



# ACTION NEWS

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*The First in Synthetics*

JANUARY 2008

## AMSOIL Introduces New High-Performance Brake Fluids



**INSIDE:**  
Boyd and Jo Coddington  
Feature



**AMSOIL 35th  
Anniversary Convention**



## From the President's Desk...



In 1972, as you know, AMSOIL INC. developed the world's first API rated synthetic motor oil. A year later AMSOIL adopted its multi-level marketing program. It is that year, 1973, that we celebrate as our anniversary date. It follows, then, that 2008 marks our thirty-fifth year as an MLM company.

The world of multi-level marketing was somewhat different back in 1973. At that time, as many Dealers can attest, MLM companies were springing up everywhere. Unfortunately, many of those companies took the principles of multi-level marketing and twisted them for their own profit at the expense of innocent distributors. They charged exorbitant registration fees and offered inferior quality products. These get-rich-quick marketing plans provided large, short-term incomes for a very few and left all others holding the bag.

Before long, these scams forced intense government scrutiny, and regulatory agencies like the Federal Trade Commission stepped in to clean up the industry. After a great deal of struggle, laws were imposed, but honest companies continued to suffer from the industry's tarnished reputation.

Fortunately for AMSOIL, our company was set on a solid MLM foundation. We had established all of the critical components that separate the honest and profitable business opportunities from the fly-by-nighters. Now, 35 years later, the opportunity available to AMSOIL Dealers has never been stronger.

While the unscrupulous MLM companies have, for the most part, been eliminated, individuals interested in an MLM career should be aware that not all companies offer a realistic chance at financial security. When attempting to sponsor skeptical individuals, you should make them aware of the central features that identify a legitimate MLM company.

First and foremost, a company must have high quality products. Not only does quality attract customers, it instills confidence and enthusiasm in distributors. It also helps if the product line is large, providing distributors with diversity and choice. Clearly, AMSOIL excels like no other in this area. We test our products against all competitors, and we're not afraid to show the results. What other company publishes the kinds of comparison testing AMSOIL publishes? That's right, and there is only one reason for that.

Company support is also necessary. Knowledgeable Dealers are successful Dealers, and AMSOIL puts great effort into Dealer training. We provide our corporate magazine, a wide selection of literature, videos, training materials and thousands of pages of website content. We offer AMSOIL University, regional sales meetings and conventions. And unlike most MLM companies, AMSOIL offers direct company access for our Dealers. All phone calls, letters and e-mails we receive are accepted and responded to.

Stability is another feature common to successful MLM companies. Potential Dealers you encounter should be aware of this company's track record. We have worked hard to establish the solid reputation we have. We have never, ever missed paying a bill or a commission check. The majority of our profits are reinvested in the company for improvement and growth. And, I'm proud to say, we have extremely skilled people at all levels of this company, including our management and technical positions.

Good MLM companies make only legitimate claims. AMSOIL doesn't promise instant riches, and we don't promote our products beyond the facts. All AMSOIL products perform as advertised, and any success an AMSOIL Dealer has is the result of hard work and determination.

Finally, good MLM companies have dedicated distributors. Good people are attracted to good companies, and AMSOIL Dealers find security in knowing that their commitment pays off. We have had 35 years of Dealer dedication, and believe me, that dedication goes both ways.

As we look ahead to another great year, I wish all of our Dealers and loyal Preferred Customers the very best. You have my assurance that the products we produce and the services we provide will continue to drive this company's growth and your success in your AMSOIL Dealership.

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



# DEALERS IN ACTION!

## Corvette Expert Recommends AMO

Dealer Marc Haibeck of Addison, Ill., near Chicago, services high performance Corvette ZR-1 engines exclusively at his shop, Haibeck Automotive Technology.

"The ZR-1 was a \$26,000 option for a 32 valve engine for 1990 to 1995 Corvettes," said Direct Jobber Greg Finnican, also of the Chicago area. "There were only a little over five thousand of them made. Marc Haibeck is the most specialized person on the ZR-1."

Haibeck owns a 1993 Corvette ZR-1 with the LT5, 375 horsepower engine. "From about 1990 to 1995, this engine was the best performance engine made by Chevy," Haibeck said. "It reigned supreme in the automotive world."

Haibeck adds performance to the engines. "Everyone wants an extra 20 or 30 horsepower," he said. "Amazingly, there are a lot of people who want 100 to 150 additional horsepower."

The cars often are used in drag or road racing. "It's a lot of power," Haibeck said.

He started helping people enhance engine performance in the year 2000 and went full time in 2003.

"I'm the most specialized person in the world that works on these cars full time," he said. In fact, he said, there are only three other technicians that work on those specific engines in the country.

He has earned the respect of this group of elite car owners and his name often appears in online forums as "an opinion that counts," Finnican said. "I know Marc because I have a ZR-1."

Haibeck became interested in AMSOIL 10W-40 Synthetic Premium Protection Motor Oil (AMO) when he learned it is specifically designed to meet the needs of car engines with flat tappets, such as those in the ZR-1 engines. "That applies to the '60s muscle cars as well. The high-performance engines can't use today's oils,"



he said.

New API specifications do not meet the requirements of the ZR-1 engines. The removal of the EP additives makes the oil incompatible with the LT5 engines, Haibeck said. "AMO conforms to the SG specification," he said. "I made a big discovery that as the oil evolves it doesn't necessarily get better; it's simply changing."

Haibeck began recommending AMSOIL AMO for the engines because "it is blended specially to address this technical requirement. AMSOIL solves the problem."

He became a Dealer in September 2007. In his job servicing the engines and upgrading their performance, Haibeck recommends AMSOIL AMO to his customers.

"Many of my customers were using Mobil 1," he said. "I expected people to resist the AMSOIL, but I have not had a single person question my recommendation yet."

He said his reputation in the ZR-1 circle is possibly one reason why his customers take his recommendations without question.

He wrote a technical article for a Corvette magazine discussing the importance of using the correct motor oil for the ZR-1 engine and recommended AMSOIL AMO.

"My most valuable asset is my reputation, and if I do something like write that article, I have to be sure I'm right," Haibeck said. "The worst thing that can happen as far as I'm concerned is for my integrity to be tarnished."

He respects that AMSOIL motor oils are designed specifically to meet the requirements of the engines.

"I was happy to discover that AMSOIL provides a quality product based on the engineering requirements rather than the marketing requirements of some other motor oils," Haibeck said.



# MONTHLY LE



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



**Mark & Sherree Schell**  
Idaho  
★★★Regency Platinum  
Direct Jobbers  
Second—Total  
Organization  
Second—Personal Group  
Sales



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



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



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



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



**Daniel & Judy Watson**  
Florida  
★★Regency Platinum  
Direct Jobbers  
Tenth—Total Organization  
Seventh—Personal Group  
Sales



**Gerry & Patricia Reid**  
North Carolina  
Regency Platinum Direct  
Jobbers  
Eighth—Personal Group  
Sales



**Ches & Natasha Cain**  
South Dakota  
Regency Platinum Direct  
Jobbers  
Tenth—Personal Group  
Sales



**Michael H. Ellis**  
Michigan  
Regency Platinum Direct  
Jobber  
Third—Commercial &  
Retail Marketing



**Douglas Bottamiller**  
Maryland  
Master Direct Jobber  
Fourth—Commercial &  
Retail Marketing



**David G. Douglas**  
Michigan  
Direct Jobber  
Ninth—Commercial &  
Retail Marketing



**Thomas R. Weiss**  
North Dakota  
Premiere Direct Jobber  
Tenth—Commercial &  
Retail Marketing



**Gene & Danae Fine**  
Oregon  
Regency Gold Direct  
Jobbers  
Second—New Qualified  
Dealers & Accounts



**Peter & Diana Lotito**  
New York  
Regency Direct Jobbers  
Fourth—New Qualified  
Dealers & Accounts



**Robert L. Schultz**  
Tennessee  
Premiere Direct Jobber  
Fifth—New Qualified  
Dealers & Accounts



# ADERS

October  
2007

# HALL OF FAME

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



**Thomas & Sheila Shalin**  
*Kansas*

★★★★Regency Platinum  
Direct Jobbers

*Seventh—Total Organization  
Fifth—Personal Group Sales  
FIRST—New Qualified  
Dealers & Accounts*



**Ray & Kathy Yaeger**  
*Wisconsin*

Regency Platinum Direct  
Jobbers

*Eighth—Total Organization  
Third—Personal Group Sales  
FIRST—Commercial &  
Retail Marketing*



**Greg M. Desrosiers**  
*Alberta*

Regency Platinum Direct  
Jobber

*Ninth—Total Organization  
Seventh—Commercial & Retail  
Marketing*



**Herschel L. Gates**  
*Florida*

Executive Direct Jobber  
*Fifth—Commercial &  
Retail Marketing*



**John W. Moldowan**  
*Alberta*

Master Direct Jobber  
*Sixth—Commercial &  
Retail Marketing*



**Edwin L. Greenwood**  
*Oregon*

Regency Direct Jobber  
*Eighth—Commercial &  
Retail Marketing*



**Russell Rougier Jr.**  
*New Hampshire*  
Direct Dealer

*Sixth—New Qualified  
Dealers & Accounts*



**Donald & Patricia  
Lipscomb**  
*Tennessee*

Direct Jobbers  
*Seventh—New Qualified  
Dealers & Accounts*



**Michael Barber**  
*Michigan*

Regency Direct Jobber  
*Ninth—New Qualified  
Dealers & Accounts*



**Shirley Green,**  
★Regency Platinum



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



**Dorothy Hansen,**  
Regency Platinum



**Harold Hartman,**  
★Regency Platinum



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



**Ora Mae Boardman,**  
★Regency Platinum



**Ray and Arlene Schmit**  
★★★★★Regency  
Platinum

# HIGHER LEVELS OF

## EXECUTIVE DIRECT JOBBERS



**Douglas & Kimberly Crawford**  
*Oklahoma*

## PREMIERE DIRECT JOBBERS



**Anthony J. Caruso**  
*Michigan*



**Fred & Elaine Geske**  
*Illinois*



**Peter U. Klossner**  
*British Columbia*

## NEW DIRECT JOBBERS



**John & Michelle Rother**  
*Virginia*  
Sponsors: Douglas & Kimberly Crawford  
Direct Jobbers:  
Douglas & Kimberly Crawford



**Earl C. Wallace**  
*Michigan*  
Sponsors: Michael & Carolyn Barber  
Direct Jobbers:  
Michael & Carolyn Barber

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

**C. Barry Morse**, *Minnesota* Sponsor: Eric W. Dalgaard  
**Gary and Patti Riley**, *Florida* Sponsor: Robert E. Riley

### **First Time 1000 Level Honor Achievers** 1000 monthly commission credits 10 Dealers sponsored

**Melvin and Grace Caldwell**, *Pennsylvania* Sponsor: William K. Shirk  
**Daniel and Doloras Hosler**, *Michigan* Sponsors: Clifford and Beverly Lamie  
**Ryan and Melisa Porter**, *Missouri* Sponsor: Jimmie Barnes  
**Antanas Rygelis**, *Florida* Sponsors: Ches and Natasha Cain  
**Steven and Christine Snodgrass**, *Oregon* Sponsors: Leonard and Eunice Pearson

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

**Richard and Joanne Bartley**, *Alabama* Sponsors: Barbara and Edward Chambless  
**William L. Gingerich**, *Missouri* Sponsor: Greg Landuyt  
**Dale W. Jetter**, *Minnesota* Sponsor: Marlin Twingstrom  
**Rory Kuchenbecker**, *Ohio* Sponsors: Thomas and Gwendolyn Guisinger  
**Bill Parisen**, *California* Sponsor: James A. Hunt  
**Al Pierce**, *North Carolina* Sponsor: Roger T. Hatchel  
**Nelson and Lisa Ponce**, *Florida* Sponsor: Robert E. Riley  
**Joseph Vince Ramsey**, *Georgia* Sponsors: Larry and Kathryn Chambless  
**Jonathan F. Russell**, *California* Sponsors: Lloyd and Anne Bound  
**Larry D. Sissom**, *Kentucky* Sponsor: Sean L. Kolentus  
**Mike and Kim Stephenson**, *Tennessee* Sponsors: Shirley and John Alquist

## NEW DIRECT DEALERS



**Stephen & Judith  
Berger**  
*Wisconsin*  
Sponsor: Thomas R. Heyden  
Direct Jobber: Gregory Vaughn



**James & Anita Gardner**  
*Wyoming*  
Sponsors: Doyle and Diana Vaughan  
Direct Jobbers:  
Doyle and Diana Vaughan



**Lonnie A. Hannan**  
*Minnesota*  
Sponsors: Mylo & Patty Twingstrom  
Direct Jobbers:  
Mylo & Patty Twingstrom



**Michael K. Marx**  
*Pennsylvania*  
Sponsors: Ches & Natasha Cain  
Direct Jobbers:  
Ches & Natasha Cain



**Bill & Mary Rigdon**  
*Oregon*  
Sponsors: Warren & Audrey Mangel  
Direct Jobber: John L. Whitehill



**Russell Rougier Jr.**  
*New Hampshire*  
Sponsor: Russell A. Rougier  
Direct Jobber: Richard Lamonde



**Brad Stacey**  
*Illinois*  
Sponsors: Norman & Barbara Bauer  
Direct Jobbers:  
Norman & Barbara Bauer

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

- Roger S. Brown**, *Colorado* Sponsors: Delvin and Beth Hayes  
**Thomas and Steffanie Brown**, *Georgia* Sponsors: Brian and Michelle Parker  
**David H. Dougherty**, *California* Sponsor: James A. Hunt  
**Mark Dumont**, *Texas* Sponsor: George King Jr.  
**Mark F. Fillhart**, *Tennessee* Sponsor: Michael J. Mathe  
**David and Rebecca Fuller**, *Texas* Sponsors: George and Elizabeth Jetton  
**Thomas and Janet Hazlett**, *Pennsylvania* Sponsors: Larry and Pauline McIntyre  
**Gene R. Hellmers**, *Pennsylvania* Sponsors: David and Laura Perry  
**Robert and Mary Hierl**, *Wisconsin* Sponsors: Bill and Donna Durand  
**Jason and Amy Jeffers**, *Minnesota* Sponsor: Tom Cleveland  
**Jeffrey L. Kurtz**, *Pennsylvania* Sponsors: Warren and Jean Beck  
**Brian and Wendy Kusler**, *Mississippi* Sponsor: Dave M. Mann  
**Lloyd Luke**, *Minnesota* Sponsor: Robert E. Czczok  
**Mark and Ruth Martin**, *Minnesota* Sponsors: Mylo and Patty Twingstrom  
**Keith D. McLean**, *Arizona* Sponsor: George R. Magnani  
**Ronald and Sara Moerbe**, *North Carolina* Sponsor: Joan Potter  
**James F. Roger**, *Ontario* Sponsor: Greg Desrosiers  
**Dale and Doris Sowles**, *Michigan* Sponsor: Everett S. Hickam  
**Harvey Symchych**, *Manitoba* Sponsors: Edward and Betty Symchych  
**Bobby and Teresa Vining**, *Arkansas* Sponsors: Charles and Deann Almond  
**Phillip and Roberta Wagner**, *South Dakota* Sponsors: Arthur and Sandra Wilber  
**Andrew M. Wright**, *Mississippi* Sponsor: Anthony L. Schmidt



# Innovation and a Passion for Cars

## Legendary Hot Rod Builder Boyd Coddington Enjoys Being Part of the AMSOIL Family



*Boyd Coddington has had a powerful influence on the California hot rod scene for more than 30 years.*

He was born in rural Idaho, but you'd never know it by his trademark Hawaiian shirts and the California lifestyle he exhibits today. His older brothers and their friends were into the early Deuce Roadsters and '32 Coupes, his first introduction to hot rods. From his earliest memories cars have been his passion, and through cars he has expressed his genius. Even after a lifetime of designing cars, building cars and driving cars, Boyd Coddington still goes to swap meets and car shows when he has time off. He loves being around both cars and the people who love cars.

This year his business, Boyd Coddington Hot Rods and Collectibles, will celebrate its 30th anniversary. Producing 12 to 15 cars a year in the \$100,000-\$500,000 price range, Coddington's company in La Habra, Calif. employs 26. High profile owners of a Boyd Coddington original include Billy Gibbons of ZZ Top and Van Halen's Michael Anthony.

In early summer 2007 AMSOIL and Boyd Coddington formed a relationship that united two pioneers and their groundbreaking companies. Coddington's unique approach to building hot rods had a major impact on the hot rod scene, and A.J. Amatuzio's innovative efforts created the synthetic motor oil market for passenger cars.

It had been Coddington's dream to move to Southern California when he grew up. After serving an apprenticeship for a machinist in Salt Lake City, Utah, the door opened for him to make the move. His machinist experience enabled him to acquire a position at Disneyland, where he learned welding skills and good machining

skills. "I actually worked on cars when I got off the graveyard shift," Coddington said. "It worked out very well."

In 1978 he left Disney to start his own business, Hot Rods By Boyd. "I never dreamed it would be like it is today. We couldn't ever find a set of wheels that we liked for the car, so in 1982 we made our first set of billet wheels."

Boyd and contemporary L'il John Buttera, who made his fame building drag-racing funny cars before getting into street rods, were both master machinists who developed new aesthetics for rods. Rather than buy a reproduction of a vintage Ford rearview mirror like other restoration gear heads, Coddington and Buttera would use a lathe and mill to carve away at a block of aluminum to give it the look of a mirror. Thus was born the billet phenomenon. Creating and customizing parts from scratch, Coddington gained a reputation and established his name.

Like ripples in a pond, others emulated the new concept but missed the point of what they were doing. By using predesigned programs they became mass production houses, losing the sense of art behind the personalized craftsman approach. Coddington's style was to never mass produce anything.

His high standards led to magazine coverage, which in turn resulted in enough fame to attract wealthy customers from other states who made their pilgrimages to Coddington's garage to obtain one-of-a-kind cars that made a statement. Vern Luce's so-red '33 coupe and Jamie Musselman's roadster became touring hits in the show circuit, increasing his visibility and the appreciation for his talents. His red cars were so eye-smashing that Dupont created "Boyd Red" as a production color, followed by "Boyd Hot Hue," "Boyd Yellow Mellow" and "Boyd Black in Black."

Coddington avoided the loud ultra-flashy graphics that were making their appearance in the effusive 1980s. Coddington's cars had an attitude that set them apart from the herd. His personalized cars were unique without being weird, stopping people in their tracks by their beauty and style, not freakishness. Flawless metalwork and paint were givens. Coddington had the ability to take an inner vision and transform it into contours that subtly bring the original design to a new harmonious line.

Cars built at Coddington's garage have won the prestigious "America's Most Beautiful Roadster" an unprecedented seven times and the Daimler-Chrysler Design Excellence Award twice. Coddington has been inducted into the SEMA Hall of Fame, the Grand National Roadster Show Hall of Fame and the National Rod & Custom Museum Hall of Fame. In 1988 he was voted *Hot Rod* magazine's "Man of the Year."

A lot has changed since those earlier times. "What's happened with the car culture today is that it has become



a lifestyle. A lot of the people like that lifestyle and that's what they do. They get up and live their whole lives around their automobiles," he explained.

Though Coddington says he hasn't really changed, he admitted there can be a downside to fame. "You're going through the airport and you're really late and a guy is standing there with two of his boys. You're late, you've got to catch a plane and the guy says, 'We watch your show every week. Our boys love you and we want to get a picture.' What are you going to say?" Coddington stops for the photo.

During the interview, a father and his three sons from Oklahoma came over and asked, "Are you Boyd Coddington?" To their delight it was so. A few minutes later they returned with a camera and had their photos taken together. They said they never missed a show. "What we want to do is get back to people like this," Coddington said after they left. "You don't have to spend a lot of money to get back to people like that. We're going to have a car contest called America's Most Beautiful Home-Built Car. Guys like this, not professionals. These are the guys who will never have one of those cars that we build on TV. We can influence them."

Altruism is a facet of Boyd and wife Jo Coddington's shared experience. Both have been involved with numerous charity organizations over the years. Boyd Coddington's Garage has been working with the Elwyn Foundation, hiring mentally challenged adults to work in the shop. "It makes you feel good. If you have ever been around Down's Syndrome adults... They don't know how to lie; they are very special," Coddington said. "Don't feel sorry for them. Those kids are sharp."

Boyd and Jo have always had a special place in their hearts for children and for the mentally challenged, the primary reason they started The Coddington Foundation in 2005. The Coddingtons also generously raise funds for other non-profit organizations, including La Habra's children's programs, the Elwyn Foundation and the Make-a-Wish Foundation.

AMSOIL began its Coddington sponsorship with the Tulsarama, Oklahoma's 100th anniversary celebration in mid-June of last year. Coddington and his crew were called upon to bring a '57 Belvedere to life after 50 years preserved in an underground vault. The intention was to

install AMSOIL lubricants and filters in the classic hardtop. Unfortunately, decades of water seepage resulted in the Belvedere being unsalvageable.

The relationship with Coddington soon evolved and his next AMSOIL undertaking was a Bonneville build. The aim would be to set a new record for the fastest pre-1934 roadster, 3 liter/blown gas/modified with Jo Coddington at the wheel. The building of the AMSOIL/Coddington roadster, dubbed "Salt Fever," would be filmed and shown on TLC's *American Hot Rod*.

Coddington was well-acquainted with AMSOIL products before partnering with the company. "I had heard about how good AMSOIL (synthetic oil) was. We actually tried some for a break-in on a couple cars. We were told you can't break-in motors with synthetic, but with AMSOIL you can," he said.

"I'm working on a couple jobs for the government right now, and AMSOIL made all the difference in the world. AMSOIL makes great products It's very exciting to see when I talk people into using it as a break-in oil how fast the rings seated," he added, declaring, "That's what I like. When you're talking about something and you believe in it, you know it's good."

Coddington, who has been impressed at how knowledgeable AMSOIL Dealers are, had the following advice for *Action News* readers: "Be really honest, give good service and just believe in your products. With those things you can't go wrong."

So, what is the Boydster like up close and personal? He's serious but also warm. His mind is ever-active, and he still has an undying passion for cars.

Coddington's new show, *Boyd Coddington's Garage*, starts filming in January. The half-hour program will feature technical discussions on modification, building, painting, engine building, suspension, CNC work and more. It is currently scheduled to air Thursday nights on the Speed Channel. TLC will continue to run *American Hot Rod* in worldwide syndication beginning in March.

Jo, too, is scheduled to have a girls' car show of her own soon. Stay tuned.



"Bonneville was a great experience," said Boyd, here pictured with Jo. "It was something wonderful that we had never encountered before."



The AMSOIL logo was displayed prominently on the AMSOIL/Coddington roadster at Bonneville.

# A Conversation with Jo Coddington



Jo Coddington shared her enthusiasm for cars, Boyd, family and AMSOIL during the interview.

**J**o Coddington was wearing her pink AMSOIL Cabana Shirt and a warm smile. She talked about her relationship with Boyd, her love of racing and provided advice for AMSOIL women working in what used to be a man's world.

It may have surprised a few people to see Jo slide behind the wheel in the Salt Fever AMSOIL/Coddington Bonneville Roadster, but it shouldn't have. Jo has been racing since age six, and her favorite style of racing

right from the beginning has always been foot to the floor, pedal to the metal. In fact, her father installed a restrictor plate on her early go-karts because she never used the brake.

**Action News:** How did you and Boyd meet?

**Jo:** We were introduced by mutual friends. My husband had passed away. I had been kind of sad and depressed and wasn't doing too much with my cars or anything. They convinced me to go to Hot August Nights with them. I had known Boyd and bought his wheels before. They were three-piece billet wheels. He had these styles that stood out from all the others. To me wheels are like jewelry for a car, like specific watches and necklaces.

**Action News:** How many cars did you own then?

**Jo:** I had about eight cars when we met, and now I'm down to five.

**Action News:** Do you have a favorite?

**Jo:** Probably the one he's building right now, a '40 Ford convertible. It's going to have a removable hard top instead of the rag top. And we're going to have several alterations on it, like extending the chassis. That way I'll

be able to have my grandchildren in the car because all my other cars are one seat or two seats.

**Action News:** What advice would you give to women working the AMSOIL business?

**Jo:** I really think that women involved in the car business have to feel it is not a man's world. It's just as equally a woman's world. It has to do with passion. It has to do with the inner you coming out. If you have a love for motorsports, and for products that assist in motorsports excellence, there's nothing that's going to make it harder or any less hard than it would be for a different gender. You just have to be passionate about what you do.

**Action News:** Did you enjoy your Bonneville experience?

**Jo:** It was really humbling because normally with the TV show we have eight weeks to build the car. Because of deadlines on other cars for customers we were cut down to five and a half weeks. I was so humbled by how hard and how dedicated our guys were to make sure that I would be at Bonneville, and to make sure that I was safe. They doubled everything they could to make sure I would get from point A to point B, and God forbid that if I were on my head or on fire that I would be safe. If the car did catch on fire, I had eight minutes to get out. I was actually wearing the same safety gear that John and Ashley Force wear.

**Action News:** What's it like driving fast on the salt surface?

**Jo:** Bonneville is unique in the fact that it is the only place I have ever raced where the conditions change from morning to noon to your late afternoon runs. There's a water table that comes up during the day. Your first run will have some moisture in it. Depending on the time, the prevailing winds usually come from the side. So it differs that way. Your main run would be rather dry. When we went in August they'd had lots of rain and almost cancelled it.

**Action News:** You really look like you're enjoying what you do.

**Jo:** I'm living my dream. I have always lived my dream.



It may have surprised a few people to see Jo behind the wheel of the AMSOIL/Coddington Bonneville Roadster, but her achievements speak for themselves.



From the minute they set out to build the car, Jo Coddington had "salt fever" and couldn't wait to put her foot on the accelerator.





# AMSOIL Convention Rapidly Approaching

The AMSOIL 35th Anniversary Convention is drawing closer and now is the time for Dealers to register. The convention will be held July 17-19, 2008 in Duluth, Minn. Dealers receive a discounted price if they register by March 31, 2008. Don't miss out on this exciting opportunity to take part in the many educational and recreational activities at this year's convention.

## Drawings

All Direct Jobbers and Dealers who register for the convention by March 31, 2008 will earn one chance to win free lodging at the Holiday Inn Hotel & Suites Downtown Waterfront during the convention. Dealers will earn one additional chance for each qualified Dealer, Preferred Customer and account they register between December 1, 2007 and March 31, 2008.

There will be five 4-night packages for Direct Jobbers and ten 3-night packages for Dealers. As an added bonus, if the name of a Dealer who is registered for the Modified Core Technology Training is drawn, he or she will be awarded two extra nights of lodging, for a total of five nights of lodging absolutely free. Direct Jobbers and Dealers are eligible for only one package per Dealership.

For every qualified Dealer, Preferred Customer and account a Dealer registers by May 31, 2008, that Dealer earns extra chances to win cash prizes and special giveaways, including cash totaling \$10,000 and lots of exciting prizes. Dealers should come prepared to test their "AMSOIL know-how" if they hope to walk away with a cash prize.

## Rebates

All Dealers will receive 10% rebates on all products ordered at the convention.

## Meet Team AMSOIL Racers

The Winning Formula Expo will offer AMSOIL Dealers the opportunity to meet and socialize with Team AMSOIL racers. Dealers will also be able to view the various race vehicles that AMSOIL sponsors.

## Rig Round Up

Dealers will have the opportunity to showcase their handiwork and creativity by displaying personal AMSOIL vehicles. Participating Dealers can win cash prizes in several categories.

## Corporate Presentations and New Plant Tours

The AMSOIL 35th Anniversary Convention is a can't-miss educational opportunity for AMSOIL Dealers. Participants will attend corporate presentations aimed at helping them

with their AMSOIL businesses. Guest speakers, awards and social time with AMSOIL Founder and President A.J. Amatuzio will be highlights of the event. Dealers will also have opportunities to tour the newly expanded AMSOIL Center.

## Modified Core Technology Training

This is a training program offered in conjunction with the convention. This training is open to all AMSOIL Dealers, regardless of recognition level or participation in past training events. The Modified Core Technology Training Program will include 18 hours of quality training with classes focusing on technical, sales, communications and administration topics. For more information on the Modified Core Technology Training, visit the Dealer Zone at [www.amsoil.com](http://www.amsoil.com).

Look for additional and exciting information about the 35th Anniversary Convention in future issues of the *Action News*. See "Convention Registration" in the Dealer Zone at [www.amsoil.com](http://www.amsoil.com) for the most current convention information.

## Registration

AMSOIL Dealers can register for the 35th Anniversary Convention online in the Dealer Zone or by calling 1-800-777-7094. Registration for the Modified Core Technology Training is limited to 225 Dealers and only available to 35th Anniversary Convention attendees. For Dealers already registered for the 35th Anniversary Convention, contact Julie Jacobson at 715-392-7101 to add this event to your itinerary. If you are registering for the first time, simply tell the order processing person that you want to attend the Modified Core Technology Training Program.

Blocks of hotel rooms have been reserved at various hotels in the Duluth/Superior area. Hotel information can be viewed in the Dealer Zone.

	Convention Only	Convention & Training
January 1, 2008 - March 31, 2008:	\$139 US	\$278 US
April 1, 2008 until the convention:	\$149 US	\$298 US

(Prices indicated are per Dealer)

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. The same applies for cancellations for the Modified Core Technology Training. No refunds will be offered for cancellations after July 16. Special consideration will be given.

# AMSOIL Now Offers Brake Fluid

AMSOIL now offers Series 500 DOT 3 High-Performance Brake Fluid and Series 600 DOT 4 Racing Brake Fluid. AMSOIL Brake Fluids provide superior high-temperature performance in auto/light truck, high-performance, racing and powersports applications.

## Boiling Points

As the brake system heats up, brake fluids with low boiling points begin to vaporize. The brake pedal must travel further to apply the same amount of force on the brakes, causing a spongy feeling. If enough of the brake fluid vaporizes, brake system failure may occur. Brake fluid boiling points are measured on two separate scales:

- Dry equilibrium reflux boiling point (ERBP) - the boiling point of new, freshly-opened, unused fluid.
- Wet ERBP - the boiling point of a brake fluid after it has absorbed three percent water.

The minimum dry ERBP for DOT 3 brake fluid is no less than 205°C (401°F), and the minimum wet ERBP is 140°C (284°F). That might not seem very high, but in most brake systems the fluid in the caliper won't reach that temperature unless the brakes are abused. It only takes four percent water contamination to bring a DOT 3 fluid's boiling point down to the federal limit.

The minimum dry ERBP for DOT 4 brake fluid is 230°C (446°F), while the minimum wet ERBP is 155°C (311°F). Their higher boiling points make DOT 4 fluids appropriate for high-performance cars and motorcycles and for vehicles used for towing or in mountainous regions.

AMSOIL Series 500 DOT 3 High-Performance and Series 600 DOT 4 Racing Brake Fluid maintain stable viscosities over a wide temperature range and flow easily at low temperatures. They provide good lubrication throughout the system and their superior additive packages can



raise boiling points to more than 232°C (450°F). They keep water in suspension, slowing its effects on the brake system. AMSOIL Brake Fluids have high boiling temperatures, ensuring maximum life and reliable braking power, even in extreme conditions. AMSOIL Series 500 DOT 3 High-Performance Brake Fluid has a dry ERBP of 274°C (525°F) and wet ERBP of 156°C (313°F). AMSOIL Series 600 DOT 4 Racing Brake Fluid has a dry ERBP of 304°C (580°F) and wet ERBP of 210°C (410°F).

## Compressibility

When a fluid is non-compressible it means it won't compress into a smaller volume when pressure is applied. In a brake system, fluid pressure is multiplied by the master cylinder and can reach more than 1,000 pounds per square inch (psi) in the lines. Like any other hydraulic fluid, brake fluid must be non-compressible at the expected pressures to transmit force from one end of the system to the other while simultaneously lubricating the pistons and rubber parts as they move through their bores. If the fluid were to compress, all braking power would be lost. AMSOIL Series 500 DOT

3 High-Performance and Series 600 DOT 4 Racing Brake Fluid remain non-compressible, even at the highest pressures generated in automotive brake systems.

## Brake Fluid Maintenance

Brake fluids fail either because they boil or because they cease to provide adequate lubrication and corrosion protection. Both reasons for failure are the result of contamination, usually by water or petroleum products.

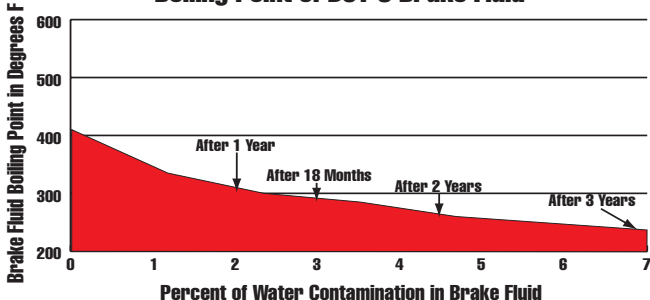
DOT 3 and DOT 4 polyglycol ether-based brake fluids are hygroscopic, which means they absorb water easily and hold it in suspension, similar to antifreeze. In most climates, moisture seeps into the brake system continuously through the various seals and microscopic pores of the flexible brake lines. This seepage can accelerate as a vehicle ages and there's almost no limit to how much water the fluid can absorb. By the time brake fluid has been in the system for three years, it can easily reach its wet boiling point. Because this happens gradually, most drivers won't discover the reduced braking ability until it's too late.

Many owner's manuals recommend changing brake fluid every 24 months to remove moisture. Approximately half of all cars and light trucks in the U.S. over 10 years old have never had the brake fluid changed. In addition, powersports applications such as motorcycles, ATVs and UTVs require routine brake fluid changes as well.

## AMSOIL Brake Fluids Now Available

AMSOIL Brake Fluids are now available. They come in 12 oz. black plastic bottles to eliminate corrosion. For application information, consult the AMSOIL Online Product Application Guide at [www.amsoil.com](http://www.amsoil.com). For powersports applications, consult the owner's manual for the correct DOT classification.

**Effects of Water Contamination on the Boiling Point of DOT 3 Brake Fluid**



Stock #	Unit of Measure	Pkg/Size	Wt. Lbs.	Comm. Credits	U.S. Dealer/ P.C.	U.S. Sugg. Retail	Can. Dealer/ P.C.	Can. Sugg. Retail
<b>SERIES 500 DOT 3 HIGH-PERFORMANCE BRAKE FLUID</b>								
BF3SN	ea	(1) 12-oz. bottle	1.0	3.00	4.45	5.70	5.50	7.05
BF3SN	ca	(12) 12-oz. bottles	12.0	36.00	50.40	67.20	62.40	83.40
<b>SERIES 600 DOT 4 RACING BRAKE FLUID</b>								
BF4SN	ea	(1) 12-oz. bottle	1.0	6.70	9.95	12.70	12.25	15.65
BF4SN	ca	(12) 12-oz. bottles	12.0	80.40	113.40	151.20	139.80	186.60



# Don't Miss Out on the AMSOIL "3-for-Free" Promotion

AMSOIL is offering a powerful tool designed to help Dealers grow their businesses. The AMSOIL "3-for-Free" Leads Promotion enables Dealers to partner with AMSOIL for effective and efficient lead follow-up through March 31, 2008. AMSOIL will assume the responsibility of sending cover letters and Retail Catalogs (G100) to Dealer, Preferred Customer and catalog customer prospects whom Dealers submit as qualified leads. Dealers may submit up to three leads per week in the Dealer Zone. All postage and handling costs will be covered by AMSOIL for the duration of this promotion.

This is a can't-miss promotion for Dealers. Not only does it require minimal work, it is free and the opportunities presented by it are endless. Leads are the seeds to any business, and they are necessary for continued growth. "It is important to know where leads come from so as to focus efforts on the activities that are producing results," said Rob Stenberg, Southeast Regional Sales Manager. "It is important to know where Dealers are receiving returns on dollars and energy spent in different areas, and there is no way to know if efforts are paying off if results aren't tracked."

Steve LePage, Western United States/Western Canada Regional Sales Manager, added, "Every business and every AMSOIL Dealer lose customers from time to time. Generating new leads and following up with those leads is essential to replacing lost customers. Simply put, generating new customers is critical to growing a business."

Because leads are so important, it is crucial that AMSOIL Dealers keep themselves open to finding them. Tim Golden, Midwestern United States/Eastern Canada Regional Sales Manager, shared tips for looking for leads. "Prospective new Dealers, Preferred Customers and catalog customers are around us every day," he says. "Almost everyone a Dealer comes into contact with drives a vehicle of some type or owns a motorized piece of equipment that an AMSOIL product can protect. The key for Dealers is to be prepared to provide the prospect a well-developed, but brief pitch on AMSOIL and the program that fits his or her situation. When Dealers inquire about this process, I always suggest reading the 'Selling AMSOIL' Field Sales Tool and the AMSOIL Marketing Programs & Philosophy document. These excellent sales tools are located in the AMSOIL Dealer Zone under the Training tab. From these two documents, Dealers can get the information needed



about the company and the programs to develop their own personal pitches, preparing them for any and all opportunities to talk about AMSOIL."

According to Peter Markham, Northeast Regional Sales Manager, "Everybody a Dealer comes into contact with on a daily basis is a potential AMSOIL customer. It is that type of mentality that has served successful AMSOIL Dealers well. By providing a wide variety of AMSOIL clothing and marketing materials, AMSOIL encourages all Dealers to be walking, talking billboards for the

products and programs. This enables Dealers to increase chances of being recognized and to engage in conversations relating to AMSOIL."

This promotion is a special and limited opportunity for Dealers. "The fact that a prospect is receiving something directly from the company adds a significant amount of credibility to the Dealer," said LePage.

"This program is unique in several ways," said Golden. "It is absolutely 100% free to the Dealers. Anytime a small business owner can get a business-related tool for free, he or she should maximize the use of that tool. This promotion also provides information on prospecting channels and successes. Dealers can view the information on the lead in the Dealer Zone and begin to develop a 'map' of where time is being spent prospecting."

"Most people have heard of 'OPM' or 'Other People's Money,'" said Stenberg. "This promotion provides an AMSOIL Dealer with the opportunity to provide a lead with a free catalog and professional letter at no cost. Dealers should take advantage of the free service offered to them to increase their businesses using OPM."

This program is not intended to serve as a substitute for the current prospecting initiatives by Dealers. When presented with an opportunity to register a prospect up front, do so. The "3-for-Free" promotion serves as a great complement to current efforts. "The relationship between the Dealer and the prospect is enhanced by the timely delivery of the formal package of information and intro letter that the Dealer promised would be sent," said Markham. "It isn't always convenient for Dealers to send out the package that AMSOIL will send through this promotion, so having AMSOIL do it for them is a real advantage. Hopefully Dealers can get into the habit of prospecting every week through the use of this promotion to continue to grow their businesses."

# A Decade of Dominance

## A look back at 10 years of the AMSOIL partnership with Scheuring Speed Sports

Every year on Thanksgiving weekend, the world's best snowmobile racers bring their intense, high-flying act to the tip of Lake Superior for the annual AMSOIL Duluth National. For the past few years, Friday night has been a high-stakes game of showmanship and competition. At stake are 10 invitations to the Winter X Games snocross competition and the bright lights and exposure that come with a prime time showing on ABC.

In 2006, things weren't going the way AMSOIL/Scheuring Speed Sports team owner Steve Scheuring had planned. Confidence, set-ups and engines were all missing a beat and it took a winter of discontent to scrap the plans and refocus for the start of a new season. A rededicated mod program, a reworked crew and a refocused pair of talented drivers, Dennis "D.J." Eckstrom and Shaun Crapo, allowed Team AMSOIL to have high hopes for the 2007-08 campaign. Many had written off the Scheuring team heading into the opening weekend of racing, except for the team members inside the 53' hauler and a title sponsor that has stood behind a visionary for the past decade.

In watching the AMSOIL sleds take practice laps in preparation for the Winter X qualifying rounds, one could see the revitalization of a proud program and instantly know that Team AMSOIL was going to make some noise. Eckstrom and Crapo silenced all critics. Eckstrom, after winning all three of his qualifying heats, became the hometown favorite to win the first final of the night. After grabbing the holeshot, Eckstrom powered his 600cc Polaris to the front and didn't look back, winning in dominant fashion by more than a half lap over the rest of the field. The usually reserved Eckstrom even capped off his comeback with an over-the-handlebars "heel clicker," exciting the scores of family, friends and fans on hand. Crapo, watching intently during the first final, took a cue from the veteran Eckstrom's victory run and found the same fast lines in his race. The second-year rider for Team AMSOIL busted away from the pack on the first lap and never looked back, winning by a dozen sled lengths over the second place rider.

Scheuring, ever the optimist, sees the wins as a pair of statements to the rest of the field that not only is the AMSOIL team going to be back on top this season, but they are going to be the team to beat in every race. It's that dominance that has followed the team since it changed professional snowmobile racing by creating the first independent race team in 1998. The unprecedented decision by Scheuring shocked the world of snocross by breaking it out from the normal practice of factory-owned teams. His ambitious move paired an independent team, Scheuring Speed Sports, with a major corporate sponsor, AMSOIL INC., for the first time and set the standard for other teams to live up to. That was defining moment number one.

Defining moment number two came at the 1999 ESPN Winter X Games when the team rode off with the gold medal and proceeded to carry their success through the season, wrapping up with an overall second place finish in the points championship. Scheuring's shocking and inspiring year proved that when he and his team show up, they mean business.

"I have been involved in racing since I could afford my first race snowmobile, and I truly love it," said Scheuring. "The sport was ready to explode, and I wanted to have my own team and associate myself with sponsors that make products I believe in. Quitting my 'real job' and going for my dream was a huge leap of faith and really scary, but after the completion of our first year, I knew I had made the right decision."

Scheuring and his team haven't looked back since that first year. They also haven't strayed from what made them successful to begin with: hard work and fierce loyalty. From the beginning, Scheuring Speed Sports has been corporately sponsored by AMSOIL, and this partnership of nearly 10 years has demonstrated Scheuring's commitment to practicing what he preaches.



Shaun Crapo expects a high-flying sophomore season with Scheuring Speed Sports.



D.J. Eckstrom has been the main rider for Team AMSOIL for the past nine years.



Steve Scheuring is more than willing to bring his race hauler to events away from the snocross arena, such as this AMSOIL Late Model Series race in 2007.



“Loyalty and dedication are a huge part of who I am,” said Scheuring. “This is a team based on integrity, and we are in it for the long haul. I am very proud of what I have accomplished. Being able to maintain the same sponsors and drivers for these lengths of time is very rare in motorsports. I’ve always told people that if they are loyal to me, I will always be loyal to them. It seems to pay off in the long run.” Scheuring Speed Sports has also enjoyed eight-year partnerships with the Air Force and Polaris and a six-year partnership with Red Bull.

Jeremy Meyer, AMSOIL Race Program Manager, echoed Scheuring’s comments. “When Steve presented his proposal to AMSOIL 10 years ago, the company recognized a great opportunity and saw in Steve Scheuring a man who believed in snowmobile racing and believed in AMSOIL products,” said Meyer. “Steve helped shape the way AMSOIL looks at sponsoring race teams. He brings professionalism, dedication to all of his sponsors and responsibility to himself and the sport.”

It hasn’t been all work and no play for Scheuring. He and his team have had some once-in-a-lifetime experiences thanks to all of their hard work. In 2006, Scheuring had the opportunity to fly in an F16 jet with the U.S. Air Force, and riders D.J. Eckstrom and Shaun Crapo enjoyed that same opportunity in 2007. They also have been distinguished guests at NASCAR races and visited the Orange County Choppers shop when O.C.C. built the Air Force bike. Another pioneering accomplishment was being the first team to race the Polaris IQ chassis and aid its development. What’s next for Scheuring? Golfing with basketball legend Michael Jordan.



Being the first independent race team with a 53’ trailer, Scheuring usually garners the prime parking spots at WPSA events.

craft and continue the winning ways for Team AMSOIL when the WPSA returns to racing on January 11-13 at Canterbury Park in Shakopee, Minn.



Scheuring is a hands-on team owner, constantly giving feedback to his talented riders.

In reality, the fun comes from all of the hard work that Scheuring and his crew have put into Scheuring Speed Sports. Not only were they the first team to show up to races with a full-size transporter, pit shirts and matching support vehicles (now the industry standard), but they also redefined roles and responsibilities in snocross racing. “Having an independent team allows the manufacturer to focus on the development and design of a great race sled, rather than having to focus their time on the logistics associated with running a race team,” said Scheuring.

It’s this focus that Scheuring, his crew and his drivers are more than willing to undertake. For the upcoming season, Scheuring has all the confidence in his off-season changes and will return to work looking to perfect his chosen

## ***Bikes Boost Land Speed Records in Bonneville***

### ***Records become official for AMSOIL-sponsored team***



Fred Hayes and HDT USA set two new diesel motorcycle land speed records at Bonneville last September.

Fred Hayes knows a thing or two about record-setting runs. The president and CEO of Hayes Diversified Technologies (HDT USA) headed to the 2007 Bonneville BUB Motorcycle Speed Trials with eight world records and four national motorcycle land speed records in his back pocket. Hayes wanted a few more to hang on his wall and asked AMSOIL to help him get there.

Hayes and HDT USA set two new national and international records at Bonneville last September. Those records were recently certified by the American Motorcyclist Association (AMA) and are now considered official. Rider Bryon Schmidt set a new record in the 750 MPS D class of 103.321 miles per hour, breaking the old standard of 101.617 mph. Hayes also collected a record of his own in the 750 MPS DB class, driving his bike 110.432 mph to eclipse the old record of 105.147 mph.



**AMSOIL**  
**BULLETIN BOARD**  
...of coming events

**T-1 CERTIFICATION MEETINGS**

**UTAH**

• 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**

• January 17 - Thursday Meeting - 7 p.m.  
STANLEO'S SUB VILLA  
605 Jordan Lane  
Huntsville, AL  
Hosted by Premiere Direct Jobber Cliff Goehring & Premiere Direct Jobber Gerry Gotwald (256) 337-0376  
• January 17 - Thursday Meeting - 7 p.m.  
BOWMAN RESIDENCE  
1330 Frank Marshall Road  
Ozark, AL 36360  
Hosted by Direct Jobbers E.E. "Al" & Mildred Bowman (334) 774-3344

• January 10 - Thursday Meeting - 7 p.m.  
SUMMER RESIDENCE  
404 Arrowhead Drive  
Montgomery, AL  
Hosted by Direct Jobbers Peter and Jean Summer (800) 867-8735  
Please RSVP

**ALASKA**

• January 1, 15 - Tuesday Meeting - 7 p.m.  
• February 5, 19 - Tuesday Meeting - 7 p.m.  
STATEN RESIDENCE  
2949 Sunflower Street  
Anchorage, AK 99508  
Hosted by Premiere Direct Jobber Melda Staten  
Call for reservations (907) 333-0124

**ARIZONA**

• January 15 - Tuesday Meeting - 6 p.m.  
• February 19 - Tuesday Meeting - 6:30 - 8 p.m.  
Denny's Restaurant  
825 South 48th Street  
Tempe, AZ 85281  
Hosted by Regency Direct Jobber Dick Nudo and Dealer Jim Brewer RSVP (602) 996-7181 Dick (480) 968-4922 Jim

**ARKANSAS**

• January 10 - Thursday Meeting - 6:30 p.m.  
• February 14 - Thursday Meeting - 6:30 p.m.  
GARDNER RESIDENCE  
806 Shamrock Drive  
North Little Rock, AR 72118  
Hosted by Dealer Jerry Gardner (501) 350-4869 gardner2154@sbcglobal.net

**CALIFORNIA**

• January 3 - Thursday Meeting - 6 p.m.  
• February 7 - Thursday Meeting - 6 p.m.  
Downline and Guests FREE, Out of line - \$5  
JOHN'S AUTO CENTER  
4568 Phelan Rd  
Phelan, CA 92371  
Hosted by Premiere Direct Jobber Jo & Tom Groh (760) 963-7156  
• January 5 - Saturday Meeting - 9 a.m.  
SYNTHETICS FIRST  
3987 First St. Suite M  
Livermore, CA 94551  
Hosted by Master Direct Jobber Tom Santell (510) 351-8500 & Direct Jobber Roland Chan (925) 200-5379  
Breakfast buffet followed by meeting

• Every Thursday Meeting - 6:30 p.m.  
STRAWBERRY VILLAGE SHOPPING CENTER  
Mill Valley, CA  
Hosted by Dealer Doug Storms (800) 793-5301  
• January 2 - Wednesday Meeting - 7 p.m.  
MCCOOL RESIDENCE  
2210 Coddling Drive  
Modesto, CA 95350  
Hosted by Direct Jobber Bill McCool (209) 577-0174

• January 8 - Tuesday Meeting - 6:30 p.m.  
CATALINA'S COFFEE SHOP  
250 East Highland Avenue  
San Bernardino, CA 92404  
Hosted by Direct Dealer Jim Johnstone (909) 886-4842

• January 15 - Tuesday Meeting - 7 p.m.  
Downline and Guests FREE, Out of line - \$5  
LUDWICK RESIDENCE  
6015 Hughes Street  
San Diego, CA 92115  
Hosted by Dealer Craig Ludwick RSVP (619) 583-5218

**COLORADO**

• January 17 - Thursday Meeting - 7:30 p.m.  
AMSOIL HOUSE  
4316 Ridgcrest Drive  
Colorado Springs, CO 80918  
Hosted by Executive Direct Jobber Ida Gray (719) 598-5115

**CONNECTICUT**

• January 22 - Tuesday Meeting - 7:30 p.m.  
LANZOFANO RESIDENCE  
120 Gravel Street, Unit 11  
Meriden, CT 06450  
Hosted by Dealer Salvatore Lanzofano (203) 634-0885  
• January 9 - Wednesday Meeting - 6:30 p.m.  
RESIDENCE  
5 BRISTOL ST.  
(1st Floor Rear Apartment)  
SOUTHINZPON, CT  
Hosted by Frank Lanzofano (860) 426-0439

**DELAWARE**

• Every Wednesday Meeting - 7 p.m.  
KING RESIDENCE  
19 Oklahoma State Dr.  
Newark, DE 19713  
Hosted by Direct Jobber Greg King (302) 345-4350 Call for reservations  
Guests welcome

**DISTRICT OF COLUMBIA**

None Scheduled

**FLORIDA**

• January 19 - Saturday Meeting - 6 p.m.  
• February 16 - Saturday Meeting - 6 p.m.  
GUTKNECHT RESIDENCE  
1519 Pennsylvania Ave.  
Lynn Haven, FL 32444  
Hosted by Dealers Richard & Evelyn Gutknecht (850) 271-9266 Registration fee \$5 for out of line/free for direct line

**GEORGIA**

• January 3 - Thursday Meeting - 7 p.m.

DIRKSEN RESIDENCE  
1905 Queens Road  
Albany, GA 31707  
Hosted by Regency Direct Jobber Sherry Dirksen (229) 436-5532 Potluck, everyone brings a dish

**HAWAII**

None Scheduled

**IDAHO**

• January 16 - Wednesday Meeting - 7 p.m.  
• February 20 - Wednesday Meeting - 7 p.m.  
CHICAGO CONNECTION  
1935 South Eagle Road  
Meridian, ID, 83642  
Hosted by Direct Jobber Steve Noffz (208) 861-8935  
• January 9 - Wednesday Meeting - 7:30-9:30 p.m.  
MCGUFFEY RESIDENCE  
23446 Freezeout Road  
Caldwell, ID, 83605  
Hosted by Premiere Direct Jobbers Charles and Connie McGuffey RSVP: (208) 455-2581

• January 5 - 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**

• January 8 - Tuesday Meeting - 7:30 p.m.  
BAUER RESIDENCE  
111 Woodland Trail  
Anna, IL 62906-3904  
Hosted by Direct Jobbers Norm and Barb Bauer (618) 833-3228

**INDIANA**

• January 2, 16 - Wednesday Meeting - 7:30 p.m.  
RENTOWN SHOP  
1533 Rentown Road  
Bremen, IN  
Hosted by Direct Jobbers LeRoy and Malinda Hochstetler and Premiere Direct Jobbers Willis and Rolene Gingerich (574) 831-2839

• January 8 - Tuesday Meeting - 7 p.m.  
EVANS RESIDENCE  
1115 Morningside Court  
Greenfield, IN 46140  
Hosted by Executive Direct Jobbers Chuck and Linda Evans (888) 765-2542  
evansamsoidist@aol.com

**IOWA**

• January 1 - Tuesday Meeting - 7 p.m.  
SORTER RESIDENCE  
2629 340th Avenue  
Terril, Iowa 51364  
Hosted by Dealers David and Melissa Sorter (712) 853-6293

**KANSAS**

• None Scheduled

**KENTUCKY**

• None Scheduled

**LOUISIANA**

• January 3 - Thursday Meeting - 6 p.m.  
AUTTONBERRY RESIDENCE  
2520 Swiss Street  
W. Monroe, LA 71291  
Hosted by Direct Jobber Ellis Auttonberry (318) 396-4348

**MAINE**

None Scheduled

**MARYLAND**

• January 24 - Monday 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

• January 18 - 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

• January 18 - Friday Meeting - 7 p.m.  
GRONER RESIDENCE  
9208 Todd Avenue  
Fort Howard, MD 21052  
Hosted by Account Direct Harvey Groner (410) 477-8255

• January 3 - Thursday Meeting - 7 p.m.  
• February 7 - Thursday Meeting - 2 p.m.  
DEACOSTA RESIDENCE  
4942 S. Upper Ferry Road  
Eden, MD 21822  
Hosted by Dealers Chris & Barb DeAcosta (410) 742-0637; Reservations required

• January 18 - 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**

• January 16 - Wednesday (Dealer training) Meeting - 7 p.m.  
• February 20 - Wednesday (Opportunity) Meeting - 7 p.m.  
MUGRIDGE RESIDENCE  
6640 State Road  
Lapeport, MI 48059  
Hosted by Premiere Direct Jobbers Barry and Cathy Mugridge (877) 446-2671  
Call for information and scheduling  
www.pro-oil-1.com

• January 21 - Monday Meeting - 7 p.m. (info)  
• February 18 - Monday Meeting - 8 p.m. (opportunity)  
KIRBY RESIDENCE  
644 Shady Maple Drive  
Wixom, MI 48393  
Hosted by Regency Platinum Direct Jobber Tom Kirby (248) 669-9093  
Refreshments served; RSVP required

• January 7 - Monday Meeting - 7 p.m. (info) Meeting - 8 p.m. (opportunity)  
• February 4 - Monday Meeting - 7 p.m.  
ELLIS RESIDENCE  
61653 Miriam Drive  
Washington, MI 48094  
Hosted by Regency Platinum Direct Jobber Mike Ellis; RSVP at (586) 781-5092 or (586) 918-1578

**MINNESOTA**

• January 17 - Thursday Meeting - 7 p.m.  
MEYER RESIDENCE  
512 Broadway Street  
Cleveland, MN 56017  
Hosted by Executive Direct Jobbers Charles & Donna Meyer (507) 931-3875

• January 8 - Tuesday Meeting - 6:30 - 8:30 p.m.  
THE FORD RESIDENCE  
1830 175th LN NE  
Ham Lake, MN 55304  
Hosted by Executive Direct Jobbers Mike & Linda Ford (763) 434-1544 or (763) 257-3130  
www.allserviceoil.com, allservicesales@msn.com or mikeford@allserviceoil.com

• January 3 - Thursday Meeting - 6 p.m.  
• February 7 - Thursday Meeting - 6 p.m.  
TWINGSTROM RESIDENCE  
29200 Goldenrod Drive NW  
Isanti, MN 55040  
Hosted by Regency Silver Direct Jobbers Mylo and Patty Twingstrom RSVP (612) 819-8835

• January 3 - Thursday Meeting - 7 p.m.  
SCHMIT RESIDENCE  
932 38th Ave. No.  
St. Cloud, MN 56301  
Hosted by Regency Platinum Direct Jobbers Ray & Arlene Schmit (320) 251-4861

• January 10 - Thursday Meeting - 7:30 p.m.  
STAVE RESIDENCE  
3040 Bridge Street NW  
Apt. 211  
St. Francis, MN 55070  
Hosted by Dealer Ordell Stave (612) 241-5267

• January 19 - Saturday Meeting - 2 p.m.  
SAWYER WAREHOUSE  
28108 - 133rd Street  
Zimmerman, MN 55398  
Hosted by Direct Dealers Roger and Jennifer Sawyer Please RSVP (763) 856-3567 rpsracing@aol.com  
www.rpsracing57.com

**MISSISSIPPI**

None Scheduled

**MISSOURI**

• January 15 - Tuesday Meeting - 7 p.m.  
LUCZAK RESIDENCE  
4810 Mattis Street  
St. Louis, MO 63128  
Hosted by Regency Direct Jobbers Connie and John Luczak (314) 892-6018  
connielubes@earthlink.net

**MONTANA**

**NEBRASKA**

**NEVADA**

**NEW HAMPSHIRE**

None Scheduled

**NEW JERSEY**

• January 9 - Wednesday Meeting - 7 p.m.  
• February 13 - Wednesday Meeting - 7 p.m.  
SEDA-MORALES RESIDENCE  
54 Woodland Avenue  
Mullica Hill, NJ 08062  
Hosted by Premiere Direct Jobber Ben Seda-Morales (856) 478-6732, cell; (856) 371-1880, home. RSVP

**NEW MEXICO**

• January 22 - Tuesday Meeting - 7:30 p.m.  
• February 26 - Tuesday Meeting - 7:30 p.m.  
GREENBERG WAREHOUSE  
2415 Princeton Drive NE,  
Suite M  
Albuquerque, NM 87107  
Hosted by Regency Silver Direct Jobbers Paul and Nancy Greenberg (505) 881-1693, warehouse; (505) 255-2137, home; fax (505) 881-4565.  
NMOilman@aol.com

**NEW YORK**

• January 7 - Monday Meeting - 7 p.m.  
• February 4 - Monday Meeting - 7 p.m.  
KORZANOILS  
2215 North Solano Drive  
Las Cruces, NM 88001  
Hosted by Direct Jobber Kevin Korzan (505) 496-4242  
www.korzanoils.com

**NEW YORK**

• January 16 - Wednesday Meeting - 6 p.m.  
DENNY'S RESTAURANT  
180 N. Genesee St.  
Utica, NY 13403  
Hosted by Dealer Greg Johnson (315) 796-8647  
• January 23 - Wednesday Meeting - 7 p.m.  
Albany Area  
GUILZ RESIDENCE  
6 Daisy Lane  
East Berne, NY 12059  
Hosted by Premiere Direct Jobber Richard Guiltz (518) 423-1552  
rich@empirensynthetics.com call or e-mail to reserve seat  
• January 2 - Wednesday Meeting - 7:30 p.m.  
WOLFE RESIDENCE  
34 Hillvale Road  
Albertson, NY 11507  
Hosted by Dealers Edward and Eileen Wolfe (516) 621-4565; Please RSVP



• January 16 - Wednesday  
• February 20 - Wednesday  
Meeting - 7 p.m.  
**O'BRIEN RESIDENCE**  
436 Moseley Road  
Fairport, NY 14450  
Hosted by Dealer Gerry O'Brien  
(585) 223-8016 Call ahead to reserve a seat

• January 10 - Thursday  
• February 14 - Thursday  
Meeting - 7 p.m.  
**LOTITO RESIDENCE**  
89 Owl Creek Road  
Spencer, NY 14883  
Hosted by Regency Direct Jobber Peter Lotito (607) 589-4242  
Call ahead to reserve space and confirm location or e-mail lubedealer@hotmail.com  
www.lubedealer.com/newyork

• January 10 - Thursday  
• February 14 - Thursday  
Meeting - 7:30 p.m.  
**FRITTITTA RESIDENCE**  
16 LaForge Avenue  
Staten Island, NY 10302  
Hosted by Direct Jobbers Vinny and Germaine Frittitta (718) 442-4774

• January 16 - Wednesday  
• February 20 - Wednesday  
Meeting - 7:30 p.m.  
**Syracuse AREA**  
Call ahead for location  
Hosted by Direct Jobber Peter Finnerty (315) 682-9791

• January 16 - Wednesday  
• February 20 - Wednesday  
Meeting - 7:30 p.m.

**NEWARK, NY LOCATION**  
Call ahead for location  
Hosted by Dealer Brad Timerson (315) 331-7110

**NORTH CAROLINA**  
• January 1 - Monday  
• February 5 - Monday  
Meeting - 7 p.m.

**ATLANTIC BUSINESS CENTERS**  
4913 Chastain Ave. Unit 28  
Charlotte, NC 28209  
Hosted by Dealer Gregory Finnican (704) 525-5565

• January 10 - Thursday  
• February 14 - Thursday  
Meeting - 7 p.m.

**KAZAN RESIDENCE**  
4007 Sapphire Lane  
Indian Trail, NC 28079  
Hosted by Account Direct Eric Kazan (704) 271-3001  
erickazan@syntheticlubricantsinfo.com;  
Guests welcome, non-downline \$2

• January 10 - Thursday  
• February 14 - 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

• January 10 - Thursday  
• February 14 - 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

• January 8 - Tuesday  
• February 12 - Tuesday  
Meeting - 7 p.m.

**CLEVELAND RESIDENCE**  
224 Campbell Place  
Jacksonville, NC 28546  
Hosted by Dealers George and Nancy Cleveland (910) 346-3866 Call first.  
All Dealers welcome.

## NORTH DAKOTA

• January 1 - Tuesday  
• February 5 - Tuesday  
Meeting - 7:30 p.m.

**EVANSON RESIDENCE**  
725 10th Avenue West  
West Fargo, ND 58078  
Hosted by Direct Jobbers Skip and Anna Evanson (701) 281-1906  
skipsuperlube@msn.com

## OHIO

• January 22 - Monday  
• February 26 - Monday  
Meeting - 7 p.m.

**PENA RESIDENCE**  
2933 West U.S. 20  
Gibsonburg, OH 43431  
Hosted by Executive Direct Jobbers Luis and Sharon Pena; RSVP: (419) 297-3451

• January 7 - Tuesday  
• February 4 - Tuesday  
Meeting - 7 p.m.  
**HASKIN RESIDENCE**  
834 North Ellsworth Ave.  
Salem, OH 44460

Hosted by Dealer Rose Haskin (330) 332-4992 and Direct Jobber Jerry Wolford  
All Dealers welcome

## OKLAHOMA

• January 5 - Saturday  
• February 2 - Saturday  
Meeting - 9 - 11 a.m.

**Golden Corral**  
9711 East 71st Street  
Tulsa, OK  
Hosted by Regency Gold Direct Jobber Patrick Grady (918) 258-6979 \*Pat

• January 10 - Thursday  
• February 14 - Thursday  
Meeting - 7 - 8:30 p.m.

Call for location and reservations. Hosted by Dealers Richard and Brenda Coats (918) 225-5722

• January 8 - Tuesday  
• February 12 - Tuesday  
Meeting - 7 - 8:30 p.m.

**ALEXANDER RESIDENCE**  
14355 East Timberidge Dr.  
Claremore, OK 74019

Hosted by Premiere Direct Jobber Kevin Alexander (918) 636-1281  
Call first

• January 10 - Thursday  
• February 14 - Thursday  
Meeting - 10 a.m.

**GRADY RESIDENCE**  
2612 W. Galveston Road  
Broken Arrow, OK 74012  
Hosted by Regency Gold Direct Jobber Patrick Grady and Premiere Direct Jobber Kevin Alexander (918) 258-6979; RSVP  
kevina@nordam.com

## OREGON

• January 17 - Thursday  
• February 21 - Thursday  
Optional Dinner - 6 p.m.  
Meeting - 7 - 9 p.m.

**HAYDEN'S LAKEFRONT GRILL**  
8187 SW Tualatin-Sherwood Road  
Tualatin, OR 97062

Hosted by Regency Direct Jobber Ed Greenwood (800) 722-1092  
Call first to confirm space for you and your guests.

## PENNSYLVANIA

• January 21 - Monday  
• February 18 - Monday  
Meeting - 7 p.m.

**HALLOCK ENTERPRISE STORE**  
5 Main Street  
Bradford, PA 16701

Hosted by Premiere Direct Jobber Joseph M. Hallock (814) 368-8625 T-1 training also available.  
Pre registration required

## RHODE ISLAND

None Scheduled

## SOUTH CAROLINA

• Every Tuesday  
Meeting - 7:30 p.m.

**GEORGE KERR and ASSOCIATES**  
Northgate Building 5861  
Rivers Avenue, Suite 107  
N. Charleston, SC 29406  
Hosted by Direct Jobber George Kerr (843) 747-8200  
amsoildealer@aol.com  
www.lubedealer.com/kerr

• Variable Meetings  
Call for meeting time, date  
**SPRADLEY RESIDENCE**  
117 Winston Circle  
Pelion, SC 29123

Hosted by Direct Dealers Jim & Vicki Spradley (803) 894-4618

• January 1 - Tuesday  
• February 5 - Tuesday  
Meeting - 7 p.m.

**DENNY'S RESTAURANT**  
2521 Wade Hampton Boulevard  
Greenville, SC 29615  
Hosted by Executive Direct Jobber Loel D. Handley (864) 350-2082  
amsoildealer@charter.net

## SOUTH DAKOTA

• January 9 - Wednesday  
• February 13 - Wednesday  
Meeting - 7 p.m.

**PERKINS RESTAURANT**  
3400 Gateway Blvd.  
West Sioux Falls, SD 57106  
Hosted by Regency Platinum Direct Jobbers Ches and Natasha Cain (605) 361-4075 to RSVP

• January 10 - Thursday  
• February 14 - Thursday  
Meeting - 7 p.m.

**THE INSURANCE OFFICE**  
104 West Sixth Street  
Brookings, SD 57006  
Hosted by Dealer Art Wilber (605) 690-5327 to RSVP

## TENNESSEE

None Scheduled

## TEXAS

• Daily Meetings  
Meeting - 7 p.m.

Call for location.  
Hosted by Account Direct Bruce Shilander (512) 736-3028

• January 15 - Tuesday  
• February 19 - Tuesday  
Meeting - 7 p.m.

**WARD RESIDENCE**  
310 S. Grove Road  
Richardson, TX 75081

Hosted by Regency Direct Jobbers Ronald & Sandra Ward (972) 231-0773 oilmandj@comcast.net

## UTAH

• Every Tuesday  
Meeting - 7:30 p.m.

**CHRISTENSEN RESIDENCE**  
8516 Snowville Drive  
Sandy, UT 84070

Hosted by Master Direct Jobber Neil Christensen, Direct Dealer Rodney Haskins and Dealer Doug Blackhurst (801) 942-3881/(801) 942-8641

• Every Friday  
Meeting - After 4 p.m.

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

## VERMONT

None Scheduled

## VIRGINIA

• January 7 - Monday  
• February 4 - Monday  
Meeting - 7 p.m.

**ISRA-UL TRAINING MEETINGS**  
P.O. Box 2734  
Chesterfield, VA 23832  
Hosted by Dealers M. and S. Isra-UL. Call in advance to RSVP, get directions. Seating limited. (804) 640-3402

• January 8 - Tuesday  
• February 12 - Tuesday  
Meeting - 7:30 p.m.

**STANCIL RESIDENCE**  
1236 General Street  
Virginia Beach, VA 23464  
Hosted by Regency Silver Direct Jobbers Bill & Barbara Stancil (757) 420-0673

• January 14 - Monday  
• February 11 - Monday  
Meeting - 7 p.m.

**GRAVITTE RESIDENCE**  
1042 Merganser Circle  
Gloucester, VA 23072  
Hosted by Premiere Direct Jobbers Cliff & Dee Gravitte (804) 694-0221

• January 8 - Tuesday  
• February 12 - Tuesday  
Optional dinner - 6 p.m.  
Meeting - 7 p.m.

**DAYS INN RESTAURANT**  
5500 Williamsburg Road  
Sandston, VA  
Hosted by Dealer Roger Riggie (804) 737-4874

## WASHINGTON

• January 21 - Monday  
• February 18 - Monday  
Meeting - 6:30 p.m.

**GASPER'S LUBE SERVICE CENTER & WAREHOUSE**  
3325 Meridian Avenue East  
Edgewood, WA 98371

Hosted by Regency Direct Jobbers Cliff and Lorna Gasper (253) 864-7618, or (877) 633-7618  
Everyone welcome

• January 3 - Thursday  
• February 7 - Thursday  
Meeting - 7 p.m.

**FRAME RESIDENCE**  
12904 NE 101st Place  
Kirkland, WA 98033  
Hosted by Direct Jobbers Don Frame and Janet Faunce (425) 889-5415

• January 8 - Tuesday  
• February 12 - Tuesday  
Meeting - 7:30 p.m.

**STOUGARD RESIDENCE**  
22907 Prairie Road  
Sedro Woolley, WA 98284  
Hosted by Executive Direct Jobbers Marv & Charlotte Stougaard (360) 856-1641 Guests welcome

• January 10 - Thursday  
• February 14 - Thursday  
Meeting - 7 p.m.

**WALSH RESIDENCE**  
2220 South Castle Way  
Lynnwood, WA 98036  
Hosted by Regency Direct Jobbers Tom and Shirley Walsh (425) 483-2582 T-1 certification classes available by appointment with pre-paid registration.

• January 8 - Tuesday  
• February 12 - Tuesday  
Meeting - 7 p.m.

**AMSOIL PEARSON**  
702 37th Street NE #D  
Auburn, WA 98002  
Hosted by \*\*\*\*Regency Platinum Direct Jobbers Leonard & Eunice Pearson (253) 939-8401 Guests Welcome

• January 8 - Tuesday  
• February 12 - Tuesday  
Meeting - 7 p.m.

**PRUKOP RESIDENCE**  
10306 86th Avenue East  
Puyallup, WA 98373  
Hosted by Premiere Direct Jobbers Raymond & Patsy Prukop (253) 845-9755 / 800-267-6450  
Everyone welcome

• January 12 - Saturday  
• February 9 - Saturday  
Meeting - 9 a.m. - noon

**AMSOIL (SYNLUBE) STORE**  
2424 North Monroe Avenue  
Spokane, WA 99205  
Hosted by Premiere Direct Jobber Jack Whitehill and Direct Dealer Tom Bennett (509) 324-3588 Everyone welcome. No charge

• January 22 - Tuesday  
• February 26 - Tuesday  
Meeting - 7:30 p.m.

**SAMUELSON RESIDENCE**  
2132 S. Union Avenue  
Tacoma, WA 98405  
Hosted by Direct Jobber Sammy Samuelson (360) 281-7283  
1-UPS-SW30-OIL (1-877-593-0645)  
Discussion on product application and oil analysis All are welcome. RSVP

• January 9 - Wednesday  
• February 13 - Wednesday  
Meeting - 7 p.m.

**THE LUBE DOCTOR OFFICE**

2912 Graf Road  
Centralia, WA 98531  
Hosted by Executive Direct Jobber Wayne C. Fletcher (360) 269-1751

## WEST VIRGINIA

None Scheduled

## WISCONSIN

• January 17 - Thursday  
• February 21 - 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

• January 10 - Thursday  
• February 14 - Thursday  
Meeting - 7 p.m.

**KERKMAN RESIDENCE**  
28238 Durand Ave  
Burlington, WI 53105  
Hosted by Master Direct Jobbers Kenneth & Lorna Kerkman (262) 534-2878

• January 10 - Thursday  
• February 14 - 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

• January 3 - Thursday  
• February 7 - 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.

• January 2 - Wednesday  
• February 6 - Wednesday  
Meeting - 7 p.m.

**SWENDSON RESIDENCE**  
4545 North 161st Street  
Brookfield, WI 53005  
Hosted by Master Direct Jobber Scott Swendson (262) 754-9751  
Everyone welcome

## WYOMING

None Scheduled

## INTERNATIONAL

**ALBERTA BRITISH COLUMBIA MANITOBA**  
None Scheduled

## NEW BRUNSWICK

• January 21 - Monday  
• February 18 - Monday  
Meeting - 7:30 p.m.  
**MCLAUGHLIN RESIDENCE**  
913 Coverdale Road  
Riverview, NB E1B 5E6  
Hosted by Premiere Direct Jobber Wayne McLaughlin and Dealer Wendell Steeves (506) 386-2896  
Everyone welcome

## NEWFOUNDLAND NOVA SCOTIA

None Scheduled

## ONTARIO

• January 31 - Thursday  
• February 28 - Thursday  
Meeting - 6 p.m.  
**AMSOIL DISTRIBUTION CENTER**  
6625 Tomken Road,  
Units 12-14  
Mississauga, ON L5M-5J3  
Hosted by Master Direct Jobber Walter Perera and local Dealers (866) 326-7645 fax: (905) 814-1802  
www.sinwal.com

## PRINCE EDWARD ISLAND

• January 7 - Monday  
• February 4 - Monday  
Meeting - 7 p.m.  
**CALL FOR LOCATION**  
Charlottetown  
Hosted by Dealers Trevor McDonald, Trevor Murray and Merrill Cronin  
RSVP: (902) 626-9006

## PUERTO RICO

None Scheduled

## QUEBEC

• January 3 - Thursday  
• February 7 - Thursday  
Meeting - 7:30 p.m.  
**ENTREPOT AUTOLUBE**  
AMS ENVIRONMENT  
1655 Rue Chicoine  
Vaudreuil-Dorion, Quebec,  
Canada J7V8P2  
Hosted by Regency Silver Direct Jobber Yvon Boucher (514) 990-1889

## SASKATCHEWAN

None Scheduled

For any changes, additions or questions regarding this bulletin board page please contact Brandi Worthing at 715-392-7101 ext 6366 or at bworthing@amsoil.com



## JANUARY CLOSE OUT

The last day to process January orders in the U.S., Canada and Puerto Rico is the close of business on Thursday, January 31. Individual telephone and walk-in orders will be processed if initiated by the close of business. Internet and fax orders will be accepted until 3 p.m. CST on that day. The last day to process January orders in Alaska is the close of business on Friday, January 25. All orders received after these times will be processed for the following month. Volume transfers for January business will be accepted until 3 p.m. CST on Wednesday, February 6. All transfers received after this time will be returned.

## DO NOT CALL LIST

Dealers should be aware of potential penalties that may be incurred for violation of the Federal Trade Commission's Do Not Call list. Three U.S. companies – lender Ameriquest Mortgage Co., adjustable bed seller Craftmatic Industries Inc. and home alarm firm ADT Security Services – were hit with heavy fines recently for violations of the Do Not Call list rules. Most notable as

it relates to AMSOIL Dealers was the \$4.4 million fine levied on Craftmatic and three of its subsidiaries for placing calls to phone numbers on the Do Not Call list that were obtained through sweepstakes entries. The FTC, in its interpretation of the Do Not Call list law, stated that businesses must obtain consumers' permission to receive marketing calls at the time they surrender their phone numbers. AMSOIL Dealers, therefore, must ensure that leads obtained through drawings, giveaways or similar means at trade shows or other events have given their permission to receive follow-up calls.

## AMSOIL PRICE ADJUSTMENT

The ever-increasing costs of raw materials have once again forced lubricant companies to raise prices on finished goods. Valvoline, Castrol, Chevron, Shell, ConocoPhillips, Petro-Canada, ExxonMobil and Citgo have all increased prices effective December 2007 and January 2008. AMSOIL makes every effort to maintain the lowest prices possible and has delayed raising prices for as long as possible. Due to the increased costs on base stocks, additives and packaging, however, AMSOIL is forced once again to implement a minimal price adjustment effective March 1. Even with a minimal price adjustment, AMSOIL synthetic lubricants remain the best and most cost-effective choice on the market, saving customers money through extended drain intervals, reduced wear and maintenance and increased fuel efficiency. Look for an updated MLM price list in the February Action News.

## AMSOIL TO OFFER FREE SERVICE LINE

**Free Service Line for all active accounts is one of many changes.**

AMSOIL is now offering free *Service Line* to all active retail and commercial accounts. Renewals and new subscriptions are no longer being taken.

### AMSOIL-Funded Program

The new *Service Line* Program will be completely funded by AMSOIL. Dealers no longer have to buy a subscription for each account; AMSOIL covers the cost of printing and mailing *Service Line* to each active retail and commercial account.

### Quarterly Publication

As AMSOIL takes over the *Service Line* Program, the *Service Line* will become a quarterly publication. The move from monthly subscription to quarterly mailing includes an upgrade in size. The quarterly *Service Line* will be four pages rather than the current two-page monthly version. The expanded publication will provide more information and a more professional appearance.

### Automatic Subscription

AMSOIL will automatically mail each active retail and commercial account the *Service Line* at no cost. That means *Service Line* will reach approximately four times as many accounts as it reaches now. It also means that, as long as an account remains active, it will receive a *Service Line* mailing. One copy of *Service Line* will be provided to one address per account number.

### Account Protection

Because all active accounts will now receive the *Service Line*, the protection period for accounts will no longer be extended by a *Service Line* subscription. Accounts will now be considered active and protected for 15 months from the date of registration or last purchase. So for example, if a commercial account makes only one purchase a year, that account is protected for 15 months after its last purchase.

### Additional Information

The automatic *Service Line* mailing will not go to Dealers, however, it will be available for download in the Dealer Zone at no cost. It will also be available for accounts in the ROTS and Commercial Zones.

### Mailing Address

All current *Service Line* subscribers will continue receiving *Service Line* at the address on file. For new accounts, or those that need to have an "attention to:" line added to the mailing address, the previous *Service Line* subscription page in the AMSOIL Dealer Zone is being modified for use in submitting these requests. This form will be active December 21, 2007. Until this form is active, *Service Line* "attention to:" changes can be made by contacting Brandi Worthing in the Communications Department at AMSOIL INC. at (715) 392-7101 extension 6366 or through email at [bworthing@amsoil.com](mailto:bworthing@amsoil.com).



## NEW SUPREME MOCK TURTLENECK

High quality, comfortable 53% combed cotton/47% microfiber navy mock turtleneck with embroidered logos on front and neck. Cotton/spandex ribbed neck and cuffs. Dri-Balance™ Moisture Transport Technology effectively wicks moisture. Sizes S-XXXL.



Stock #	Size	U.S.	Can.
G2490	S	42.50	47.50
G2491	M	42.50	47.50
G2492	L	42.50	47.50
G2493	XL	42.50	47.50
G2494	XXL	45.50	51.00
G2495	XXX	48.50	54.25

## NEW AMSOIL/EA FILTERS BUTTON-DOWN SHIRT

65 percent polyester/35 percent cotton long sleeve shirt features embroidered crest and pocket on left chest. Breathable, virtually wrinkle-free fabric. Preshrunk for long wear. Sizes S-XXXL.



Stock #	Size	U.S.	Can.
G2501	S	36.00	44.75
G2502	M	36.00	44.75
G2503	L	36.00	44.75
G2504	XL	36.00	44.75
G2505	XXL	37.75	46.75
G2506	XXX	39.25	48.75

## NEW MOTHERS® BANNER

This 2 x 3 banner is hemmed for durability and includes four attached ropes and four grommets for attachment.

Stock #	Wt. Lbs.	U.S.	Can.
G2489	2.0	18.00	20.25



## EXTREME WEATHER PROTECTION

AMSOIL Propylene Glycol Antifreeze and Engine Coolant (ANT) is formulated to provide benefits far beyond those offered by conventional antifreeze and coolant products. Its revolutionary formulation provides maximum antifreeze and cooling protection in the most extreme temperatures and operating conditions for extended drain intervals of 750,000 miles/seven years in over-the-road diesel trucks and 250,000 miles/ seven years in gasoline vehicles.



- Provides extended service life in all gasoline and diesel vehicles
- Formulated for heavy duty and automotive applications
- Eliminates the need for supplemental coolant additives
- Compatible with all ethylene and propylene antifreeze and coolant formulations on the market
- Seals hairline cracks in welds and seams to prevent leaks
- Prevents metallic corrosion
- Compatible with motorcycles, ATVs, snowmobiles and some marine applications
- Safe, biodegradable, non-toxic, non-polluting
- Aluminum engine block compatible



## NEW AGGRAND DECALS

Available in 7" and 20" sizes.

Stock #	Description	Qty.	U.S.	Can.
G2496	AGGRAND logo decal (20")	1	2.10	2.60
G2497	AGGRAND logo decal (7")	10	3.20	4.00

## NEW PERFORMANCE PRODUCTS BANNER

This 4 x 8 banner is hemmed for durability and includes four attached ropes and five grommets for attachment.

Stock #	Wt. Lbs.	U.S.	Can.
G2478	2.0	25.25	28.25



# Ultimate Protection and Fuel Economy

New Signature Series 0W-30 Synthetic Motor Oil (SSO) sets the standard for protection and performance. Personally endorsed by AMSOIL founder and President Al Amatuzio, each bottle bears his signature and describes how he developed the first API qualified synthetic motor oil and launched the synthetic motor oil industry.

- Exclusive extended drain formulation
- Superior protection against friction and wear
- Maximum fuel economy
- Extends equipment life
  - Resists high temperature volatility
  - Prevents sludge deposits and keeps engines clean
  - Outstanding protection in cold temperatures



To order AMSOIL products call 1-800-777-7094  
 Technical Services: 715-399-TECH (715-399-8324)



**AMSOIL INC.**

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 (715) 392-7101



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 Polishes•Waxes•Cleaners



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