Thursday
- March 6, 20 - Thursday

Meeting - 7:30 p.m.
CHRISTENSEN RESIDENCE
4141 Palm Ave, Apt 574
Sacramento, CA 95610
Hosted by Premiere Direct Jobber Jay Christensen (916) 339-1152

- February 5 - Wednesday
- March 5 - Wednesday

Meeting - 7 p.m.
MCCOOL RESIDENCE
2210 Coddling Dr.
Modesto, CA 95350
Hosted by Dealer Bill McCool (209) 577-0174

- February 25 - Tuesday
- March 25 - Tuesday

Meeting - 7 p.m.
EVANS RESIDENCE
40728 Sundale Dr.
Fremont, CA 94538
Hosted by Direct Jobbers Chuck and Linda Evans (510) 659-4078

- February 11 - Tuesday
- March 11 - 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

- February 3, 24 - Monday
- March 3, 24 - Monday

Meeting - 7 p.m.
INTERNATIONAL HOUSE OF PANCAKES/VINTAGE OAKS SHOPPING CENTER
Novato, CA 94945
Hosted by Dealer Richard Eplett (800) 280-9905

- February 4 - Tuesday
- March 4 - Tuesday

Meeting - 7 p.m.
CARROW'S RESTAURANT
19011 Bloomfield Ave.
Cerritos, CA
Dealer Dave Gumpertz (562) 212-3709 Dave@Lubes4U.com

- February 18 - Tuesday
- March 18 - Tuesday

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

COLORADO

- February 20 - Thursday
- March 20 - Thursday

Meeting - 7:30 p.m.
AMSOIL HOUSE
4316 Ridgcrest Drive
Colorado Springs, CO 80918
Hosted by Premiere Direct Jobbers Don & Ida Gray (719) 598-5115

CONNECTICUT

None Scheduled

DELAWARE

- February 8 - Saturday
- March 8 - Saturday

Meetings at Noon
Call for reservations
KING RESIDENCE
2306 Taggart Court
Wilmington, DE 19810
Hosted by Direct Dealer Greg King (302) 345-4350 Guests Welcome

DISTRICT OF COLUMBIA

None Scheduled

FLORIDA

- February 4 - Tuesday
- March 4 - Tuesday

Meeting - 7 p.m.
Call in advance
TOM & MONY'S RESTAURANT
4757 S. Orange Ave.
Orlando, FL 32806
Hosted by Regency Gold Direct Jobbers George & Shirley Douglas (407) 856-1564
Call ahead for details, directions and RSVP

- February 20 - Thursday
- March 20 - Thursday

Meeting - 7 p.m.
AMSOIL DISTRIBUTION CENTER
3724 Silver Star Rd.
Orlando, FL 32808
Hosted by Regency Gold Direct Jobbers Dan and Judy Watson (407) 657-5969

- February 4 - Tuesday
- March 4 - 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
Call to confirm space available appreciated but not mandatory

GEORGIA

- February 1 - Saturday
- March 1 - Saturday

Meeting - 9 - 11 a.m.
CHAMBLESS RESIDENCE
4803 Chamblee-Dunwoody Rd.
Atlanta, GA 30338
Hosted by Regency Gold Direct Jobbers Larry and Kathryn Chambliss (770) 393-9916

- February 6 - Thursday
- March 6 - Thursday

Meeting - 7 p.m.
DIRKSEN RESIDENCE
1905 Queens Road
Albany, GA 31707
Hosted by Master Direct Jobber Sherry Dirksen (912) 436-5532
Potluck, everyone brings a dish

HAWAII

None Scheduled

IDAHO

- February 1 - Saturday
- March 1 - Saturday

Meeting - 12 - 3 p.m.
SCHELL RESIDENCE
2000 W. Broadway
Idaho Falls, ID
Hosted by ***Regency Platinum Direct Jobbers Mark & Sherree Schell
Reservations: (208) 524-0322 RSVP

ILLINOIS

- February 11 - Tuesday
- March 11 - Tuesday

Meeting - 7:30 p.m.
BAUER RESIDENCE
111 Woodland Trail
Anna, IL 62906-3904
Hosted by Account Directs Norm and Barb Bauer (618) 833-3228

- February 15 - Saturday
- March 15 - Saturday

Meeting - 10 a.m.
LINDLAND SALES OFFICE
1421 Winnemac Avenue
Unit I
Chicago, IL 60640
Hosted by Direct Jobbers Rienert and Diana Lindland (773) 271-5678

INDIANA

- February 5, 19 - Wednesday
- March 5, 19 - Wednesday

Meeting - 7:30 p.m.
RENTOWN SHOP
1533 Rentown Rd.
Bremen, IN
Hosted by Direct Jobbers LeRoy and Marinda Hochstetler and Direct Jobbers Willis and Rolene Gingerich (219) 831-2839

IOWA KANSAS

None Scheduled

KENTUCKY

- February 6 - Thursday
- March 6 - 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

- February 4 - Tuesday
- March 4 - Tuesday

Meeting - 7 p.m.
AUTTONBERRY RESIDENCE
2520 Swiss Street
W. Monroe, LA 71291
Hosted by Dealer Ellis Auttonberry (318) 396-4348

MAINE

None Scheduled

MARYLAND

- February 22 - Friday
- March 22 - 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

- February 22 - Friday
- March 22 - Friday

Meeting - 7 p.m.
GRONER RESIDENCE
9208 Todd Ave.
Fort Howard, MD 21052
Hosted by Account Direct Harvey Groner (410) 477-8255

- February 6 - Thursday
- March 6 - 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

- February 22 - Friday
- March 22 - Friday

Meeting - 7:30 p.m.
AL SMITH AUTOMOTIVE
3228 E Joppa Rd.
Baltimore, MD 21234
Hosted by Premiere Direct Jobber Al Smith (410) 882-9696 Al@SynLubes.com
Reservations Required

MASSACHUSETTS

None Scheduled

MICHIGAN

- February 17 - Monday
- March 17 - Monday

Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
KIRBY RESIDENCE
644 Shady Maple Dr.
Wixom, MI 48393
Hosted by Regency Direct Jobber Tom Kirby (248) 669-9093
Refreshments served, RSVP Required

- February 3 - Monday
- March 3 - Monday

Meeting - 7 p.m. (info)
Meeting - 8 p.m. (opportunity)
ELLIS RESIDENCE
61653 Miriam Dr
Washington, MI 48094
Hosted by Regency Gold Direct Jobber Mike Ellis
RSVP at (810) 781-5092 or (810) 918-1578

- February 3 - Monday
- March 3 - 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

- February 20 - Thursday
- March 20 - Thursday

Meeting - 7:30 p.m.
SCHMIT RESIDENCE
932 38th Ave. No. St.
St. Cloud, MN 56301
Hosted by ***Regency Platinum Direct Jobbers Ray & Arlene Schmit (320) 251-4861

- February 20 - Thursday
- March 20 - Thursday

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

- February 13 - Thursday
- March 13 - 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

- February - Every Wednesday
- March - Every Wednesday

Meeting - 11 a.m.
DINNER BELL RESTAURANT
10122-C Central Ave.
D'Iberville, MS 39532
Hosted by Dealer Jim Day (228) 388-4325
RSVP/Guests Welcome
jwdandy2000@yahoo.com

MISSOURI

- February 25 - Tuesday
- March 25 - 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

None Scheduled

NEVADA

- February 13 - Thursday
- March 13 - 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 MEXICO

- February 25 - Tuesday
- March 25 - Tuesday

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

- February 19 - Wednesday
- March 19 - 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

- February 4 - Tuesday
- March 4 - Tuesday

Meeting - 7 p.m.
LOTITO RESIDENCE
89 Owl Creek Rd.
Spencer, NY 14883
Hosted by Master Direct Jobber Peter Lotito (607) 589-4148
Call ahead to reserve space and confirm location or e-mail lubedcalerny@aol.com

- February 19 - Wednesday
- March 19 - Wednesday

Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for specific location
Hosted by Direct Jobber Peter Finnerty (315) 682-9791

- February 19 - Wednesday
- March 19 - Wednesday

Meeting - 7:30 p.m.
NEWARK, NY
LOCATION
Call ahead for location
Hosted by Dealer Brad Timerson (315) 331-7110

NORTH CAROLINA

• February 13 - Thursday
• March 13 - 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

• February 13 - Thursday
• March 13 - Thursday
Meeting - 7:30 p.m.
FOREIGN PARTS CENTRE
2032 Spring Road
Hickory, NC 28601
Hosted by Account Direct Larry Mallonee
and Dealer Jack Hoskins
(704) 327-7844 or (704) 322-9312
All Dealers welcome; please call Larry first

• February 13 - Thursday
• March 13 - Thursday
Meeting - 7 p.m.
BURNELL RESIDENCE
9424 Springdale Drive
Raleigh, NC 27613
Hosted by Premiere Direct Jobbers
Chuck and Judi Burnell
(919) 870-9633 Call first

• February 11 - Tuesday
• March 11 - 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

• February 4 - Tuesday
• March 4 - 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
skipsuperlub@msn.com

OHIO

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

• February 8 - Saturday
• March 8 - Saturday
Meeting - 1 - 4 p.m.
LACKORE RESIDENCE
1900 George Ave.
Brunswick, OH 44212
Hosted by Master Direct Jobber
Calvin Lackore (800) 798-9777

• February 2 - Sunday
• March 2 - Sunday
Meeting - 1 p.m.
MERRITT RESIDENCE
650 State Route 131
Fayetteville, OH 45118
Hosted by Dealers
Gordon and Sara Merritt
(937) 288-2568

• February 24 - Monday
• March 24 - Monday
Meeting - 11 a.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Direct Jobbers
Luis and Sharon Pena Please RSVP to:
(419) 349-3451 or (419) 297-3451

• February 11, 25 - Tuesday
• March 11, 25 - Tuesday
Meeting - 7 p.m.
DENATO'S PIZZA ON
BROADWAY
Grove City, OH 43123
Hosted by Premiere Direct Jobber
Brad White (800) 871-5921

OKLAHOMA

• February 1 - Saturday
• March 1 - 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

• February 13 - Thursday
• March 13 - 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
Call first to confirm space for you and your
guests

• February 13 - Thursday
• March 13 - Thursday
Meeting - 7 - 8:30 p.m.
GOLDIE'S
2005 E. 21st St.
Tulsa, OK 74114
Hosted by Account Direct
Kevin Alexander (918) 342-9537
Call first to confirm space
for you and your guests

• February 13 - Thursday
• March 13 - Thursday
Meeting - 10 a.m.
GRADY RESIDENCE
2612 W. Galveston Rd.
Broken Arrow, OK 74012
Hosted by Regency Gold Direct Jobber
Patrick Grady and Account Direct Kevin
Alexander (918) 258-6979
RSVP kevin@mordam.com

OREGON

• February - Tuesdays and Thursdays
• March - Tuesdays and Thursdays
East Start Seminars
Meeting - 7 p.m.
CENTRAL OREGON
COMMUNITY COLLEGE
LIBRARY
(lower level conference room)
2600 NW College Way
Bend, OR 97701

Hosted by Account Direct Bruce Shilander
(541) 385-5889 Call to confirm space
for you and your guests.

• February 4 - Tuesday
• March 4 - Tuesday
Meeting - 7 p.m.
MAPES RESIDENCE
25500 NW Svea Drive
Hillsboro, OR 97124

Hosted by Direct Jobber
Marshall Mapes Please RSVP to:
(503) 647-5486 or (800) 866-7570

• February 20 - Thursday
• March 20 - 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

• February 6 - Thursday
• March 6 - Thursday
Meeting - 7 p.m.
HOFFMAN RESIDENCE
7025 SE 22nd Ave.
Portland, OR 97202
Hosted by Dealer Dan Hoffman
(503) 236-2579 All are welcome

• February 24 - Monday
• March 24 - Monday
Meeting - 6 p.m.
AUNE RESIDENCE
803 N. 2nd St.
Silverton, OR 97381
Hosted by Direct Jobber Todd Aune
(888) 283-3580
All are welcome with RSVP

PENNSYLVANIA

• February 17 - Monday
• March 17 - 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

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

• February - Variable Meetings
• March - 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

• February - First Tuesday
• March - First Tuesday
Meeting - 7 p.m.
DENNY'S RESTAURANT
2521 Wade Hampton Blvd.
Greenville, SC 29615
Hosted by Direct Jobber Leol D. Handley
R.S.V.P (864) 989-0753
ansoilddealerlo@aol.com

SOUTH DAKOTA

None Scheduled

TENNESSEE

• February 18 - Tuesday
• March 18 - Tuesday
Meeting 7 p.m. (info)
8 p.m. (opportunity)
DW WILSON CENTER
Tullahoma, TN
Hosted by Dealer Nelson Gill
(931) 393-2601

TEXAS

• February 18 - Tuesday
• March 18 - 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@attbi.com

• February 6 - Thursday
• March 6 - Thursday
Meeting - 7:30 - 9 p.m.
SHALIN RESIDENCE
544 Clew Court
Azle, TX 76020
Hosted by Regency Silver Direct Jobbers
Tom and Sheila Shalin (817) 444-9522

UTAH

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

• February - Every Friday
• March - 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

• March 3 - Monday
Educational Seminar
• March 4 - Tuesday
Dealer Meeting
• March 8 - Saturday
Dealer Training
Saturday meetings: 10 a.m. - noon;
Monday meetings 7 - 9:15 p.m.;
Tuesday meetings 7 - 9:15 p.m.
REID RESIDENCE
14600 Cornwall Ln.
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

• February 10, 24 - Monday
• March 10, 24 - Monday
Meeting - 7:30 p.m.
STANCIL RESIDENCE
240 N. Oceana Blvd.
Virginia Beach, VA 23454
Hosted by Regency Direct Jobbers
Bill & Barbara Stancil
(804) 428-6049

• February 10 - Monday
• March 10 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitt
(804) 694-0221

• February 4 - Tuesday
• March 4 - Tuesday
Meeting - 7:30 p.m.
PESZKO RESIDENCE
4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct Jobbers
Raymond & Karen Peszko
(804) 484-9491

• February 11 - Tuesday - "How to
Promote Your Business"
• March 11 - Tuesday - "How to Sell
AMOSIL and Altrum Products"
Optional dinner - 6 p.m.
Meeting - 7 p.m.
DAYS INN RESTAURANT
5500 Williamsburg Rd.
Sandston, VA
Hosted by Account Directs
Roger Riggie and Mel Pigras
(804) 737-4874 or (804) 737-9231

WASHINGTON

• February 17 - Monday
• March 17 - Monday
Meeting - 6:30 p.m.
GASPER'S LUBE SERVICE
CENTER & WAREHOUSE
3325 Meridian Ave. E.
Edgewood, WA 98371
Hosted by Executive Direct Jobbers
Cliff and Lorna Gasper
(253) 864-7618, or (877) 633-7618
Everyone Welcome

• February 11 - Tuesday
• March 11 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Premiere Direct Jobbers
Marv & Charlotte Stougard
(360) 856-1641 Guests Welcome

• February 13 - Thursday
• March 13 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by Executive Direct Jobbers
Tom & Shirley Walsh (425) 483-2582
T-1 certification classes available by
appointment with pre-paid registration.

• February 11 - Tuesday
• March 11 - Tuesday
Meeting - 7 p.m.
PRUKOP RESIDENCE
10306 86th Avenue East
Puyallup, WA 98373
Hosted by Direct Jobbers
Raymond & Patsy Prukop
(253) 845-9755 / 800-267-6450
Everyone Welcome!

• February 10, 24 - Monday
• March 10, 24 - Monday
Meeting - 7:30 p.m.
POODLE DOG RESTAURANT
1522 54th Avenue East
Fife, WA 98424
Hosted by Regency Platinum Directs
Leonard & Eunice Pearson
(253) 939-8401. Guests Welcome!

• February 27 - Thursday
• March 27 - Thursday
Meeting - 7:30 p.m.
Samuelson Residence
610 E. 20th St.
Vancouver, WA 98663
Hosted by Direct Dealer
Sammy Samuelson (360) 699-5257
1-UPS-5W30-OIL (1-877-593-0645)
Discussion on product application and oil
analysis All are welcome!

WEST VIRGINIA

None Scheduled

WISCONSIN

• February 20 - Thursday
• March 20 - Thursday
Meeting - 7:30 p.m.
SEL-AMSOIL Academy
1201 Clough Ave.
Superior, WI 54880
Hosted by
***Regency Platinum Direct Jobbers
Bill & Donna Durand
Refreshments Served (715) 392-4006
Guests Welcome

• February 13 - Thursday
• March 13 - 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

• February 8, 22 - Saturday
• March 8, 22 - Saturday
Meeting - 1 - 3 p.m.
VILLERS RESIDENCE
2600 W. High St.
Racine, WI 53404
Hosted by Regency Direct Jobber
Edie Villers (414) 637-2726 RSVP

• February 6 - Thursday
• March 6 - Thursday
Meeting - 7 p.m.
PABST RESIDENCE
650 Larcom St.
Hammond, WI 53015
Hosted by Executive Direct Jobber
Lynn Pabst (715) 796-5441
Guests welcome.

WYOMING

None Scheduled

INTERNATIONAL

ALBERTA

None Scheduled

BRITISH COLUMBIA

• February 21 - Friday
• March 21 - 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

• February 17 - Monday
• March 17 - Monday
Meeting - 7:30 p.m.
McLAUGHLIN RESIDENCE
9 Pinder Road
Riverview, NB E1B 3Z2
Hosted by Direct Jobber
Wayne McLaughlin and
Dealer Wendell Steeves
(506) 386-2896/(506) 387-3197
Everyone Welcome

NEWFOUNDLAND

NOVA SCOTIA

None Scheduled

ONTARIO

• February 27 Thursday
• March 27 Thursday
Meeting - 6 - 8 p.m.
AMSOIL DISTRIBUTION
CENTER
6625 Tomken Rd.
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

None Scheduled

NEW ZEALAND

• February 3 - Monday
• March 3 - Monday
Meeting - 6:30 - 9 p.m.
AMSOIL DISTRIBUTION
CENTER
3/1 Binsted Rd, New Lynn
Auckland
Auckland, NZ
Hosted by Premiere Direct Jobber
John Gurney
Phone (021) 936-091
Fax (021) 636-094
synoil@dangerousbrothers.com
Fee: \$10

AMSOIL CENTERLINES ...and updates

HOLIDAY CLOSINGS

The Edmonton Distribution Center will be closed Monday, February 17 for Family Day.

NEW ALL OCCASION CAP

Stone-colored six-panel structured cotton twill cap features large embroidered AMSOIL logo, red and royal double sandwich peak and velcro closure.



Stock #	U.S.	Can.
G-1847	12.00	19.25

NORTH CAROLINA SALES TAX

Effective immediately, the North Carolina sales tax will increase from 6.5 percent to 7.0 percent.

AMSOIL PLATINUM VISA

The AMSOIL Platinum Visa Credit Card saves you money and provides you with a financial tool for purchasing inventories. As a marketing tool for your business, the AMSOIL Platinum Visa creates an opportunity to talk about your business every time you open your wallet.

Apply online today by clicking on the "Contact Us" button on the AMSOIL Corporate Website, click on the "Get an AMSOIL Platinum Visa Credit Card" link, fill in your information and click the "Submit" button. Application forms are also available in registration packets.



PROTECT YOUR BUSINESS INVESTMENT

AMSOIL Dealers are well-advised to have business property and liability insurance coverage to protect them from a devastating loss. Most home-based businesses are not covered by ordinary homeowner's or renter's insurance. Protect your investment through a company who understands your Dealership's special needs and has created a policy specifically tailored to

meet those needs. Otis-Magie Insurance Agency of Duluth, MN makes insuring your AMSOIL Dealership simple.

Available for a special price of \$210 per year, the policy provides property coverage of \$5,000 on or off premises with a \$100 deductible, Business Interruption Coverage and a \$1,000,000 limit for business liability. For an additional \$20, the policy can be extended to add liability coverage for outside parties who wish to be named as additional insureds on the policy.

Contact James Swenson or Karen Hurtig at Otis-Magie Insurance Agency at 218-722-7753 (fax 218-722-7756) for more information.

QUICK LUBE/OIL CHANGE FAST ATTACK PACK

Contains everything Dealers need to register quick lubes as AMSOIL accounts, including brochures, catalogs, applications, data bulletins, price lists and more.

Stock #	U.S.	Can.
G-250Q	5.00	8.15



MIRACLE WASH FLYER

Details the cleaning effectiveness and convenience of BriteSide™ Miracle Wash and Polish. Full size/color, one page, two-sided.



Stock #	Qty	U.S.	Can.
G-1277	25 flyers	2.80	4.65

POWERMADD AD FEATURES AMSOIL

Indicating significant penetration into the snowmobile market by AMSOIL, Powermadd's Spare Oil & Storage System, which securely holds quart oil bottles in a snowmobile, now boldly advertises that it fits AMSOIL bottles.



www.powermadd.com
1-800-435-6881

2002 TAXES

In previous years, AMSOIL has sent an IRS form 1099 to those Dealers earning \$100 or more in commissions over the course of the year. Beginning this year, AMSOIL will only issue 1099 forms to those Dealers earning \$600 or more in commissions over the course of the year. This is the minimum requirement by the federal government.

FEBRUARY CLOSE OUT

The last day to process February orders in the U.S. and Canada is the close of business on Friday, February 28. The last day to process February orders in Alaska, Puerto Rico and New Zealand is the close of business on Tuesday, February 25. Volume transfers for February business will be accepted until 3 p.m. CST on Thursday, March 6.

AMSOIL COFFEE MUGS

Ten-ounce hot/cold thermal mugs feature AMSOIL Motor Oils in two styles with custom label colors. Non-breakable and dishwasher safe.



Stock#	Qty	U.S.	Can.
G-1668	10W-30 mug	3.95	6.50
G-1669	15W-40 mug	3.95	6.50
G-1679	10W-30 mugs (6 case)	23.40	37.80
G-1683	15W-40 mugs (6 case)	23.40	37.80
G-1677	10W-30 mugs (24 case)	90.00	146.40
G-1678	15W-40 mugs (24 case)	90.00	146.40

Team AMSOIL
Racer Chris
Gosselaar



LONG SLEEVE RACING T-SHIRT

The black AMSOIL long sleeve racing t-shirt features sharp AMSOIL racing logos on the front and back and "AMSOIL Racing" on the sleeves. Coordinates nicely with the AMSOIL A.J. Amatuzio Signature Series Race Jacket. Features 50 percent cotton and 50 percent polyester for longer wear and less fading. Sizes S-XXXL.

Stock #	Size	U.S.	Can.
G-1736	S	16.95	27.25
G-1737	M	16.95	27.25
G-1738	L	16.95	27.25
G-1739	XL	16.95	27.25
G-1740	XXL	17.95	28.95
G-1741	XXXL	17.95	28.95

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



Sign 'Em UP

New Dealers

Now through Feb. 28, 2003, every G-700 Dealer Business Manual that is sold earns that new Dealer a free **G-1735**. The set comes with two magnetic signs and two sets of numbers so new Dealers can begin promoting their new business **IMMEDIATELY**.

This is a savings of \$12.50 U.S. and \$20.25 Canadian.
Call **1-800-777-7094** to order your G-700 Dealer Business Manuals.



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SYNTHETIC LUBRICANTS
AMSOIL BUILDING
Superior, WI 54880-1527
(715) 392-7101
Internet: www.amsoil.com

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