



ACTION NEWS

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The First in Synthetics

FEBRUARY 2004

New "Fabulous Four"

Lead the Way in Two-Cycle Technology



In This Issue:

Interview with AMSOIL Executive Vice President and COO Alan Amatuzio

Regency Platinum Direct Jobber Ora Mae Boardman Receives Hall of Fame Honors



From the President's Desk...



As you can imagine, my message is written well in advance of the printing and mailing of *Action News*, so this February message is actually being written in early January. And as this year begins, I want to focus on the things that every New Year brings... reflections on the past year and the New Year's resolutions most of us make at this time of year.

AMSOIL and our Dealers had an unbelievably good year in 2003. Sales were up, sponsoring was up, and we enjoyed a marvelous 30th anniversary convention with so many of our Dealers and friends. We introduced a number of new products and improved others. It's difficult to imagine that 2004 will be better, but I'm here to tell you it will be! Every day, every week, every month, our business and yours is growing. Success breeds success, and the stage is set for 2004 to be another banner year for all of us.

Right now is the perfect time to concentrate on building your business. Never in the history of this company has there been a better time to grow. I have said that before, but the opportunity just keeps getting better and better. The AMSOIL name is absolutely associated with quality and performance today. Consumers are asking for our products. You need to let them know you're a Dealer and the business will often come to you unsolicited.

Demand for AMSOIL products is high, and it's up to you to make them readily available in every way you can. That means promoting your business. It means passing out catalogs, signing up retail accounts, talking up the opportunity, showing people how they can save by becoming Preferred Customers, converting Preferred Customers over to new Dealers, and building, building, building your business every day to achieve greater financial independence and security.

Our marketing plan works very well for those who are willing to work it. But a decision must be made. We must actually make the resolution to accomplish our goals of growth and prosperity, then spend the year making those goals a reality. There is no better time than now. So many of our Dealers are enjoying unprecedented success today, there is no reason why anyone who sets their mind to it can't be as successful as they want to be in this business. The products are here for you, the marketing plan is here for you, and the sales tools are here for you. Now is the time of year to make your resolution. Set your goals high. Take the first step on the path to prosperity and join the thousands of Dealers who have discovered the rewards of this free enterprise opportunity called AMSOIL.

This is also the time of year when I receive numerous cards and letters from Dealers and Directs. I always enjoy hearing from my friends in this business. Their messages of support and friendship certainly make the holidays a wonderful time for me. Here are just a few of the messages I received this year:

"With great gratitude for the AMSOIL opportunity and all the things you do to make each year better for the dealer organization. You have been an inspiration and a great mentor."

– Ora Mae Boadman

"Time again to review, remember and celebrate - and when we do, you are always on the top of our list!"

– Bill and Donna Durand

"I'm sure you hear it over and over, but thanks again for your vision and what it has done for so many people."

– Dan and Judy Watson

Thanks a lot, Mr. Amatzio, for giving us the AMSOIL opportunity and the great AMSOIL products."

– Charlie and Donna Meyer

"Thank you for a great year, great products, great sales. Best for the New Year!"

– John Gurney

"We moved 300 miles and are working very hard on our new place. Thanks for a business opportunity that continues even when you move away."

– Charles and Connie McGuffey

"We appreciate all you do for us and all the other AMSOIL Dealers. You are truly the best!"

– David and Carol Bell

"Our dealers who attended the convention last summer still talk about what a great company AMSOIL is and all that it offers. We are so fortunate that you had the vision and perseverance to develop AMSOIL."

– Gerry and Pat Reid

"We have a very good life, thanks to AMSOIL and you."

– Earl and Lou Holdridge

"I'm proud to be your friend!"

– Al and Jane Colalillo

It's not hard to understand why I enjoy these cards and letters. Every time I receive one, it makes my day. What a wonderful way to begin the new year!

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

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

DEALERS IN ACTION!

Ora Mae Boardman ★ Joins Hall of Fame ★

Leading by example, Alan and Ora Mae Boardman were among the pioneers in the AMSOIL success story. They joined AMSOIL in 1976.

After Alan's death in 1990, Ora Mae took control of the business and continued to direct its impressive growth.

Now, Direct Jobber Ora Mae Boardman is about to take her place in the Hall of Fame along with other top achievers in the AMSOIL organization.

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.

"I think that it's a great honor to be in the Hall of Fame," Boardman said. "AMSOIL has had, and is, such a wonderful opportunity, I consider it a privilege to just be a Dealer."

In the early years, Alan was the one who ran their business, working hard to make it grow and succeed. Ora Mae worked at his side as his partner throughout the years. It gave her a kind of freedom many women of that era didn't have, she said.

The strength of their organization allowed her to carry on the business alone when the time came without the need to look for work she didn't know, she said.

"My income has gone up every year since he died, and that's a testimonial to the stability of the organization and the quality of the product," Boardman said.

Direct Jobber Ray Peszko, who was sponsored by the Boardmans and has been an AMSOIL Dealer for 25 years, said the early days were hard, and it was the Boardmans who kept him working at his business – one that has proven to be very successful.

"Ora Mae, and her husband, Al, are probably most responsible for my business being a success," Peszko



*Regency Platinum Direct Jobber
Ora Mae Boardman*

said. "Al (Boardman) taught me and worked with me, and they continued to encourage me through the entire time I've been in this business. Without them, I probably wouldn't have done it.

"They were always above board and very honest. They were great people to deal with. I'm very grateful for what Ora Mae has done for me."

The Boardmans had a unique ability to build cohesiveness among the members of their group that helped it flourish quickly, Peszko said.

"I think Ora Mae Boardman has had a tremendous impact on making this company what it is," he said. "I can't say enough. She's definitely a Hall of Famer."

As Dealers move to the Hall of Fame, new opportunities open up for other Dealers, Boardman said.

"As we move out of the top 10 on the *Action News* recognition page, it gives younger, newer Dealers an opportunity to receive recognition," Boardman said. "It's good to see new faces at those higher levels."

Marketing Plan Administrator Judy Sommer has been part of AMSOIL from the beginning and has watched the top 10 organizations grow and change and develop throughout those years.

"The Boardmans have been successful since they started with AMSOIL in 1976," Sommer said. "The organization they have is a great example of how to build a strong and secure future with the AMSOIL opportunity."

Don't be mistaken, though, Ora Mae is not retiring. She continues to see and speak with her customers every day.

"I have a lot of good customers who've come around all these years," she said. And don't expect that to change now that Ora Mae Boardman has joined the AMSOIL Hall of Fame.

MONTHLY LE



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



Members, Leadership Council
Mark and Sherree Schell
 Idaho
 ★★Regency Platinum
 Direct Jobbers
 Second—Total
 Organization
 Second—Personal Group
 Sales
 Tenth—New Qualified
 Dealers and Accounts



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



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



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



Daniel and Judy Watson
 Florida
 Regency Gold Direct Jobbers
 Tenth—Total Organization
 Sixth—Personal Group Sales



Members, Leadership Council
Thomas and Sheila Shalin
 Kansas
 Regency Gold Direct
 Jobbers
 Seventh—Personal Group
 Sales
 Second—New Qualified
 Dealers and Accounts



Bud and Lorna Bourquin
 Minnesota
 Regency Silver Direct
 Jobbers
 Eighth—Personal Group
 Sales



Martin and Lori Gilmore
 New York
 Direct Jobbers
 Fifth—Commercial and
 Retail Marketing



Roy Anderson
 Washington
 Direct Dealer
 Fourth—New Qualified
 Dealers and Accounts



**Wayne and Lynette
 Fletcher**
 Washington
 Direct Jobbers
 Sixth—New Qualified
 Dealers and Accounts



Norman D. Stokes
 Washington
 Direct Jobber
 Seventh—New Qualified
 Dealers and Accounts

ADERS

November
2003

HALL OF FAME



Thomas H. Kirby
Michigan
Regency Silver Direct
Jobber
Fifth—Total Organization
Ninth—Personal Group
Sales



George and Shirley Douglas
Florida
Regency Platinum Direct
Jobbers
Seventh—Total Organization
Fifth—Personal Group Sales
Fifth—New Qualified Dealers
and Accounts



Gerry and Patricia Reid
Virginia
Regency Platinum Direct
Jobbers
Eighth—Total Organization
Fourth—Personal Group Sales
Third—New Qualified Dealers
and Accounts

Members, Leadership Council



Edwin L. Greenwood
Oregon
Master Direct Jobber
FIRST—Commercial
and Retail Marketing



Herschel L. Gates
Florida
Master Direct Jobber
Second—Commercial and
Retail Marketing



Raymond and Kathy Yaeger
Wisconsin
Regency Direct Jobbers
Fourth—Commercial and
Retail Marketing



David and Rebecca Reid
Virginia
Premiere Direct Jobbers
Eighth—New Qualified
Dealers and Accounts



Michael and Eileen Kaufman
Michigan
Master Direct Jobbers
Ninth—New Qualified
Dealers and Accounts

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



Shirley Green,
Regency Platinum



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



Harold and Marcile Hartman,
Regency Platinum



Dorothy Hansen,
Regency Platinum



Ora Mae Boardman,
Regency Platinum
Direct Jobber



LaDonna Harrison and LaVel Rude,
(Lingwall Organization)
★★★★Regency
Platinum Direct Jobbers

HIGHER LEVELS OF

REGENCY PLATINUM DIRECT JOBBERS



Gerry & Patricia Reid
Virginia

EXECUTIVE DIRECT JOBBERS



Ruth Rugulies
Alberta



Mylo & Patty Twingstrom
Minnesota

PREMIERE DIRECT JOBBER



Raymond F. O'Brien
New York

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

Duane Sowell, *Texas* Sponsor: Fred A. Schultz

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

Joe and Patricia Dupp, *New Jersey* Sponsor: Dave M. Mann

Arthur F. Kouns, *California* Sponsor: Curtis K. Brilz

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

David and Debbie Green, *Virginia* Sponsors: Thomas and Nancy Ferstl

Daniel and Doloras Hosler, *Michigan* Sponsors: Clifford and Beverly Lamie

Kermit and Donna Peterson, *Idaho* Sponsors: Keith and Mary Wilson

David Jr. and Gloria Retherford, *Alaska* Sponsor: Earl F. Retherford

Paul D. Schnell, *Michigan* Sponsors: William and Kathleen Bernethy

William Strait, *California* Sponsor: William Multanen Jr.

Kristian E. Swensson, *Minnesota* Sponsor: Dave Roeder

Dennis and Debbie Veley, *New York* Sponsors: Robert and Byrd Manchester

RECOGNITION

November
2003

NEW DIRECT JOBBER



Paul M. Sands
Colorado
Sponsors: Leo & Annie Welch
Direct Jobbers: Del & Betty Karlstrum

NEW DIRECT DEALERS



**Robert C. & Christa
Lighthurn**
Virginia
Sponsor: Robert J. Clements
Direct Jobbers: Ed & Elsie Foster



Jay & Lisa Hansen
Maryland
Sponsors: Milton & Emma Stauffer
Direct Jobbers:
Wesley & Marla Stauffer



Mario C. Yano
Hawaii
Sponsor: William K. Ellwin
Direct Jobbers:
Mark & Sherree Schell

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

John S. Achramowicz, Maine Sponsors: William and Judith Shirk

Charles And Beatrice Bridges, Idaho Sponsors: Nathan and Marilyn Hemperly

Charles and Maria Bryan, Florida Sponsors: Shirley and John Alquist

Patrick A. Chestnut, Washington Sponsors: Tom and Ingrid Bennett

Rodney D. Helland, Minnesota Sponsor: Bob A. Thorkelson

Donald and Norma Jackson, Arizona Sponsors: Larry and Ellen Clark

Lisandro Lopez, Washington Sponsor: Daniel J. Zimmerman

Edwin E. Payne, Mississippi Sponsor: Dave M. Mann

Kyle and Diann Preston, Texas Sponsor: Emery Crane Jr.

Sterling and Edith Scott, Arizona Sponsors: S. Albert and Lorraine Levitz

Lonzo and Mickey Sutton, Idaho Sponsors: Mark and Sherree Schell

New Product Update

Action News: As Executive Vice President and Chief Operating Officer, the great majority of Dealers are familiar with you, but for those new Dealers and Preferred Customers who aren't, please summarize your areas of responsibility.

Amatuzio: I'm involved in all aspects of the company, but my primary areas of responsibility include product development, laboratory research, manufacturing and all areas of technical services.

Action News: This issue of the *Action News* features the introduction of the new two-cycle oils. What was the rationale behind further specialization of the two-cycle oils?

Amatuzio: Two-cycle engine designs are changing and it's absolutely imperative that AMSOIL provides the best possible products for those new designs.

Action News: What types of design changes?

Amatuzio: Direct fuel injection and exhaust power valves have been incorporated in two-cycle engines in efforts to improve performance, reduce emissions and improve fuel efficiency. As a result, we're seeing leaner fuel-to-oil ratios and hotter-running engines, up to one-hundred and twenty degrees Fahrenheit hotter. This places additional demands on two-cycle oils.

Action News: And AMSOIL has met those demands with the new two-cycle oils?

Amatuzio: Absolutely. Our "Fabulous Four" 2-Cycle Oils, as we call them, are the best two-cycle oils in the industry. We've been working on these oils for a long, long time and that effort is reflected in the quality of these products.

Action News: What makes them so good?

Amatuzio: We have over thirty years of experience in blending synthetic oil. No one does it better. Like all of our oils, our new two-cycle oils are precise blends of the best base stocks and additives available in the world. We tested hundreds of formulations in laboratory settings and real world applications to ensure that the oils we introduced provide the best possible performance in the applications they were designed for. Our Interceptor Oil, for example, was designed to address deposit formation on exhaust power valves, a problem which ultimately leads to valve sticking and poor performance. That oil was tested in two separate field trials in over one-hundred snowmobiles prior to its

introduction, not to mention hundreds of hours in laboratory testing. There was no valve sticking.

Action News: So what specific applications are the oils designed for?

Amatuzio: Each of the oils can be used in a variety of applications, but each is designed for optimum performance in limited, specific applications. We've created a chart that ranks each oil's performance in different applications (see page 12). Dealers and Preferred Customers will see that each market category has one oil recommended as excellent for that market. That's the oil that should be used and recommended to customers.

Action News: And what are the markets each oil is recommended as excellent for?

Amatuzio: The HP Injector Oil is recommended as excellent for direct fuel injected, electronic fuel injected and carbureted outboard motors. The Interceptor Oil is recommended for snowmobiles, motorcycles, ATVs, personal watercraft and jet boats. The Dominator Oil is recommended for racing applications. And the two types of Saber Oil, Professional and Outboard, are recommended for small two-cycle power equipment and pre-mix outboards, respectively.

Action News: And these oils will replace the existing two-cycle oils?

Amatuzio: Yes. The HP Injector will replace the current 2-Cycle Injector. The Dominator Oil will replace the Series 2000 2-Cycle Oil. The Saber Professional and Saber Outboard will replace the 100:1 Pre-Mix 2-Cycle Oil. The Interceptor Oil is new to the line-up.

Action News: Will the current oils be discontinued completely?

Amatuzio: They will be available while supplies last.

Action News: It's a pretty aggressive marketing strategy to introduce a whole new line-up of two-cycle oils.

Amatuzio: Yes, it is. But we're an aggressive company. We've always stayed ahead of the curve when it comes to meeting the demands of modern engine design, and our two-cycle oils are no exception.

Action News: You've given the new oils an aggressive look, as well.

Amatuzio: Yes. Each has an aggressive identity. Think about it. Two-cycle engines are aggressive

with Alan Amatzio

engines. They work hard, and the people who use them play hard and work hard. Names like Dominator, Interceptor and Saber speak directly to those people.

Action News: But it's not all in the name. Can it be assumed that these oils perform as advertised?

Amatzio: Better than advertised. You can count on that.

Action News: Do you see a big market for these oils?

Amatzio: A huge market. And it's a market where we've established a significant presence. Along with our Dealers, we've really capitalized on our snocross and supercross sponsorships. This year AMSOIL is the official oil of nearly every major snowmobile racing association in North America. We're also the official oil of the AMA Chevy Trucks U.S. Motocross Championships and have entered an agreement to become the presenting sponsor of the Loretta Lynn Amateur Motocross Nationals.

Action News: The new Torque-Drive™ Automatic Transmission Fluid is another interesting product. AMSOIL took a different approach with that product in terms of the formulation process. Talk a little about that.

Amatzio: Castrol® manufactured a synthetic transmission fluid called TranSynd® in conjunction with Allison® to be used in heavy-duty Allison® transmissions. With the introduction of this oil, Allison® established the Technical Engineering Specification-295 (TES-295), and only operators using TES-295 oils can extend drain intervals according to Allison® recommendations in bulletin 10-TR-99 Rev. B, and only those operators are eligible to purchase the Allison® extended transmission coverage (ETC) warranty. Although Castrol® has since made that product available to other marketers, manufacturers outside that limited sphere are handcuffed. To achieve TES-295 is virtually impossible because Allison® has not made the TES-295 test stand available and has not established the necessary formalized field trial protocol. Therefore, AMSOIL performed a reverse engineering process on TranSynd® to uncover its chemical make-up, and then formulated a product based on the same type of chemical technology. Our product is a TES-295 quality fluid.

Action News: And AMSOIL can claim TES-295 quality without having run the tests?

Amatzio: Yes, because Allison® did run the tests on TranSynd® and AMSOIL successfully reverse engi-

neered TranSynd®, creating a fluid based on the same type of technology. Both contain PAO, both contain ester, both contain enhanced additive systems and neither contains VI improvers. Not even sophisticated laboratory analysis can accurately measure the differences between Torque-Drive™ and TranSynd®.

Action News: What differences will Allison® customers notice when switching from Transynd® to Torque-Drive™?

Amatzio: The only difference they will notice is price. Torque-Drive™, at commercial prices, is considerably less than TranSynd®.

Action News: How about the warranty issue?

Amatzio: The use of Torque-Drive™ will not affect the *standard* Allison® warranty for defects in material or workmanship, and may only be challenged if there is clear evidence of a lubricant-related failure, in which case AMSOIL provides full warranty coverage. Torque-Drive™ does not fulfill the Allison® warranty requirements for those customers who have already purchased the Allison® extended transmission coverage. This is a separate contract that binds the parties according to its terms. Customers who are considering purchasing the Allison® extended transmission coverage should be aware that it can be very costly, ranging from \$235 per unit for one year in school busses equipped with 1000 model transmissions to as much as \$4,000 per unit for three years in busses equipped with a B500R transmissions. Allison® customers need to ask themselves where the savings are if they have to pay big dollars for additional warranty coverage which forces them to use the most expensive transmission fluid available. If Allison® customers consider Torque-Drive™ as an alternative, they will find that the standard Allison® warranty for defects in material and workmanship is not compromised and AMSOIL provides additional warranty coverage for lubricant related failures *indefinitely*.

Action News: Thank you, Alan. Any other new products we should know about?

Amatzio: There's always something brewing in our lab, but that can wait.



*Executive Vice President
and Chief Operating Officer
Alan Amatzio*

***Lubes-n-Greases* Automotive Editor Examines the Ethics of Motor Oil Drain Intervals**

Lubes-n-Greases Automotive Editor David McFall wrote an intriguing column on extended drain intervals in March 2003 in which he openly criticized the American motor oil market and the standard 3,000-mile oil change. He pointed to the European market, where drain intervals are generally twice as long as in the U.S., to demonstrate his point that the American motor oil market is “shackled,” and he concluded the standard 3,000-mile oil change is promoted primarily to increase motor oil sales, at the expense of consumers and the environment. McFall also took the time to praise AMSOIL INC. for its extended drain technology.

In the December 2003 issue of *Lubes-n-Greases*, McFall posted a follow-up column in which he further questioned the logic and responsibility behind standard 3,000-mile drain intervals. He quotes the Environmental Protection Agency as stating, “improperly disposed used oil is the largest single source of oil pollution fouling our nation’s waters.”

Considering used motor oil can have long-term negative effects on the environment, McFall finds it irresponsible for motor oil companies to continue promoting shorter drain intervals when the technology exists to produce higher quality oils capable of extended drains. “While the nuclear power industry would not support the production of excess uranium fuel,” writes McFall, “it is not inconceivable that the U.S. oil industry would support, encourage and skillfully promote excess gasoline engine oil usage, despite the harmful effects of its waste product on the environment.”

McFall supports his conclusion with three valid arguments. First, the average drain interval in Europe is twice as long as in the U.S. despite similarities in engines, motor oil and driving patterns. Second, despite three U.S. motor oil quality upgrades over the past 10 years, drain interval recommendations haven’t budged. Here, McFall commends AMSOIL again for being the single company to translate motor oil quality upgrades into extended drain intervals. Third, although many American motor oil companies say their products “exceed” oil industry specifications, they still don’t recommend drain intervals over 3,000 miles.

McFall explains that in today’s business world, some companies have had to look at their marketing techniques from an ethical standpoint, often at the expense of sales. Kraft Foods, for example, voluntarily agreed to stop selling certain unhealthy food products in schools. He wonders if the pollution consequences of used motor oil impose an ethical burden on the motor oil industry to reduce the harmful effects of this pollution, even if it results in reduced sales.

An interview with Dr. Michael Hoffman, executive director of Bentley College’s Center for Business Ethics in Waltham, Mass., helped McFall answer his question. “Any corporation that makes a product which cre-

ates exceptional hazardous effects on the environment has an increased ethical obligation to find solutions to decrease those effects,” says Hoffman. “A universal or absolute business ethics principle is to avoid causing unjustifiable harm, and to find strategies to reduce harm, especially that which is self-caused, whenever or wherever possible to do so.

“These comments certainly apply to used engine oil, and challenge the oil industry to demonstrate that it is doing everything possible to meet this ethical standard. Unfortunately, there is evidence to suggest that this is not happening.



“Furthermore,” continues Hoffman, “corporate ethical sensitivity and social responsibility are at a high-water mark today, and perhaps more than ever before in the minds of companies’ stakeholders. So much so, in fact, that companies which demonstrate that they have developed an ethical edge will gain competitive edge in the market, which might be called the business case for business ethics. The oil industry would do well to grasp this insight and become more transparent and forthcoming about the information it has and the progress it’s making toward increasing the drain interval of engine oil.”

AMSOIL Synthetic Motor Oils offer unsurpassed protection and performance, while significantly reducing the effects of used motor oil on the environment. As the leader in extended drain technology, AMSOIL offers motor oils with three different drain interval recommendations. AMSOIL XL-7500 Synthetic Motor Oils offer up to 7,500-mile/six-month drain intervals, AMSOIL Synthetic Motor Oils offer up to 25,000-mile/one-year drain intervals and AMSOIL Series 2000 0W-30 Motor Oil offers up to a 35,000-mile/one-year drain interval.

David McFall’s December 2003 column “Motor Oil Drain Intervals: An Ethical Burden?” is available for download on the AMSOIL corporate website: http://www.amsoil.com/lit/Ing_article/dec_03_mcfall.pdf.

New Snowmobile Rule Under Fire

After several years of wrangling between environmentalists and recreationalists, the National Park Service (NPS) in December issued a final rule in the fierce debate over the use of snowmobiles in the nation's public parks.

The rule was set to go into effect in Yellowstone and Grand Teton national parks and the John D. Rockefeller, Jr., Memorial Parkway in mid-December.

But challenges on the part of environmentalists convinced a judge in Washington, D.C. to modify the new rule – on the day snowmobiles first were eligible to enter the parks for the 2003-2004 winter season, according to the Associated Press.

The NPS rule was the result of a law passed by Congress in 2000, under the Clinton administration, that mandated assessment and development of new rules governing the use of the vehicles in the nation's park system.

Even as it was developed – under the Bush administration – environmentalists claimed the rule didn't go far enough to protect the parks from the effects of sound and air pollution and other factors such as endangerment of wildlife and public safety.

Recreationalists said environmentalists were using "junk science" to perpetuate unsubstantiated information regarding the impact of snowmobiles in the parks.

The December ruling by U.S. District Judge Emmet Sullivan cut sharply the number of snowmobiles allowed to enter the two parks each day in order to reduce pollution.

NPS had to scramble to comply with his decision when the judge ruled that the Bush administration shouldn't have set aside the Clinton-era plan, according to reports.

The ruling calls for all snowmobiles in the parks to be part of commercially guided trips, a change from the NPS rule that allows some snowmobilers to make reservations to be in the parks on their own during the winter of 2003-2004.

Further, the judge's decision closes the parks to all but mass-transit snow coaches in the winter of 2004-2005, another deviation from the NPS rule published in the Federal Register in December 2003.

Wyoming Attorney General Pat Crank said he planned to file an appeal of the decision, asking that Yellowstone be allowed to operate under the Bush administration rules that permit more snowmobiles and no supervision this year, according to reports.

Under Bush, the Park Service opted to let snowmobiling continue but to cap the number of snowmobiles allowed and only permit cleaner, quieter snowmobiles.

AMSOIL INC. is sensitive to the conflicts that can arise between these two seemingly opposing points of view. In its unique position as an environmental company that produces motor oils and supports power racing and recreation, AMSOIL closely watches the turns of this debate. As a corporation, AMSOIL asks only that the decisions ultimately handed down be based on sound science, the results of up-to-date information and testing.

As scheduled, the parks opened for the winter season at 7 a.m. on December 17, 2003, according to NPS. Park visitor centers and warming huts are open, and park concessioners will provide lodging, food services and other services



to the public. In Yellowstone, visitors will be able to access the park through existing commercial snowmobile or snowcoach operators.

This winter season, under the November 18, 2002 regulation, daily snowmobile use will be set at levels that are expected to lead to an approximately 50 percent reduction from historic use levels—to 493 for Yellowstone; 50 for Grand Teton and the John D. Rockefeller, Jr., Memorial Parkway. All snowmobiles that enter Yellowstone will be required to be accompanied by an NPS-permitted guide and travel in groups of no more than eleven, including the guide. Snowmobile use will be prohibited within Grand Teton National Park except on the Continental Divide Snowmobile Trail and on access routes leading to private lands and adjacent national forest lands. There will be no best available technology requirements for snowmobiles. All oversnow motorized travel is prohibited from 9 p.m. to 7 a.m. except by authorization.

Effective the winter of 2004-2005, oversnow motorized recreation access to the three parks will be by NPS-managed snowcoach only, with limited exceptions for continued snowmobile access to other public and private lands adjacent to or within Grand Teton National Park.

"We are prepared to carry out whatever decision comes out of this process," Yellowstone superintendent Suzanne Lewis noted. "We remain focused on meeting the mission of the National Park Service and implementing programs and operations that protect, preserve, and educate the public about park resources. We will continue to do all we can to keep park visitors, neighboring communities, and the public informed about winter use and how to visit the parks in the winter."

Recreational vehicle manufacturers of snowmobiles, RVs and personal watercraft all have made strides in reducing emissions in their new model vehicles, according to industry spokespersons. Many models already meet EPA standards set to go into effect in 2006.

The most recent Federal study of the impact of snowmobiling in the two parks shows significant reduction in emissions levels associated with use of new technology snowmobiles and provides no justification for banning the popular machines, according to the International Snowmobile Manufacturers Association (ISMA). Its members are Arctic Cat, Inc., Bombardier Inc., Polaris Industries and Yamaha Motor Corporation.

An NPS study shows that existing snowmobile use in Yellowstone and Grand Teton National Parks has not violated ambient clean air standards, according to Ed Klim, president of ISMA. In fact, the new technology snowmobiles reduce emissions by 70 percent, he said.

The debate over personal watercraft continues as well, with three parks that previously had banned their use being reopened to them in 2003, according to the Personal Watercraft Industry Association.

However the ongoing argument is resolved, AMSOIL INC. is on the cutting edge of new technology. The company already produces state-of-the-art two-cycle and four-cycle oils to provide the best engine protection and reduced emissions for all recreational engines.

AMSOIL Leads the Way in Two-Cycle Oil Technology

New AMSOIL "Fabulous Four" 2-Cycle Oils provide second-to-none protection and performance in modern two-cycle equipment.

Two-cycle engines remain the workhorses in recreational equipment, including outboard motors, motorcycles, snowmobiles and personal watercraft, as well as in lawn and garden applications like lawn mowers and weed eaters. Design changes over recent years have included direct fuel injection engines, in which fuel is injected directly into the combustion chamber, and exhaust power valves, which improve combustion efficiency at varying RPM. These design changes have allowed two-cycle engine manufacturers to effectively reduce emissions, improve fuel efficiency and decrease oil consumption. Today's two-cycle motors of all types require specialized oil technology to deliver maximum engine protection, dependable operation and long service life.

As the leader in two-cycle oil technology, AMSOIL has performed extensive research in developing a new line of revolutionary, specialized oils called the "Fabulous Four." AMSOIL INTERCEPTOR Synthetic 2-Cycle Oil (AIT) was the first new oil to be introduced. It is primarily recommended as an injector oil or at a 50:1 mix ratio in

carbureted, electronic fuel injected (EFI) and direct fuel injected (DFI) snowmobiles, personal watercraft, motorcycles and ATV's. Formulated with wax-free premium quality synthetic esters and a specialized additive package, INTERCEPTOR is designed to address the exhaust valve sticking problems associated with certain snowmobile models.

New AMSOIL HP Injector Synthetic 2-Cycle Oil (HPI), DOMINATOR Synthetic 2-Cycle Racing Oil (TDR) and Saber Professional (ATP) and Outboard (ATO) Synthetic 100:1 Pre-Mix 2-Cycle Oils complete the Fabulous Four lineup, replacing AMSOIL Synthetic 2-Cycle Injector Oil, Series 2000 Synthetic 2-Cycle Racing Oil and 100:1 Pre-Mix Synthetic 2-Cycle Oil, respectively. The application chart below ranks each oil's performance in common two-cycle applications. See page 19 for "Fabulous Four" 2-Cycle oil pricing.

Existing Series 2000 Synthetic 2-Cycle Racing Oil (TCR), Synthetic 2-Cycle Injector Oil (AIO) and Synthetic 100:1 Pre-Mix 2-Cycle Oil (ATC) will be available as supplies last.

TWO-CYCLE OIL RECOMMENDATION						
AMSOIL Product	Outboard*	Snowmobile*, Motorcycle* & ATV*	Personal Watercraft* & Jet Boat*	Chain Saw, Chop Saw & Pump	Weed Eater, Blower & Lawn Mower	Moped, Scooter & Go-Cart
HP Injector (HPI) TC-W3, API TC (Injection or 50:1 Pre-Mix)	Excellent	Very Good	Very Good	Not Recommended	Not Recommended	Not Recommended
INTERCEPTOR (AIT) API TC, JASO FC	Not Recommended	Excellent	Excellent	Good	Good	Good
DOMINATOR (TDR) API TC, JASO FC	Racing (1)	Racing (2)	Racing (2)	Very Good	Very Good	Very Good
Saber Professional 100:1 (ATP) Pre-Mix ISO-L-EGD, JASO FC, API TC	Not Recommended	Very Good Pre-Mix Only	Very Good Pre-Mix Only	Excellent	Excellent	Excellent
Saber Outboard 100:1 (ATO) Pre-Mix, TC-W3, API TC	Excellent Pre-Mix Only	Very Good Pre-Mix Only	Very Good Pre-Mix Only	Not Recommended	Not Recommended	Not Recommended

Even though AMSOIL 2-Cycle Oils have been optimized for specific applications, they are multi-functional and recommended for use in many areas. The chart rates each oil's performance abilities per application as follows:

Excellent: "The" primary recommendation for the oil. This is the best possible choice for the application. The oil is specifically designed for the operating conditions of the motors in these markets. There is only one "Excellent" recommendation per category.

Very Good: A main recommendation for the oil. Identifies an oil that is very good for the operating conditions of these motors.

Good: A secondary recommendation for an oil. The oil was not specifically designed for these applications, however, the chemistry in the oil is suited to the operating conditions of these motors.

Not Recommended: Identifies applications where the product was not intended for use. "Excellent" rated products offer superior performance.

Racing: (1) Not recommended for long-term use in outboard motors as a TC-W3 type oil, although excellent as a race oil for short term use where motors are periodically inspected.

(2) Excellent for racing or modified motors. Very good for recreational use.

*Recommended for all (DFI) direct fuel injected, (EFI) electronic fuel injected, and carbureted motors. Outboard motors include Mercury® Optimax®, Johnson® & Evinrude® FICHT® & E-TEC,™ Yamaha® HPDI, Nissan® & Tohatsu® TLDI®

Introducing the AMSOIL **“Fabulous Four”** Synthetic 2-Cycle Oil Lineup



DOMINATOR SYNTHETIC 2-CYCLE RACING OIL (TDR)

New AMSOIL DOMINATOR Synthetic 2-Cycle Racing Oil is a robust formulation specially engineered for unsurpassed protection in high performance two-cycle motors, both on and off the track. It contains heavier synthetic base oils that provide more lubricity for “on the edge” operation. DOMINATOR reduces friction and protects pistons and bearings subjected to the rigors of racing. DOMINATOR contains the right additives for clean motor operation.

- Provides excellent film strength for high heat, high RPM motors
- Reduces friction for maximum power
- Recommended for use with coated or non-coated racing pistons
- Recommended for use with exhaust power valves
- Recommended for use with high octane racing gas
- Burns clean; Prevents ring sticking and plug fouling
- Provides excellent protection at 50:1 pre-mix or in injection systems



HP INJECTOR SYNTHETIC 2-CYCLE OIL (HPI)

New AMSOIL HP Injector Synthetic 2-Cycle Oil is a precise synthetic formulation that exceeds the lubrication demands of modern two-cycle engines. It contains premium synthetic base oils and MAXDOSE additive system, providing superior performance in direct fuel injected (DFI), electronic fuel injected (EFI) and carbureted outboard motors, as well as other recreational two-cycle equipment.

- Superior performance in DFI outboard motors
- Prevents piston and combustion chamber deposits
- Prevents “ring jacking” common to DFI outboards
- Low smoke, low odor product
- Contains up to 30 percent more additives for “super clean” operation
- Prevents wear for long engine life
- Prevents rust
- Multi-functional and recommended for use in many two-cycle motors
- Low aquatic toxicity
- Recommended for use as injection oil or at a 50:1 pre-mix



SABER SYNTHETIC 100:1 PRE-MIX 2-CYCLE OILS (ATP & ATO)

New AMSOIL Saber Professional (ATP) and Saber Outboard (ATO) Synthetic 2-Cycle Oils are specifically designed for lean mix ratios in pre-mix applications. Saber Professional contains high temperature detergents for small power equipment. Saber Outboard contains lower temperature dispersants for water-cooled outboard motors. Extensive testing shows superior lubricity and cleanliness properties at lean mix ratios of these premium synthetic formulations.

- Saber Professional is “Smokeless”
- Saber Outboard is a very low smoke, low odor product
- At 100:1, both oils produce 30 percent lower emissions than oils mixed at 50:1
- Saber Professional is recommended for ISO-L-EGD applications
- One mix ratio for everything eliminates confusion
- Both oils are versatile and very good for many applications
- Cost effective compared to oils mixed at 50:1 or richer
- Saber Outboard exhibits low aquatic toxicity
- Lean mix ratio prevents plug fouling and exhaust port deposits



INTERCEPTOR SYNTHETIC 2-CYCLE OIL (AIT)

New AMSOIL INTERCEPTOR Synthetic 2-Cycle Oil is engineered specially for power sports applications and those engines equipped with exhaust power valves. It contains the finest synthetic ester base oils and additives available for exceptional cleanliness properties. INTERCEPTOR is the result of years of field testing in the Rocky Mountain region, which provided some of the most severe conditions possible. INTERCEPTOR excels at controlling exhaust valve sticking and provides outstanding overall lubrication properties.

- Proven “No Stick” exhaust power valve performance
- Reduces smoke and odor
- Surpasses SAE #4 cold temperature fluidity properties and has a -54°F pour point
- Prevents wear on cylinders and bearings for long engine life
- Prevents pre-detonation by controlling ignition promoting deposits called “hot spots”
- Versatile and excellent for all types of recreational equipment
- Protects against rust
- Recommended for injector systems or at 50:1 mix ratios

Fabulous Four 2-Cycle Oil Data Bulletins (25 in a pack)

DOMINATOR	(TDR)	G-1985	2.80 U.S.	4.65 Can.
HP Injector	(HPI)	G-1986	2.80 U.S.	4.65 Can.
Saber	(ATP & ATO)	G-1987	2.80 U.S.	4.65 Can.
INTERCEPTOR	(AIT)	G-1955	2.80 U.S.	4.65 Can.
2-Cycle Oil Recommendation Chart		G-1988	2.80 U.S.	4.65 Can.

AMSOIL Snocross Team Uses Early Rounds to Set Tone for Season



DJ Eckstrom has been all smiles this season.

There's great optimism in the Team AMSOIL camp this early snocross season. Any ill effects of a nasty knee injury seem to be behind D.J. Eckstrom. Justin Tate appears poised to separate himself from the pack to be one of the elite riders of the sport.

Before the season began, when the team was tucked away in outer reaches of the Minnesota frontier, there was a pledge made that nothing less than podium finishes would do. Consistency would be the key to a championship-caliber season. It appears the promise was not mere bravado, but contained considerable substance.

Eckstrom is holding to the promise. In three rounds of World Snowmobile Association snocross, Eckstrom has stood on the podium each weekend. Most recently, he finished third in the glamor Pro Open final at Park X in Hill City, Minn. Tate finished fifth for very precious series points.

Eckstrom began the season giving thanks for a strong third overall in Pro Open at the Duluth National in Duluth, Minn. on the weekend following Thanksgiving. He served notice there that his surgically repaired knee was a non-issue and the best was yet to come. Tate rode magnificently from the back row to a ninth place finish.

As the series rolled north of the border to Winnipeg, Manitoba for the Canadian Open it was Tate's turn to set the tone. Tate was electric, always on the edge of winning and being wiped out. Tate tasted success as he negotiated a third place Pro Open finish. Eckstrom, not to be outdone, was spectacular as he finished just ahead of his partner for second place.

The WSA Snowmobile World Championship is a marathon, not a sprint. Anything can happen between the first of the year and the season conclusion later in March. It looks good through three events with Eckstrom just points out of leading the Pro Open and Pro Stock classes. Tate, who showed last year he's a second half of the season rider, is right behind his teammate among the leaders.



Justin Tate is eyeing a snowcross championship.



AMSOIL Dealers Bill Brown and Ray Schmit work their booth at the Duluth National Snocross.

High Tech Computers Aid Snocross Team



Information is gathered from the sled after a heat.

The technology has been used in IRL, NHRA and NASCAR for years. High-tech has now made its way from banked asphalt ovals to the big air jumps and moguls of snocross.

The difference between winning and losing is sometimes measured in microns. Just the slightest change to a clutch setting, a plug gap or an air-flow jet can mean the difference between checkered flags and crumpled dreams.

AMSOIL snocross team owner Steve Scheuring has always led the way in cutting-edge technology as the first Independent with a bona-fide race shop, test track, snow-making equipment and a tractor-trailer. The innovation continues with the addition of the DRAK System. The 2004 AMSOIL sleds have been fitted with digital recording systems which monitor engine RPM, jackshaft speed, exhaust gas temp, water and air temperature to name just a few things. That raw data is fed to a computer which graphs the results. Clear trends and problems can be diagnosed. Weather plays a huge factor in snowmobile performance. The DRAK System takes it into account.

In NASCAR, changes can be made during pit stops. At a snocross event any changes are made between rounds. A great example of this was at the Duluth National Snocross. The computer showed a slight "over rev" at the starting line. An adjustment was made to the clutches. This allowed for shifting into a higher gear faster which led to better starts off the line.

The tool is only as good as the team that uses it and Team AMSOIL is one of the best. Scheuring points out there is more than 70 years experience working on each of the sleds. He says, "One of the keys to our success is a great melding of old school knowledge and work ethics with cutting-edge technology and enthusiasm. You can teach old dogs new tricks."



The data is downloaded into a computer for analysis.



Team AMSOIL flies higher and runs faster in part to the cutting edge info of the DRAK.

AMSOIL Continues Association With Racing Against Cancer

It began as a seed of an idea nearly eight years ago. The thought was to raise money and awareness about cancer through racing.

AMSOIL Dealer Richard Bowling of West Haven, Conn., has joined other team sponsors to see the program germinate into a powerful and enlightening force in the race against cancer.

Last season the program raised nearly \$75,000 to reach a cumulative total topping \$250,000. The Foxwoods Resort and Casino matches driver earnings with proceeds going to the American Cancer Society and other notable cancer research and support organizations.

Scott Gregory's purple and white #94 Chevrolet Silverado competes in the northeast region of the American Race Truck Series with the red, white and blue AMSOIL logo proudly displayed. Racing Against Cancer teams can be seen in all types of racing including karting, powerboats and dirt modifieds. Watch for Phil Rondeau's #19 Monte Carlo competing in the USAR Hooter's ProCup Series. Gregory will be back in the truck when the series begins again in the spring.



The Racing Against Cancer team uses AMSOIL products to help achieve its goals.

Those Who Can't Hear Cheer for AMSOIL Sponsored Racer



The red # 71 of Caleb Holman gets attention prior to race day. His main sponsor is Deaf City of Refuge, a place for deaf orphans.

They'll never hear a motor's roar or the ovation of cheering race fans, but they are the strongest supporters of one inspiring driver with their resounding love and enthusiasm.

Caleb Holman is an accomplished driver on the ARCA RE/MAX series. Holman started in go-karts at age seven and by age 13 was in mini-stock cars. He won a Sportsman Track Championship in 2001. The 20-year-old driver was voted "Most Popular" in 1999 and 2001. People knew he was something special, but he had a higher calling.

Teams are almost always looking for sponsors, those businesses and individuals who are willing to contribute product or cash in exchange for promotion and publicity. AMSOIL Dealer Barry Gibson of Coeburn, Va., had faith in Holman and had been with the team for some time. Then, in 2003 a new ARCA team was announced with Holman as the driver. Deaf City of Refuge had something to say and wanted Holman as its messenger. As they say, "The Lord works in mysterious ways." So, the kid from Abingdon, Va., was brought together with some disadvantaged kids in Baton Rouge, La. The red #71 Monte Carlo was on a divine mission.

Deaf City of Refuge provides a haven for deaf orphans. The children are taught values and given an education that raises their spirits, installs integrity and gives them hope for a better future. Often without role models, the kids have been given a hero.



Holman not only changes tires, he changes lives of those less fortunate.

Because the team doesn't have the financial resources to run multiple cars and a complete series, Holman carefully chooses his races. Charlotte, Mich., and Nashville are among his favorites. The team has worked up to bigger stages like last May's NASCAR Busch Hardee's 250 in Richmond, Va. He finished 32nd in that race. More Busch events could mean more money, but it's not so much the tracks, but the course Holman's life in on.

Holman's not breaking the bank with purse money. Typically, it costs more to race than what he gets back. But Holman feels he's getting back so much more. His strong Christian values allow him to press on. It's for the children he remembers.



Holman has his sites set on winning for the children.



T-1 CERTIFICATION MEETINGS

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 19 - Thursday
- March 18 - 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

- February 19 - Thursday
- March 18 - 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 19 - Thursday
- March 18 - 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

- February 3, 17 - Tuesday
- March 2, 16 - 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

- February 17 - Tuesday
- March 16 - 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

- February 12 - Thursday
- March 11 - Thursday
- Meeting - 6:30 p.m.

GARDNER RESIDENCE
280 York Chapel Road
Nashville, AR 71852
Hosted by Dealer Jerry Gardner (870) 451-9152 jgard24@iocc.com

- February 11 - Wednesday
- March 10 - 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

- 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 4 - Wednesday
- March 3 - Wednesday
- Meeting - 7 p.m.

McCOOL RESIDENCE
2210 Coddling Drive
Modesto, CA 95350
Hosted by Direct Dealer Bill McCoil (209) 577-0174

- February 24 - Tuesday
- March 23 - Tuesday
- Meeting - 7 p.m.

EVANS RESIDENCE
40728 Sundale Drive
Fremont, CA 94538
Hosted by Direct Jobbers Chuck and Linda Evans (510) 659-4078

- February 10 - Tuesday
- March 9 - 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 - Tuesday
- March 2 - Tuesday
- Meeting - 7 p.m.

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

- February 17 - Tuesday
- March 16 - 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

- February 19 - Thursday
- March 18 - Thursday
- Meeting - 7:30 p.m.

AMSOIL HOUSE
4316 Ridgecrest Drive
Colorado Springs, CO 80918
Hosted by Executive Direct Jobber Ida Gray (719) 598-5115

CONNECTICUT

None Scheduled

DELAWARE

- February 14 - Saturday
- March 13 - 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

- February 3 - 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

- February 19 - Thursday
- March 18 - 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

- February 3 - Tuesday
- March 2 - 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. Emphasis on doing AMSOIL as a business.

GEORGIA

- February 5 - Thursday
- March 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

- February 7 - Saturday
- March 6 - Saturday
- Meeting - 12 - 3 p.m.

SHELL RESIDENCE
2000 W. Broadway
Idaho Falls, ID
Hosted by Regency Platinum Direct Jobbers Mark & Sherree Schell
Reservations: (208) 524-0322 RSVP

- February 10 - Tuesday
- March 9 - 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

- February 10 - Tuesday
- March 9 - 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

- February 21 - Saturday
- March 20 - Saturday
- Meeting - 10 a.m.

LINDLAND SALES OFFICE
1421 Winnemac Avenue
Unit I
Chicago, IL 60640
Hosted by Direct Jobbers Kienert and Diana Lindland RSVP (773) 271-5678

INDIANA

- February 4, 18 - Wednesday
- March 3, 17 - Wednesday
- Meeting - 7:30 p.m.

RENTOWN SHOP
1533 Rentown Rd.
Bremont, IN
Hosted by Direct Jobbers LeRoy and Malinda Hochstetler and Direct Jobbers Willis and Rolene Gingerich (219) 831-2839

IOWA

- February 3 - Tuesday
- March 2 - Tuesday
- Meeting - 7 p.m.

SORTER RESIDENCE
2629 340th Avenue
Terril, Iowa 51364
Hosted by Dealers David and Melissa Sorter (712) 853-6293

- February 5 - Thursday
- March 4 - Thursday
- 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

- February 5 - Thursday
- March 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

- February 3 - Tuesday
- March 2 - 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

- February 25 - Wednesday
- March 24 - Wednesday
- Meeting - 7 p.m.

HYNES RESIDENCE
291 Chestnut Springs Road
Chesapeake City, MD 21915
Hosted by Dealer William Hynes (302) 540-2525 or 877-885-3111

- February 20 - Friday
- March 19 - 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 20 - Friday
- March 19 - Friday
- Meeting - 7 p.m.

GRONER RESIDENCE
9208 Todd Avenue
Fort Howard, MD 21052
Hosted by Account Direct Harvey Groner (410) 477-8255

- February 5 - Thursday
- March 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

- February 20 - Friday
- March 19 - Friday
- Meeting - 7:30 p.m.

AL SMITH AUTOMOTIVE
3228 E Joppa Road
Baltimore, MD 21234
Hosted by Premiere Direct Jobber Al Smith (410) 882-9696
Al@SynLubes.com
Reservations Required

MASSACHUSETTS

None Scheduled

MICHIGAN

- February 18 - Wednesday
- March 17 - Wednesday
- Meeting - 7 p.m. (Opportunity)
- Meeting - 7:30 p.m. (Dealer training)

MUGRIDGE RESIDENCE
6640 State Road
Lapeport, 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-L.com

- February 16 - Monday
- March 15 - 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

- February 2 - Monday
- March 1 - 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

- February 2 - Monday
- March 1 - 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 19 - Thursday
- March 18 - 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

- February 19 - Thursday
- March 18 - 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 12 - Thursday
- March 11 - 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 3, 17 Tuesday
- March 2, 16 Tuesday
- Meeting - 11 a.m.

OLE BILOXI EATERY
240 Eisenhower Drive
Biloxi, MS 39531
Hosted by Dealer Jim Day (228) 389-4325
RSVP/Guests Welcome
jwdandy@belsouth.net

MISSOURI

- February 24 - Tuesday
- March 23 - 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

- February 12 - Thursday
- March 11 - 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 Kaytens and Regency Platinum Direct Jobber Shirley Green (702) 362-4492

NEW HAMPSHIRE

None Scheduled

NEW JERSEY

- February 10, 24 - Tuesday
- March 9, 23 - 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) 478-6732, cell; (856) 371-1880, home.
Please RSVP

NEW MEXICO

- February 24 - Tuesday
- March 23 - Tuesday
- Meeting - 7:30 p.m.

GREENBERG WAREHOUSE
2415 Princeton Drive NE
Albuquerque, NM 87107
Hosted by Regency Direct Jobbers Paul and Nancy Greenberg (505) 881-1693 warehouse; (505) 255-2137, home fax (505) 232-8330
NMOilman@aol.com

NEW YORK

• February 18 - Wednesday
Meeting - 11 - 4 p.m.
BRENDA RESIDENCE
850 Remsen Road
Medina, OH 44256
Hosted by Dealer Dennis Breda
(330) 239-3146

• February 23 - Monday
• March 22 - Monday
Meeting - 11 a.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Premiere Direct Jobbers
Luis and Sharon Pena
(419) 349-3451 or (419) 297-3451

• February 12 - Thursday
• March 11 - Thursday
Meeting - 7:30 p.m.
FRITTITTA RESIDENCE
16 LaForge Avenue
Staten Island, NY 10302
Hosted by Direct Jobbers Viny and
Germaine Frittitta (718) 442-4774

• February 18 - Wednesday
• March 17 - Wednesday
Meeting - 7:30 p.m.
SYRACUSE AREA
Call ahead for specific
location
Hosted by Direct Jobber Peter Finnerty
(315) 682-9791

• February 18 - Wednesday
• March 17 - Wednesday
Meeting - 7:30 p.m.
NEWARK, NY
LOCATION
Call ahead for location
Hosted by Dealer Brad Timerson
(315) 331-7110

NORTH CAROLINA

• February 12 - Thursday
• March 11 - 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 12 - Thursday
• March 11 - 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.

• February 12 - Thursday
• March 11 - 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

• February 10 - Tuesday
• March 9 - 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 3 - Tuesday
• March 2 - 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

• February - Every Wednesday
• March - 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

• February 14 - Saturday
• March 13 - Saturday
Meeting - 11 - 4 p.m.
BRENDA RESIDENCE
850 Remsen Road
Medina, OH 44256
Hosted by Dealer Dennis Breda
(330) 239-3146

• February 23 - Monday
• March 22 - Monday
Meeting - 11 a.m.
PENA RESIDENCE
2933 West U.S. 20
Gibsonburg, OH 43431
Hosted by Premiere Direct Jobbers
Luis and Sharon Pena
(419) 349-3451 or (419) 297-3451

OKLAHOMA

• February 7 - Saturday
• March 6 - Saturday
Meeting - 9 - 11 a.m.
GOLDEN CORRAL
9711 E. 7K Street
Tulsa, OK
Hosted by Regency Gold Direct Jobber
Patrick Grady (918) 258-6979 *Pat

• February 12 - Thursday
• March 11 - 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

• February 12 - Thursday
• March 11 - 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

• February 12 - Thursday
• March 11 - 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

• February 19 - Thursday
• March 18 - 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 5 - Thursday
• March 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

• February 16 - Monday
• March 15 - 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 Avenue,
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
Boulevard
Greenville, SC 29615
Hosted by Direct Jobber Loel D. Handley
R.S.V.P. (864) 989-0753
amsoildealerloel@aol.com

SOUTH DAKOTA

None Scheduled

TENNESSEE

• February 17 - Tuesday
• March 16 - 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 3 - Tuesday
• March 2 - Tuesday
Meeting - 7 p.m.
MECHANICAL
EXCELLENCE, INC.
1223 Crestdell Drive
Duncanville, TX 75137
Hosted by Dealers
Harold and Nancy Andresen
(972) 709-5391

• February 17 - Tuesday
• March 16 - 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

• February - Every Tuesday
• March - 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

• 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 8 - Monday
Introduction to AMSOIL, History,
Demonstrations, Products
• March 9 - Tuesday
Dealer Meeting
• March 13 - 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 Platinum 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 9, 23 - Monday
• March 8, 22 - 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

• February 9 - Monday
• March 8 - Monday
Meeting - 7 p.m.
GRAVITTE RESIDENCE
1042 Merganser Circle
Gloucester, VA
Hosted by Premiere Direct Jobbers
Cliff & Dee Gravitte (804) 694-0221

• February 3 - Tuesday
• March 2 - Tuesday
Meeting - 7:30 p.m.
PEZSKO RESIDENCE
4503 Southampton Arch
Portsmouth, VA 23703
Hosted by Regency Silver Direct Jobbers
Raymond & Karen Peszko
(757) 484-9491

• February 10 - Tuesday - "How to
Promote Your Business"
• March 9 - Tuesday - "How to Sell
AMSOIL and Altrium Products"
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

• February 16 - Monday
• March 15 - Monday
Meeting - 6:30 p.m.
GASPER'S LUBE SERVICE
CENTER & WAREHOUSE
3325 Meridian Avenue East
Edgewood, WA 98371
Hosted by Master Direct Jobbers
Cliff and Lorna Gasper
(253) 864-7618, or (877) 633-7618
Everyone Welcome

• February 10 - Tuesday
• March 9 - Tuesday
Meeting - 7:30 p.m.
STOUGARD RESIDENCE
22907 Prairie Road
Sedro Woolley, WA 98284
Hosted by Premiere Direct Jobbers
Marv & Charlotte Stougaard
(360) 856-1641 Guests Welcome

• February 12 - Thursday
• March 11 - Thursday
Meeting - 7 p.m.
WALSH RESIDENCE
2220 South Castle Way
Lynnwood, WA 98036
Hosted by Master Direct Jobbers
Tom and Shirley Walsh
(425) 483-2582
T-1 certification classes available by
appointment with pre-paid registration.

• February 12 - Thursday
• March 11 - 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!

• February 10 - Tuesday
• March 9 - 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 14 - Saturday
• March 13 - Saturday
Meeting - 9 a.m. - noon
AMSOIL (SYNLUBE) STORE
2424 North Monroe Ave.
Spokane, WA 99205
Hosted by Premiere Direct Jobber
Jack Whitehill and Training Dealer
Tom Bennett (509) 324-3588
Everyone Welcome. No charge

• February 24 - Tuesday
• March 23 - Tuesday
Meeting - 7:30 p.m.
SAMUELSON RESIDENCE
610 E. 20th Street
Vancouver, WA 98663
Hosted by Direct Jobber
Sammy Samuelson
(360) 699-5257
I-UPS-5W30-OIL
(1-877-593-0645)
Discussion on product application and
oil analysis
All are welcome! Please RSVP

WEST VIRGINIA

None Scheduled

WISCONSIN

• February 19 - Thursday
• March 18 - 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

• February 12 - Thursday
• March 11 - 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 12 - Thursday
• March 11 - 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

• February 20 - Friday
• March 19 - 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 16 - Monday
• March 15 - 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 26 - Thursday
• March 25 - 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



REGIONAL DEALER TRAINING SERIES

(Hosted by Direct Jobbers)

February 7 Orlando, FL

Contact Host Direct Jobbers George and Shirley Douglas, (407) 856-1564, george@oilhelp.com; or Dan and Judy Watson, (407) 657-5969, dan@advancedlubetech.com for details. Guest Direct Jobbers Pat Grady and Bill Bernethy

February 21 Portland, OR

Contact Host Direct Jobber Ed Greenwood, (503) 399-1092 for details.

February 28 Seattle, WA

Contact Host Direct Jobbers Leonard and Eunice Pearson, (253) 939-8401 for details.

March 27 Belleville, Ill.

Hosted by Premiere Direct Jobbers Connie & John Luczak
RSVP 1-877-892-6018

Guests: Master Direct Jobber Edwin Greenwood and Regency Gold Direct Jobbers Dan & Judy Watson
Place: OUR LADY OF THE SNOW, 442 South DeMozenod Drive, Belleville, Ill. 62223, (618) 394-6300
Meeting & Banquet Dinner: \$22.00 per person
Meeting: 1 p.m. to 9 p.m. Seating is limited. Purchase tickets in advance. Tickets will not be sold at door.

FEBRUARY CLOSE OUT

The last day to process February orders in the U.S. and Canada is the close of business on Friday, February 27. The last day to process February orders in Alaska, Puerto Rico and New Zealand is the close of business on Wednesday, February 25. Volume transfers for February business will be accepted until 3 p.m. CST on Friday, March 5.

NEW YORK SALES TAX

Effective immediately, the New York sales tax will increase from 8.5 percent to 8.625 percent.

HOLIDAY CLOSINGS

The Edmonton Distribution Center will be closed Monday, February 16 for Family Day.

NEW DEALER PRICE LIST

The new G-26 U.S. Dealer Price List, as inserted in this issue of the Action News, is available for purchase. The new G-8126 Canadian Dealer Price List will be inserted in the Canadian March ACTION NEWS.

Stock #	U.S.	Can
G-26	0.35	0.60

IRS PUBLICATION 911

Home-based AMOIL businesses offer valuable tax benefits. An excellent reference for Dealers is IRS Publication 911 For Direct Sellers, available on the IRS website: www.irs.gov/pub/irs-pdf/p911.pdf.

DEALER HOME STUDY PROGRAM

The AMOIL Dealer Home Study Program is designed to allow Dealers to study lubrication and the AMOIL product line from the comfort of their own homes.

Each AMOIL Home Study Program includes

- CD-Rom with Microsoft Powerpoint™ Reader
- Easy to follow workbook
- Special appendix with charts, graphs and glossary of terminology
- Online test voucher granting access to a special area on the AMOIL website



Lubrication I Home Study Course

Covers the basics of lubrication and the AMOIL product line.



Lubrication II Home Study Course

Covers physical properties of lubricants and test methodologies.



Oil Analysis Home Study Course

Examines the technical aspects and cost effectiveness of used lubricant analysis and the science behind an analysis program.

Stock #	Title	U.S.	Can
G-1861	Lubrication I	19.95	32.50

Stock #	Title	U.S.	Can
G-1862	Lubrication II	19.95	32.50

Stock #	Title	U.S.	Can
G-1866	Oil Analysis	19.95	32.50

AMSOIL UNIVERSITY 2004

Dates: May 23-27, 2004

Location: The campus of Wisconsin Indianhead Technical College in Superior, Wisc.

Enrollment Costs: \$392 (Attending spouses may register at a reduced fee of \$196.)

Courses: Three Course Track Options

1. Core Technology - Focuses on many of the aspects of automotive lubrication and AMSOIL sales strategies.
2. Commercial Technology - Designed for Dealers who have a working knowledge of basic lubrication and sales strategies. Primarily focuses around the commercial sales environment.

Prerequisites: Must have previously attended an AMSOIL University Core Technology Program, a C&F or CAT school or have sufficient field experience.

3. Advanced Development Program - Identifies opportunities for the established Direct Jobber. Discusses market trends, promotional ideas, technical briefings and allows interaction with AMSOIL corporate staff. Note: Enrollment for this track is limited to a total of 40 individuals representing a minimum of 20 Dealerships.

Prerequisites: Must have achieved Direct Jobber status and completed previous AMSOIL educational training.

Extracurricular Activities: Three extra events will be offered for entertainment during AMSOIL University. These events include a welcoming reception, an AMSOIL cookout and facility tour and a special activity that will be announced in the coming months. All events are open to enrolled participants and offered at no additional cost.

Registration and Information: Registration and requests for additional information may be obtained by either contacting Julie Jacobson at (715) 392-7101 or visiting the AMSOIL corporate website at www.amsoil.com/dealer/university.htm.

New 2-Cycle Oils Pricing

HP INJECTOR SYNTHETIC 2-CYCLE OIL (HPI)

Stock No.	Pkg/Size	Wt. Lbs. ea	Commission Credits	U.S. Dealer Cost, ea.	Min. Sugg. Retail, ea.	Can. Dealer Cost, ea.	Min. Sugg. Retail, ea.
HPI-QT	(1) quart bottle	2.0	2.50	4.05	5.60	6.55	9.00
HPI-01	(12) quart bottles	24.5	30.00	46.20	66.00	75.00	106.80
HPI-1G	(1) gallon bottle	7.9	9.70	15.70	21.80	25.45	35.05
HPI-04	(4) gallon bottles	31.7	38.80	59.80	85.60	97.00	138.60
HPI-16	16-gallon keg	130.7	149.00	230.00	305.00	373.00	496.00
HPI-30	30-gallon drum	241.1	242.00	404.00	537.00	656.00	872.00
HPI-55	55-gallon drum	432.3	377.00	685.00	911.00	1113.00	1481.00
HPI-27	275-gallon tote	2086.5	1885.00	3375.00	4555.00	5515.00	7405.00

DOMINATOR SYNTHETIC 2-CYCLE RACING OIL (TDR)

Stock No.	Pkg/Size	Wt. Lbs. ea	Commission Credits	U.S. Dealer Cost, ea.	Min. Sugg. Retail, ea.	Can. Dealer Cost, ea.	Min. Sugg. Retail, ea.
TDR-QT	(1) quart bottle	2.1	4.60	6.45	8.75	10.40	13.20
TDR-01	(12) quart bottles	25.1	55.20	73.80	103.80	118.80	157.20
TDR-1G	(1) gallon bottle	8.1	17.00	24.15	32.85	38.85	49.45
TDR-04	(4) gallon bottles	32.4	68.00	92.00	129.80	148.00	196.20
TDR-16	16-gallon keg	133.7	234.00	362.00	467.00	583.00	773.00
TDR-30	30-gallon drum	246.7	413.00	664.00	823.00	1069.00	1417.00
TDR-55	55-gallon drum	442.6	725.00	1210.00	1453.00	1948.00	2581.00

SABER PROFESSIONAL SYNTHETIC 100:1 PRE-MIX 2-CYCLE OIL (ATP)

Stock No.	Pkg/Size	Wt. Lbs. ea	Commission Credits	U.S. Dealer Cost, ea.	Min. Sugg. Retail, ea.	Can. Dealer Cost, ea.	Min. Sugg. Retail, ea.
ATP-PK	(1) 1.5-oz. pack	0.2	0.55	0.80	1.10	1.25	1.75
ATP-48	(48) 1.5-oz. packs	7.2	26.40	36.00	50.40	57.60	81.60
ATP-BC	(1) 8-oz. bottle	0.7	1.45	2.35	3.10	3.85	4.90
ATP-08	(12) 8-oz. bottles	8.6	17.40	27.00	36.00	43.80	57.60
ATP-QT	(1) quart bottle	2.1	4.30	6.00	7.95	9.65	12.30
ATP-01	(12) quart bottles	25.4	51.60	68.40	94.20	110.40	146.40
ATP-30	30-gallon drum	250.2	356.00	593.00	713.00	958.00	1149.00
ATP-55	55-gallon drum	449.1	572.00	1040.00	1186.00	1680.00	1966.00

SABER OUTBOARD SYNTHETIC 100:1 PRE-MIX 2-CYCLE OIL (ATO)

Stock No.	Pkg/Size	Wt. Lbs. ea	Commission Credits	U.S. Dealer Cost, ea.	Min. Sugg. Retail, ea.	Can. Dealer Cost, ea.	Min. Sugg. Retail, ea.
ATO-BC	(1) 8-oz. bottle	0.7	1.50	2.40	3.25	3.90	5.00
ATO-08	(12) 8-oz. bottles	8.7	18.00	27.60	37.80	44.40	58.80
ATO-30	30-gallon drum	252.2	356.00	593.00	713.00	958.00	1149.00
ATO-55	55-gallon drum	452.7	572.00	1040.00	1186.00	1680.00	1966.00

Performance Products from AMSOIL & BOSCH



BOSCH Platinum +4 Spark Plugs

Bosch Platinum +4 Spark Plugs have four times the amount of pure platinum for optimal engine performance. Four ground electrodes provide optimal access to the air/fuel mixture for the most efficient combustion and longer performance life. The most powerful spark never requires gapping.



NEW WIRE SETS AVAILABLE FOR 2004!

BOSCH Premium Wire Sets

Precision engineered Opti-Layer Mag wires deliver maximum firing energy for a longer more powerful spark and optimum ignition performance. A 100% pure silicone jacket insures ultimate lifetime performance.



BOSCH Micro Edge Excel Wipers

Bosch Micro Edge Excel Wiper Blades offer consistently superior wiping performance through miles and miles of inclement driving conditions. A halogen-hardened wiping surface and the aerodynamic low profile superstructure virtually eliminate haze and windshield streaks, while improved wear resistance insures a longer and more trouble-free performance life.

To find the right BOSCH product for your application:

- BOSCH Spark Plugs & Wires Application Guide G-1767
- BOSCH Wipers Application Guide G-1766

To order BOSCH products:

- BOSCH United States Dealer Price List G-1764
- BOSCH United States Commercial Price List G-1765
- BOSCH Canadian Dealer Price List G-8764
- BOSCH Canadian Commercial Price List G-8765

Use the new All-Product Application Guide at www.amsoil.com to find your Bosch applications

Updated January 2004
 Updated January 2004
 Updated January 2004
 Updated January 2004

To order AMSOIL products call 1-800-777-7094



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

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