

# AMSOIL

# ACTION NEWS

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*The First in Synthetics*

SEPTEMBER 2007

## Teague Pushes AMSOIL to Offshore Racing Success

***Inside:***

***New G-26 MLM Price List***

***AMSOIL Synthetic ATF Demonstrates Superior  
Extended Drain Protection***



## From the President's Desk...



Please take time to read the following page in this issue of your *Action News*. You will see that an important milestone has been reached by one of your fellow AMSOIL Dealers. Dave Mann has become the first Six-Star Regency Platinum Direct Jobber in AMSOIL history. This is a major accomplishment, and I extend my personal congratulations to Dave.

You will also see what Dave attributes his success to, and it comes as no surprise. Hard work. To quote Dave directly, "I just work hard every day." I know Dave, and believe me, that's exactly how he did it.

It is true that Dave's credentials are outstanding, and he came into his business well-equipped. As a former mechanical engineer for Ford, he had the technical background to understand the concepts of lubrication. He also understood machinery and the workings of internal combustion engines. He was, as you will read, "a gearhead as a kid." He raced all types of equipment and by age 18 had rebuilt three engines. Dave was also involved with Roush Racing while at Ford, which contributed even more to his technical expertise. It's true that Dave's technical know-how may have jump-started his career as an AMSOIL Dealer, but it is not the reason for his success.

You don't need a technical background or mechanical expertise to become successful as an AMSOIL Dealer. Far from it. The great majority of our most successful Dealers came into this business with absolutely no technical experience, and I really can't think of one Dealer who had any type of lubrication training.

Take, for instance, Five-Star Regency Platinum Direct Jobber Bill Durand. Bill had no lubrication training when he and his wife Donna began their AMSOIL business. Bill was an officer in the Air Force. But Bill and Donna recognized the potential in the AMSOIL opportunity, and they took that opportunity and ran. The same holds true for our other Five-Star Regency Platinum Directs, Ray and Arlene Schmit. Ray was a tool and die worker, and although he did have mechanical aptitude and was proficient in vehicle maintenance, he had no real knowledge in lubrication. That didn't stop Ray and Arlene.

Just like all other successful AMSOIL Dealers the Durands and the Schmits took the time to learn the basics of lubrication and the many benefits that AMSOIL products provide. They used the products, studied the literature, attended meetings and put in the effort to gain the knowledge necessary to become successful AMSOIL Dealers.

I am no exception. When I first conceived the idea for AMSOIL I knew the basics about lubrication and, as a fighter pilot, that every jet engine in the world used only synthetic oil. Not much more than that. But it was enough. I rolled up my sleeves and got to work. I studied all the information I could get my hands on. I read all the books and technical papers I could find. I talked to the experts. I immersed myself for years in the study of the subject. In short, I armed myself with the knowledge I needed to excel in the field of lubrication. Why? Because I was determined to succeed, and nothing, absolutely nothing, was going to stand in my way.

So, what is the message here? Simply put, it doesn't matter what your background is. If you are determined to be successful, determined to reach your goals, you will be successful. I encourage all Dealers to learn a lesson from Dave Mann, Bill and Donna Durand, Ray and Arlene Schmit and all the other AMSOIL Dealers who have paid their dues and built businesses that have given them financial security. They, just like you, come from different backgrounds. But they all have something in common. They put in the effort to learn the products, and, above all, worked every day at building their businesses by sponsoring Dealers and Preferred Customers. They built their groups by sharing the AMSOIL business opportunity with people who showed a desire to succeed. Sure, like all of us, they made mistakes along the way, but they learned from those mistakes, maintained positive attitudes, and pressed on. Dave Mann said it well. "I don't waste energy on negative things. My motto is to adapt, improvise and overcome. I don't let it be a stumbling block for me. There is always a way to do something."

That pretty much says it all. So again, Dave Mann, congratulations. And my advice to you, quoting baseball legend Satchel Paige, "Don't look back. Someone might be gaining on you."

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



# Direct Jobber Makes AMSOIL History

What does it take to build a successful independent AMSOIL business?

"It all comes down to hard work," said six-star Regency Platinum Direct Jobber Dave Mann.

That hard work has earned Mann the highest level of recognition in AMSOIL history. His rapid rise to success proves five-star Regency Platinum Direct Jobber Bill Durand's prediction in 2003 that Dealers soon would break his record-setting accomplishment as the first five-star Regency Platinum DJ.

Mann said he simply conducts business every day.

"It feels good to earn the high level," he said. "I'm not into status. I just work hard every day." Typically, Mann works 10 or 12 hours a day.

What's his philosophy? "Ready, fire, aim," he said. Too many people try to avoid failure, explains Mann. "Failure brings learning. I made a lot of mistakes along the way. I just learn what doesn't work, make the corrections and go on."

Mann lives in Michigan, the automotive hub of the country. His life was spent in Detroit until a recent move to Traverse City. "I was a gearhead as a kid," Mann said. He raced motorcycles, mini-bikes, dirt bikes and snowmobiles. "Before I was 18 I had restored and rebuilt three engines."

Mann earned his bachelor's degree in automotive and mechanical engineering at Western Michigan University at Kalamazoo. While at college he was head of the Society of Automotive Engineers (SAE) Formula and Mini Baja racing events in competitions around the country.

He also started his career at Ford Motor Company, working summers while he was in college.

Mann graduated from college in 1988 and became a full-time Ford employee. His involvement with Roush Racing as an engineer at Ford introduced him to AMSOIL motor oils and lubricants.

"I used AMSOIL products for many years before I became a Dealer," Mann said. "I've always been interested in lubrication. It was my passion."

Before he took the leap to quit his successful, fast-track to management job at Ford Co., Mann said he did a lot of research and sought advice from Direct Jobber Tom Kirby, the man who became his sponsor, and Mike Ellis, his upline Direct Jobber. The two men were instrumental in his success from the beginning.

"I get excellent support from them," he said. "I can't say enough good things about how they have helped me out."

Mann became an AMSOIL Dealer in 1999. "I invested lots of time and money into AMSOIL before I even started my business," he said.

He quit his job at Ford in November 2000, about a year after starting his AMSOIL business. He also launched his web site that year.



**HIGHEST LEVEL** – Dave Mann of Traverse City, Mich. at home with his AMSOIL trucks. Mann's trucks work as rolling advertisements, spreading the word about AMSOIL products.

Before quitting his day job, Mann worked 10 hours a day at Ford and then worked his AMSOIL business until the early hours of the morning. "There were lots of times my commission checks were less than \$100," Mann said.

He spent a lot of time in those early Internet days staying up-to-date on the technology, which was changing from day to day. "The pace of technology is incredible," Mann said. "I reinvest a lot of what I earn into the business. I buy software, hardware, pay for advertising and literature. Having AMSOIL literature available is absolutely imperative. I buy an awful lot of AMSOIL literature. The full color data sheets are great."

He encourages new Dealers to become familiar with AMSOIL products and how they work. "You can't be a Dealer until you know the products," Mann said.

He also recommends Dealers give customers AMSOIL literature.

"People have very, very specific questions," Mann said. "You have to build their confidence in you so they know you're giving them good information."

Mann stays in touch with his Dealer group by telephone and regular e-mails. "About 15 percent of my Preferred Customers upgrade to Dealers, many of them on their own," he said. "Those are the best Dealers."

He said the key to his success is his ability to focus on the things he needs to do. If he runs into a problem, he looks for a solution. "I don't waste energy on negative things," he said. "My motto is adapt, improvise and overcome. I don't let it be a stumbling block to me. There's always a way to do something. There's no secret to success. It's just a lot of hard work."

He avoids comparisons with other Dealers, Mann said. "There's more business out there than all of us Dealers can handle."

# MONTHLY LE



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



**Leonard and Eunice Pearson**  
Washington  
★★★★Regency Platinum  
Direct Jobbers  
Second—Total  
Organization  
Third—Personal Group  
Sales



**Thomas and Sheila Shalin**  
Kansas  
★★★★Regency Platinum  
Direct Jobbers  
Third—Total Organization  
Second—Personal Group  
Sales  
Second—New Qualified  
Dealers and Accounts



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



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



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



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



**Ches and Natasha Cain**  
South Dakota  
Regency Platinum Direct  
Jobbers  
Seventh—Personal Group  
Sales  
Fourth—New Qualified  
Dealers and Accounts



**Michael H. Ellis**  
Michigan  
Regency Platinum Direct  
Jobber  
Tenth—Personal Group  
Sales  
**FIRST**—Commercial  
and Retail Marketing



**David and Tracey Cottrell**  
Ontario  
Direct Jobbers  
Second—Commercial and  
Retail Marketing



**Herschel L. Gates**  
Florida  
Executive Direct Jobber  
Fourth—Commercial and  
Retail Marketing



**James J. Allen**  
Ohio  
Regency Silver Direct  
Jobber  
Sixth—Commercial and  
Retail Marketing



**Roger D. Silcox**  
Alberta  
Master Direct Jobber  
Tenth—Commercial and  
Retail Marketing



**Edward and Joanne LaPlante**  
Minnesota  
Direct Jobbers  
**FIRST**—New Qualified  
Dealers and Accounts



**Gene and Danae Fine**  
Oregon  
Regency Gold Direct  
Jobbers  
Fifth—New Qualified  
Dealers and Accounts



**Robert L. Schultz**  
Tennessee  
Direct Jobber  
Sixth—New Qualified  
Dealers and Accounts



**Burke Hinman**  
California  
Executive Direct Jobber  
Seventh—New Qualified  
Dealers and Accounts



# ADERS

June 2007

# HALL OF FAME

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



**Greg M. Desrosiers**  
*Alberta*  
Regency Platinum Direct Jobber  
*Seventh—Total Organization*  
*Third—Commercial and Retail Marketing*



**Carl and Kimberlee McNamee**  
*Ontario*  
Regency Platinum Direct Jobbers  
*Eighth—Total Organization*



**Donald and Joyce Nichols**  
*Virginia*  
Regency Platinum Direct Jobbers  
*Ninth—Total Organization*  
*Eighth—Personal Group Sales*



**Chuck Trebino**  
*California*  
Direct Jobber  
*Seventh—Commercial and Retail Marketing*



**David and Rebecca Reid**  
*Virginia*  
Master Direct Jobbers  
*Eighth—Commercial and Retail Marketing*



**Douglas Bottamiller**  
*Maryland*  
Executive Direct Jobber  
*Ninth—Commercial and Retail Marketing*



**John and Jeanne Burke**  
*California*  
Regency Direct Jobbers  
*Eighth—New Qualified Dealers and Accounts*



**Kent and Trudy Whiteman**  
*Utah*  
Executive Direct Jobbers  
*Ninth—New Qualified Dealers and Accounts*



**Michael and Eileen Kaufman**  
*Michigan*  
Regency Gold Direct Jobbers  
*Tenth—New Qualified Dealers and 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

## ★★★★★REGENCY PLATINUM DIRECT JOBBER



**Dave M. Mann**  
*Michigan*

## ★★★★REGENCY PLATINUM DIRECT JOBBER



**Leonard & Eunice Pearson**  
*Washington*

## ★★★REGENCY PLATINUM DIRECT JOBBER



**Thomas & Sheila Shalin**  
*Kansas*

## REGENCY SILVER DIRECT JOBBER



**Yvon Boucher**  
*Quebec*

## MASTER DIRECT JOBBER



**Roger D. Silcox**  
*Alberta*

## PREMIERE DIRECT JOBBER



**Mitchell Herf**  
*Quebec*



**Vijay Parany**  
*Quebec*



**Kent & Chriseen Peay**  
*Tennessee*

### First Time 2500 Level Honor Achievers 2500 monthly commission credits 25 Dealers sponsored

**Clifford G. Fair**, *Ontario* Sponsors: Anthony & Marion Murphy

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

**Mike W. Troast**, *Colorado* Sponsors: Craig & Rosemary Kelly

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

**Javier E. Macdonald**, *Florida* Sponsor: Michael A. Kushma

**Gary & Patti Riley**, *Florida* Sponsor: Robert E. Riley

**Steven & Amanda Roark**, *New York* Sponsor: Duane J. Roark

**Gary & Joyce Skluzacek**, *Minnesota*

Sponsors: Mark & Donna Peabody

**Eric J. Snyder**, *California* Sponsor: Laura Salangsang

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

**Leslie & Barb Berkenpas**, *Michigan*

Sponsors: Jerry & Sharon Poortenga

**Daniel E. Boyle**, *Indiana* Sponsors: Ches & Natasha Cain

**Mel Hildreth**, *California* Sponsors: Daniel & Sandra Wilhelm

**Michael C. Howland**, *Florida* Sponsor: William Broughton

**Jim & Paulette Jeffrey**, *Washington* Sponsor: Chris L. Gittens

**Wayne G. Knauss**, *Pennsylvania* Sponsor: Marilyn Steinleitner

**John J. Madri**, *California* Sponsors: Ray & Arlinda Teegarden

**Cindy McCarty**, *Idaho* Sponsors: Cliff & Lorna Gasper

**Kevin C. Nemitz**, *Wisconsin* Sponsors: Mark & Denise Zielinski

**Tom & Melanie Parks**, *Pennsylvania*

Sponsors: Herbert & Barbara McCrobie

**Carl & Mary Samples**, *Florida* Sponsor: Brian Wise

**Wesley & Judy Stevens**, *Virginia* Sponsor: Peter E. Scaff

**Geoff & Deborah Williams**, *Florida*

Sponsors: Albert & Dorothy Anderson



## NEW DIRECT JOBBERS



**Robert W. Benson**  
*West Virginia*

Sponsors: Ronald & Bette Gibson  
Direct Jobbers: Ronald & Bette Gibson



**Steven and Linda Link**  
*Wisconsin*

Sponsor: William P. McCarthy  
Direct Jobber: William P. McCarthy



**Anthony & Marion Murphy**  
*Ontario*

Sponsors: William & Lorraine Dunn  
Direct Jobbers: William & Lorraine Dunn

## NEW ACCOUNT DIRECT



**Peggy Palmer**  
*Texas*

Sponsor: Kenneth R. Morehead  
Direct Jobber: Kenneth R. Morehead

## NEW DIRECT DEALERS



**Callie Kay Baker**  
*North Carolina*

Sponsor: Anthony Baker  
Direct Jobbers:  
David & Brenda Baker



**Les & Betty Bronson**  
*Pennsylvania*

Sponsors: Donald & Joyce Nichols  
Direct Jobbers: Donald & Joyce Nichols



**David & Taeko Burch**  
*Arizona*

Sponsor: Dick Nudo  
Direct Jobber: Dick Nudo



**Stuart & Kim Guilford**  
*Florida*

Sponsor: Daniel F. Veiga  
Direct Jobbers: James & Juli Graydon



**James K. Johnstone**  
*California*

Sponsors: Thomas and Sheila Shalin  
Direct Jobbers: Thomas and Sheila Shalin



**Ernest & Rose Lindley**  
*Colorado*

Sponsor: Arthur Redmond  
Direct Jobber: Harold Hartman



**Thomas E. Middleton**  
*Texas*

Sponsors: Dwayne & Brenda Duggins  
Direct Jobbers: Steve & Linda Cross



**Mike & Kathy Orminski**  
*Illinois*

Sponsors: Roger & Evelyn Brown  
Direct Jobber: Greg M. Desrosiers



**Alan Williams**  
*Texas*

Sponsor: Michael & Carolyn Barber  
Direct Jobbers:  
Michael & Carolyn Barber

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

**Richard E. Bare**, *Pennsylvania* Sponsor: Richard H. Bare

**Frank & Karen Bentley**, *Illinois* Sponsor: Connie Luczak

**Travis & Theresa Criswell**, *Texas*  
Sponsors: Sharalyn & Michael Fichtl

**Gary Fitzwater**, *West Virginia* Sponsors: Virgil & Charlene Erskine

**Douglas & Cathy Galusha**, *Minnesota*  
Sponsor: Clarence A. Graham III

**William L. Gingerich**, *Missouri* Sponsor: Greg Landuyt

**Harold S. Hastings**, *Pennsylvania* Sponsors: Tom & Ruth Santell

**Dale Horne**, *North Carolina* Sponsors: John & Ann Petree

**Dennis Leppanen**, *Minnesota* Sponsor: Clarence A. Graham III

**Patrick Mahaney**, *Maryland* Sponsor: Thomas P. Vause

**Brent & Stacey Matheny**, *West Virginia*  
Sponsors: Larry & Kerry Cottrell

**James & Elena McLaurin**, *North Carolina*

Sponsors: Edward & Dessa Anderson

**M.F. Murphy**, *Washington* Sponsors: Cliff & Lorna Gasper

**John Pagliuca**, *New York* Sponsor: Peter Bocca

**Bill Parisen**, *California* Sponsor: James A. Hunt

**Brian & Michelle Powell**, *Kansas*

Sponsors: Marcus & Tracy Trotter

**Joseph V. Ramsey**, *Georgia* Sponsors: Larry & Kathryn Chambless

**Craig R. Wagner**, *Minnesota* Sponsor: Steven Hanson

**Lynn Wagnon**, *Kansas* Sponsor: Rock Ormiston

**Patrick Welker**, *Colorado* Sponsor: Kenneth D. Klein

**Thomas & Jennifer Worth**, *Michigan*

Sponsors: David & Carol Bell

# AMSOIL Synthetic ATF Excels in MERCON® V Aluminum Beaker Oxidation Test

Automatic transmission technology has quickly evolved in recent years, and automakers are demanding higher quality, longer lasting transmission fluids to protect these transmissions in extreme conditions. In fact, Ford Motor Company recently retired its MERCON® automatic transmission fluid specification. Its current MERCON V specification requires significantly improved anti-oxidation, antiwear and anti-shudder properties over previous specifications.

The MERCON V Aluminum Beaker Oxidation Test (ABOT) is a 300-hour oxidation test in which a gear pump circulates and shears the test lubricant in an aluminum beaker. Fluid temperature is maintained at 155° C (311° F), and samples are drawn and analyzed at intervals throughout the test. In addition, metal catalysts are submerged in the lubricant to evaluate its tendency to attack metal materials commonly found inside transmissions.

To show the superior performance of AMSOIL Synthetic Automatic Transmission Fluid (ATF) in extreme operating conditions and over extended drain intervals, an independent laboratory subjected both AMSOIL Synthetic ATF and Texaco Havoline petroleum ATF, a MERCON V product, to extended ABOT testing, which includes tests for viscosity increase and total acid number (TAN). A Brookfield Viscosity Test, as stipulated

by MERCON V, was also performed to determine the cold temperature performance of the lubricants.

## Viscosity Increase Test

In order to pass the requirements of MERCON V, automatic transmission fluids must not exceed a 25 percent viscosity increase following 300 hours of testing. AMSOIL Synthetic ATF easily passed the 300-hour ABOT test, exhibiting no viscosity increase. The test was allowed to continue for 1,106 hours, over three times the standard test length. Even after 1,106 hours, AMSOIL Synthetic ATF exhibited a minimal 6.45 percent viscosity increase, still easily passing MERCON V requirements for 300 hours.

Texaco Havoline ATF did not fare as well. Although it passed the 300-hour test requirements with a 10.66 percent viscosity increase, its viscosity increased significantly as the test was allowed to continue. It exceeded the 25 percent viscosity increase mark after 500 hours, then soared to a 3,539.04 percent viscosity increase after 1,012 hours.

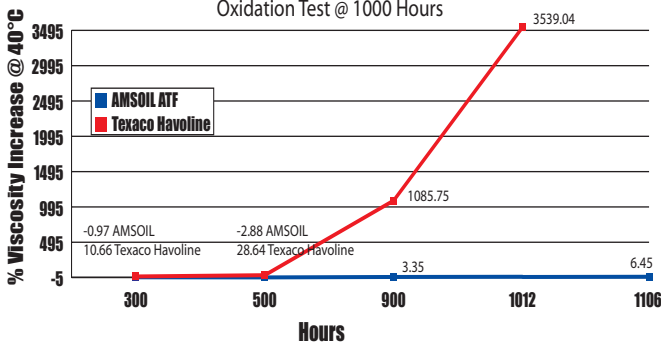
## Total Acid Number (TAN) Test

MERCON V requirements do not allow a total acid number exceeding 3.5 mg following 300 hours of testing. Measured at 0.4 mg following 300 hours of testing, AMSOIL Synthetic ATF easily passed this



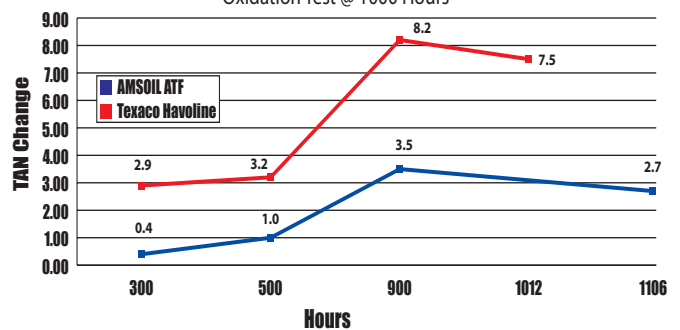
## % Viscosity Increase

AMSOIL Aluminum Beaker Oxidation Test @ 1000 Hours



## TAN Change

AMSOIL Aluminum Beaker Oxidation Test @ 1000 Hours





portion of the test. Even after 1,106 hours of extended testing, AMSOIL Synthetic ATF easily passed MERCON V test requirements for 300 hours. In fact, its TAN of 2.7 mg after 1,106 hours was lower than the 3.2 mg TAN of Texaco Havoline ATF after 300 hours. Although Texaco Havoline ATF passed 300-hour ABOT test requirements, it again showed its inability to provide protection over extended intervals, climbing to a TAN of 7.50 mg after 1,012 hours of testing.

### Brookfield Viscosity Test

The Brookfield Viscosity Test involves preheating the test lubricant and allowing it to stabilize at room temperature before transferring it to a glass cell with a special spindle. The glass cell is placed into a cold cabinet for 16 hours at a predetermined temperature of between 5 and -40° C. A viscometer rotates the spindle within the lubricant at the speed giving a maximum torque reading on the viscometer, and the reading is used to calculate the viscosity of the lubricant. The lower the cold temperature viscosity (measured in cP), the better the cold temperature protection. The MERCON V specification requires a maximum Brookfield viscosity of 13,000 cP.

The Brookfield viscosity of the automatic transmission fluids was measured before the test began and again at the conclusion of the test. The Brookfield viscosity of the AMSOIL Synthetic ATF measured 8,770 cP at the beginning of the test, easily meeting MERCON V requirements of 13,000 cP. Following 1,106 hours of extended testing, the Brookfield viscosity of the AMSOIL Synthetic ATF was 9,570 cP, still easily passing MERCON V requirements.

Texaco Havoline, on the other hand, exhibited a Brookfield viscosity of 14,400 cP at the beginning of the

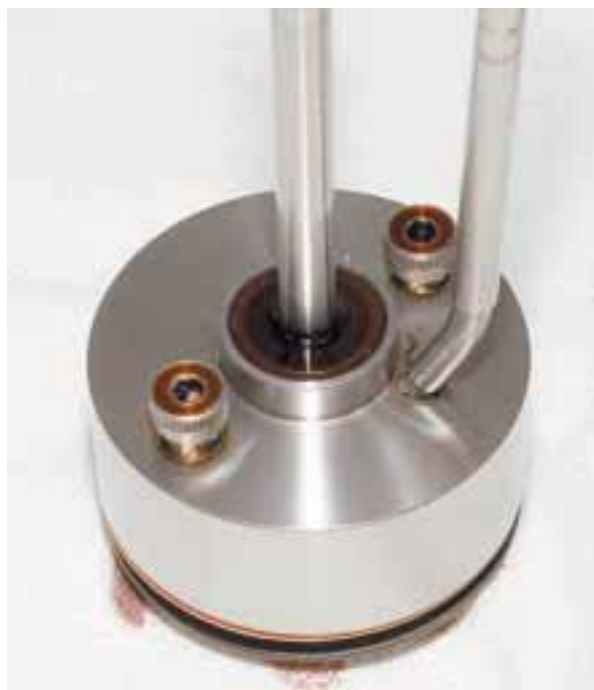
test, failing to fulfill the requirements of MERCON V. Following 1,012 hours of testing, its Brookfield viscosity exceeded 1,000,000 cP.

### Conclusions

Oxidation and shearing forces seriously affect transmission and lubricant performance and life. The ability of AMSOIL Synthetic ATF to resist oxidation and shearing forces and maintain its protective qualities throughout the extended ABOT test clearly demonstrates the superior transmission protection and performance it provides over extended drain intervals.

AMSOIL Synthetic Automatic Transmission Fluid (ATF) exceeds the performance requirements for domestic and foreign automatic transmission fluid applications, providing automatic transmissions, power steering units and hydraulic equipment with excellent lubricating protection and better performance over a wider temperature range than conventional automatic transmission fluids.

- **Resists thermal and oxidative degradation**
- **Ensures cool transmission operation**
- **Provides outstanding low temperature protection**
- **Improves fuel economy**
- **Provides smooth shifting**
- **Maximizes transmission performance and service life**
- **Reduces maintenance costs**
- **Offers extended drain intervals**



AMSOIL Synthetic ATF left no deposits following 1,106 hours of extended ABOT testing.



Texaco Havoline ATF left a covering of deposits following 1,012 hours of extended ABOT testing.

# AMSOIL Pumps Up Publicity

AMSOIL took advantage of an exciting sales and publicity opportunity in 2007, signing on as the "Official Oil" of both the Diesel Power Challenge and the Four Wheeler Top Truck Challenge. Both events offer action-packed excitement in combination with powerful vehicles and skilled drivers and crews. They also offer opportunities to spread the AMSOIL name among individuals who are extremely concerned about vehicle performance.



Trucks compete in the 1.4-mile drag strip run.



## Diesel Power Challenge

The Diesel Power Challenge is the creation of *Diesel Power* magazine and the Primedia Truck Group. This was the third year of the Diesel Power Challenge, a grueling two-day event that tests the mettle of the toughest street-legal turbo diesel trucks. The event in Utah will result in 40 pages of magazine coverage later this year, along with a one-hour TV program to be aired nationally.

This year nine pickups arrived for the competition, all maxed-out turbodiesels. All of the trucks are selected by the readers of *Diesel Power* and are put through rigorous testing for two days. The tests include a 1.4-mile drag-strip run, 1.8-mile drag while pulling a 10,000-lb. trailer, sled-pull for distance, chassis dynamometer pulls testing horsepower and torque and a 100-mile drive to see which turbodiesel has the best fuel economy on the road.

The growing popularity of diesel vehicles in the United States makes events like the Diesel Power Challenge an unrivaled opportunity to test AMSOIL products in the most severe operating conditions. AMSOIL Director of Advertising Ed Newman and Technical Product Manager of Drivetrain Products Kevin Dinwiddie attended the events. "The Diesel Power Challenge was designed for on-road applications such as quickness in the quarter mile, sled pulling to show off horsepower and fuel mileage," said Dinwiddie. "It's very difficult to have big horsepower and great mileage at the same time. The truck that finished first with big HP and the best mileage was using the new Severe Gear® 75W-110, proving once again that AMSOIL Severe Gear 75W-90, 75W-110 and 75W-140 lubes combine superior differential gear and bearing protection with the best possible fuel mileage."



Events like the Mud Pit put all components of these machines to the test in the Top Truck Challenge.



## Four Wheeler Top Truck Challenge

The Four Wheeler Top Truck Challenge is a grueling challenge for the off-road machines and the drivers involved. Similar to the Diesel Power Challenge, participants are selected by the readers of *Four Wheeler* magazine and come from all over the USA and Canada. The Challenge consists of eight events designed to push the machine, the driver and the spotter to the limits.

The eight events included in the Challenge are the Hillclimb, the Trail Fix, the Tow Test, the Frame Twister, the Mud Pit, the Mini-Rubicon, the Obstacle Course and the Tank Trap. More information on these events is available at [www.fourwheeler.com](http://www.fourwheeler.com). This year marked the 14th anniversary of this event and it continues to grow in numbers and popularity, making it a great time for AMSOIL to get involved. The event allows AMSOIL to test various products in extreme conditions and become more visible to this booming market.

Newman and Dinwiddie were impressed with the exposure it provided. "*Four Wheeler* is the leading magazine in the four wheel off-road market, reaching millions of readers," said Newman. "They are a respected authority in the off-road community with a long track record. The Top Truck Challenge sponsorship includes a one-hour TV program which will become a DVD. Association with this event gives AMSOIL tremendous street credibility among these die-hard enthusiasts."



A truck participates in the Tow Test.



# Computer Upgrade Requires New Product Codes

AMSOIL has been in the process of updating its computer systems for several months. These updates are necessary to stay current with changes to software programs and improve service to all customers. Some major improvements will include the following:

- *Live/integrated online store with accurate order totals and ability to view inventory*
- *Improved reporting capability*
- *Online order tracking and order history*
- *Faster order processing*

These improvements will require a change to AMSOIL product codes. To help customers prepare for this transition, the new product codes have been listed in the enclosed Dealer price list. Although it may appear confusing, it will be clearer for all customers when actually placing orders.

The following are examples of the current and new product codes as printed in the price lists:

## Current Product Codes

### SERIES 2000 - SAE 0W-30 Synthetic Motor Oil

Stock No.	Pkg/Size
TSO-QT	(1) Quart Bottle
TSO-01	(12) Quart Bottles
TSO-1G	(1) Gallon Bottle
TSO-04	(4) Gallon Bottles
TSO-30	30 Gallon Drum
TSO-55	55 Gallon Drum

## Future Product Codes

### SERIES 2000 - SAE 0W-30 Synthetic Motor Oil

Stock No.	Unit of Measure	Pkg/Size
TSO-QT	ea	(1) Quart Bottle
TSO-QT	ca	Case (12) Quart Bottles
TSO-1G	ea	(1) Gallon Bottle
TSO-1G	ca	Case (4) Gallon Bottles
TSO-30		30 Gallon Drum
TSO-55		55 Gallon Drum

The first thing to notice is that product codes for cases (suffixes: -01, -04, -05, -10, -14, -12, etc.) will no longer exist in the new system. Currently, when customers place orders, they provide the stock numbers and the quantities being ordered. In the future, in addition to the stock numbers and quantities being ordered, customers will have to provide units of measurement (ea, ca, pk).

In the future, the stock number will identify the product and the individual packaging type (quart bottle, gallon bottle, 2.5 gallon bottle, grease cartridge, 12-oz bottle, etc.). The unit of measurement will identify if the customer is ordering individual units (ea) or cases (ca) of the appropriate product and packaging option.

During the transition period until the computer system upgrade is completed, customers will have several ordering options. The current product codes for cases (TSO-01, GHD-14, etc.) will still be used and units of measure will not be required. Customers ordering via the toll-free ordering lines will be able to use either product code system, and the operators will insure the proper product codes are entered. Customers ordering via the online store will see no changes and will continue to order the current product codes. Customers ordering via the EZ Online Order Forms will have to use the current product codes. When the final change is made to the upgraded computer system, all ordering options will require customers to provide the new product codes, units of measure and quantities and will be prompted to do so by telephone ordering personnel and online. Hopefully, this transition period will help smooth this process.

Additional information regarding product codes and the upgraded computer system will be announced in the *Action News*, *Direct Line*, *DJ Hotwire*, *Dealer Zone* and other publications. Although the switch to the upgraded computer system is planned for early December, announcements will be made in advance to notify all customers of the actual changeover date.



# AMSOIL Retail-On-The-Shelf Program Update

In an effort to protect the AMSOIL Dealer network as the primary method of marketing AMSOIL products, AMSOIL changed the qualifications for AMSOIL retail-on-the-shelf accounts in September 2003. This change was necessary because an increase in the popularity of AMSOIL products led to increased demand for these products by large retail chain outlets. Without the change in 2003, large outlets would have been able to achieve a distinct advantage over AMSOIL Dealers due to efficiencies of distribution, low profit margin flexibility and mass advertising capabilities.

The change limited retail-on-the-shelf accounts to 12 stores, and it has had a positive effect for AMSOIL Dealers by protecting their markets. Even with the 12 store limitation, sales, registrations of all types of customers and commission checks have continued to grow at unprecedented rates.

Based upon the desire to offer Dealers as many opportunities as possible, AMSOIL evaluated options for expanding sales through businesses that own more than 12 retail outlets. Therefore, AMSOIL has redefined retail-on-the-shelf accounts in order to expand sales opportunities in a way that does not allow large chains a distinct advantage over the Dealer network or smaller retail businesses. The following definitions and qualifications are effective immediately:

“An AMSOIL retail-on-the-shelf account is a business that operates out of a storefront or outlet where there is public access for customers. This business must also sell associated merchandise at retail prices or provide product as part of a service. This business must not sell AMSOIL products through the internet or retail catalogs and must not operate or be located at a residence, and AMSOIL should not be the primary business.

“Businesses that own more than 12 retail outlets may register individual outlets as separate retail-on-the-shelf accounts. Each outlet/account must have the authority to establish an account and place individual orders for their own store. Individual outlets/accounts may not use centralized distribution, group shipments, transfer inventory between outlets or combine co-op advertising credits. An AMSOIL Dealer may register and/or sell to a maximum of 24 individual retail outlets that are owned by the same business.

“Businesses that own up to 12 retail outlets have two registration options. They may apply for one retail-on-the-shelf account to service all outlets. Invoices, co-op advertising credits and other documents will be sent to one billing address. The second option is to apply for separate retail-on-the-shelf accounts for each outlet. Each outlet must have the authority to establish their own account and place orders for their own store.”

As a result of this change, AMSOIL Dealers can register a single Wal-Mart, Home Depot, Jiffy Lube or other large chain store if their company policies allow the individual locations to establish their own accounts and place orders. In order to protect all Dealers, however, AMSOIL will continue to avoid doing business with businesses having over 12 locations that use corporate distribution. AMSOIL reserves the right to stop selling to accounts that by-pass these policies by using centralized distribution, grouping orders, transferring products between stores, combining co-op advertising credits or other policy violations.

Invoices, statements of account and other important documents for businesses that own more than 12 retail outlets will be sent to the individual store locations in order to insure each invoice is paid on an individual basis. If invoices are not paid on an individual basis, it can be very difficult to determine which order or Dealer is owed commissions. If an account has the ability to utilize a centralized accounting service and still pay individual invoices, the servicing Dealer should contact the AMSOIL Account Services Department for approval to change a billing address.

AMSOIL is confident these changes will provide even more opportunities to all Dealers and will continue the trend toward larger commission checks, brand name recognition and registrations of all customer types. It is important to understand that when AMSOIL implemented the first 12 store policy, it was with the understanding that the benefits and effects of the policy would be evaluated and possibly changed in the future. The same holds for this updated policy; it may be adjusted again in the future.

The G-47A Sales Plan Policies, G-1097 Commercial and Retail Marketing Procedures and G-1183 Retail Account Profile Sheet have been updated to reflect these changes.



# RETAIL ACCOUNT COMMISSION ADJUSTMENT

As announced in the "From the President's Desk" column in the August *Action News*, a price adjustment will be effective October 1 due to increased raw material, shipping and packaging expenses. A revised G-26 MLM price list is included in this issue of the *Action News*. Along with this price adjustment will be an additional adjustment to commission structures.

Although AMSOIL was able to avoid any price increases between 1994 and 2003, the company has been forced to increase prices several times over the past three years due to the ever-increasing costs on base stocks, chemical additives, packaging and shipping. AMSOIL INC. has simply maintained its profit on

products and its marketing programs over this time period. The price increases have only served to recover costs. In some cases, corporate profits per unit have decreased, but increased sales have helped offset those losses.

Since 2003, the profits earned by AMSOIL Dealers have increased significantly across all programs, especially the Retail-on-the-Shelf Program. Since prices must be adjusted for not only increased raw material and operating costs, but also increased commission levels, these increased commission levels directly affect each price adjustment. Consider the following examples:

## DEALER PROGRAM EXAMPLE

### 5W-30 Synthetic Motor Oil (ASL-01)

	Dealer Price	MLM CC's	23% Comm.
Sept. 2003	\$52.20	40.2	9.246
Sept. 2007	\$64.80	48.6	11.178
	+\$12.60	+8.4 cc	+\$1.93

15.3% of the Dealer/PC price increase for ASL-01 is due to increased commissions.

### 15W-40 Heavy Duty Diesel & Marine Motor Oil (AME-01)

	Dealer Price	MLM CC's	23% Comm.
Sept. 2003	\$45.60	28.8	6.624
Sept. 2007	\$58.80	39.0	8.97
	+\$13.20	+10.2 cc	+\$2.35

17.7% of the Dealer/PC price increase for AME-01 is due to increased commissions.

## RETAIL ACCOUNT PROGRAM EXAMPLE

### 5W-30 Synthetic Motor Oil (ASL-01)

	Account Price	20% CC's	23% Comm.	20% Cash (RCC)	Total
Sept. 2003	\$50.40	10.08	2.3184	10.08	12.3984
Sept. 2007	\$64.80	12.96	2.9808	12.96	15.9408
	+\$14.40	+2.88	+\$0.66	+\$2.88	+\$3.54

24.6% of the retail account price increase for ASL-01 is due to increased commissions.

### 15W-40 Heavy Duty Diesel & Marine Motor Oil (AME-01)

	Account Price	20% CC's	23% Comm.	20% Cash (RCC)	Total
Sept. 2003	\$45.60	9.12	2.0976	9.12	11.2176
Sept. 2007	\$58.80	11.76	2.7048	11.76	14.4648
	+\$13.20	+2.64	+\$0.61	+\$2.64	+\$3.25

24.6% of the retail account price increase for AME-01 is due to increased commissions.

Retail accounts have seen the largest price increases over the past three years and also pay the highest commissions. In order to ensure wholesale and retail prices remain competitive, a commission adjustment on sales to retail accounts will go into effect with the price adjustment. Effective October 1, **cash commissions** for sales to retail accounts will be calculated based on the prices in the July 1, 2007 U.S. Retail Account Price List. This will have the effect of "freezing" **cash commissions** earned on retail accounts, helping minimize the price increase to retail accounts. However, com-

mission credits (cc's) earned on retail accounts, as well as commissions and cc's earned on commercial accounts, will rise. As in the past, cc's earned on Dealer, Preferred Customer and catalog customer purchases will be adjusted on a case-by-case basis. Freight and purchase discount schedules have also been adjusted. Due to changes in the exchange rate, Canadian prices *will not* change on October 1. Cash commissions on commercial and retail accounts will be calculated in the same manner as in the U.S.

# AMSOIL Excelling Offshore

## Bob Teague puts AMSOIL boat out front



Bob Teague and driver Randy Whittier take the AMSOIL boat out for a victory lap.

Bob Teague has had a successful career of racing offshore powerboats. The driver of the AMSOIL #77 SuperCat Lite boat has been competing in offshore racing for the past 35 years, has amassed more than 10 world and class championships and is a member of the APBA Hall of Champions. In 2007, the famous *PowerBoat* magazine technical editor got back behind the throttle to race for Team AMSOIL.

Teague has found success as the season roars on. The Californian, who is considered the 36' catamaran's throttle man, is joined by veteran driver Paul Whittier. Together, the duo pushes the silver #77 boat through the 90-mile courses laid out by the OSS, SBI and APBA.

Teague and Whittier earned their first win of the season in the 78-mile Rum Run event at the Pacific Offshore Powerboat Racing Association-sanctioned 96th Annual Long Beach Sea Fest. The Rum Run featured two classes racing at the same time,

with the slower boats in the first start and the faster boats in the second start (about five minutes later). The AMSOIL #77 boat was in the second start. All together, there were 25 boats racing at the same time. Despite waves reaching four feet high, the AMSOIL SuperCat Lite was the first boat to reach the first turn heading out to sea.

"We maintained great speed with perfect navigation for the entire 78-mile course, passing all of the competitors except one that is in the senior and faster Extreme Unlimited Cat Class," said Teague. "Ultimately, the CRC boat finished the race with a time of 44:36, and we finished second overall (first in class) with an elapsed time of 44:55, just 19 seconds behind the 2400+ horsepower CRC boat."

Following their first class win, Teague and Whittier left the shores of southern California and headed to Lake Michigan for an Offshore Powerboat Association (OPA) race in St. Clair. Nine of the world's fastest Cat Lites were on hand looking to tame the St. Clair River

in front of thousands of spectators.

Drawing a starting position in the third lane, the AMSOIL boat was in prime position to conquer the 11 laps on the 7.3-mile course. On the first straight-away, the AMSOIL boat led the fleet into the first turn. Coming out of the turn, it pushed past the Motley Crew boat and pulled a few boat lengths ahead going toward the next turn. The AMSOIL boat nailed the turn and pulled further ahead of Motley Crew and from there continued to add about two seconds per lap to the lead. Team AMSOIL led the race from start to finish on its way to the victory.

"The difference in our boat's performance was attributed to the AMSOIL products being used in the engines and drives," said Teague. "AMSOIL lubricants are backed by superior technology, R&D and race-proven success. We put the best against the best and came out on top."



The AMSOIL #77 boat skates across the open water at a recent race.



The AMSOIL crew takes a quick break to pose for a team photo in St. Clair, Mich.



## Products The Pros Use

Team AMSOIL offshore powerboat driver Bob Teague relies on AMSOIL Series 2000 Synthetic 20W-50 Racing Oil to reduce friction for quicker engine response and increased horsepower. "With more than 35 years of racing and testing powerboats, AMSOIL is the only oil I trust in my 525 h.p. engines." – Bob Teague





# The Amateur Nationals Presented by AMSOIL

## Team AMSOIL rider Trey Canard wraps up successful amateur career

When it mattered most, Trey Canard dug deep in the heart of the Tennessee heat to take home two more titles at the Loretta Lynn's Amateur Nationals presented by AMSOIL. Canard, who wrapped up his amateur career at the event in Hurricane Mills and recently made his professional debut with the SoBe/Samsung/AMSOIL team at the AMA Outdoor Nationals in Millville, Minn., needed three wins in two classes over the three days of racing to repeat as champion at the biggest amateur race of the year. Canard competed in the MX Lites A and MX Lites A/Pro Sport classes and won four of his six motos to close out a pair of amateur championships at the home of the Coal Miner's Daughter.



Canard shows his number 1 plate to the crowd at Loretta Lynn's.

Canard, 16, entered Thursday afternoon needing a win in the MX Lites/Pro Sport class to have a shot at the overall championship. Quickly moving into the lead, he won the race, but needed to finish ahead of Austin Stroupe in Saturday's final for the overall win. Canard grabbed the holeshot in the final, but a red flag pushed the field back to the starting line. On the restart, Canard again grabbed the holeshot, but had to battle Stroupe for much of the race before finally putting the Kawasaki rider away in the last third of the race. Stroupe also crashed on the final lap, securing the overall win for Canard.

"I just tried to put myself in a position to win," said Canard. "Stroupe and (Nikko) Izzi are fast and I knew I would need to be on top of my game today to get the overall win."

The MX Lites A/Pro Sport class was the second championship of the weekend for Canard. On Friday, Canard entered the final MX Lites A race in a three-way tie with Stroupe and Izzi. Canard showed why he will be a pro contender on the AMA circuits as he pushed his SoBe/Samsung/AMSOIL Honda to the win and the overall championship.



AMSOIL congratulates Canard and the rest of the riders at this year's Amateur Nationals presented by AMSOIL.

"It's going to be great turning pro at Millville and learning from guys like Josh Grant and Kevin Windham," said Canard following his win. "The SoBe/Samsung/AMSOIL team is one of the top teams in motocross and I feel very grateful for getting the chance to compete with the world's best riders."

The Loretta Lynn's Amateur Nationals presented by AMSOIL brings more than 1,300 of the top amateur riders from around the world to middle Tennessee each year. The riders compete in 33 classes, with many of the top riders turning pro immediately following the week-long event. AMSOIL is the proud presenting sponsor of the Amateur Nationals and will continue its relationship with the event for at least two more years.

"AMSOIL had a large number of riders competing at this year's event," said AMSOIL Race Program Manager Jeremy Meyer. "We want to say congratulations to all of the AMSOIL-sponsored riders who were able to make it to Tennessee. It's an amazing accomplishment and we thank all of the teams for making AMSOIL the leading motor oil in motocross racing."



Team AMSOIL rider Trey Canard leads the way as he searches for his fourth straight title at Loretta Lynn's.



Canard prepares to land a moto at the Amateur Nationals.



## Products The Pros Use

Team AMSOIL rider Trey Canard will be riding a full AMA supercross and motocross schedule in 2008, and the four-time amateur champion will be relying on AMSOIL products to keep his Honda CRF 250 in top form. The entire SoBe/Samsung/AMSOIL team, including Josh Grant and Kevin Windham, rely on AMSOIL 10W-40 Synthetic Motorcycle Oil to keep their high performance engines running cool, while gaining the horsepower edge over the competition.





## 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

• September 20 - Thursday  
• October 18 - 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

• September 20 - Thursday  
• October 18 - 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

• September 13 - Thursday  
• October 11 - Thursday  
Meeting - 7 p.m.  
SUMMER RESIDENCE  
404 Arrowhead Drive  
Montgomery, AL  
Hosted by Direct Jobbers Peter and Jean Sumner (800) 867-8735  
Please RSVP

### ALASKA

• September 4, 18 - Tuesday  
• October 2, 16 - 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

• September 18 - Tuesday  
• October 16 - Tuesday  
Optional no-host dinner - 5:30 p.m.  
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

• September 13 - Thursday  
• October 11 - 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@sbglobal.net

### CALIFORNIA

• September 1 - Saturday  
• October 6 - Saturday  
Meeting - 9 a.m.  
HILTON AT THE CLUB  
7050 Johnson Drive  
Pleasanton, CA  
Hosted by Executive 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

• September 5 - Wednesday  
• October 3 - Wednesday  
Meeting - 7 p.m.  
MCCOOL RESIDENCE  
2210 Coddling Drive  
Modesto, CA 95350  
Hosted by Direct Jobber Bill McCool  
(209) 577-0174

• September 11 - Tuesday  
• October 9 - 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

• September 18 - Tuesday  
• October 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 Dealer Craig Ludwick  
RSVP (619) 583-5218

### COLORADO

• September 20 - Thursday  
• October 18 - 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

• September 25 - Tuesday  
• October 23 - Tuesday  
Meeting - 7:30 p.m.  
LANZOFANO RESIDENCE  
120 Gravel Street, Unit 11  
Meriden, CT 06450  
Hosted by Dealer Salvatore Lanzofano  
(203) 634-0885

• September 12 - Wednesday  
• October 10 - 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

### FLORIDA

• September 15 - Saturday  
• October 20 - 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

• September 6 - Thursday  
• October 4 - 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

• September 19 - Wednesday  
• October 17 - Wednesday  
Meeting - 7 p.m.  
CHICAGO CONNECTION  
1935 South Eagle Road  
Meridian, ID, 83642  
Hosted by Direct Jobber Steve Noffz  
(208) 861-8935

• September 12 - Wednesday  
• October 10 - Wednesday  
Meeting - 7:30-9:30 p.m.  
MCGUFFEY RESIDENCE  
23446 Freezout Road  
Caldwell, ID, 83605  
Hosted by Premiere Direct Jobbers  
Charles and Connie McGuffey RSVP:  
(208) 455-2581

• September 1 - Saturday  
• October 6 - 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

• September 11 - Tuesday  
• October 9 - 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

• September 5, 19 - Wednesday  
• October 3, 17 - 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

• September 11 - Tuesday  
• October 9 - 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  
evansamsoilist@aol.com

### IOWA

• September 4 - Tuesday  
• October 2 - Tuesday  
Meeting - 7 p.m.  
SORTER RESIDENCE  
2629 340th Avenue  
Terri, Iowa 51364  
Hosted by Dealers David and Melissa  
Sorter (712) 853-6293

### KANSAS

None Scheduled

### KENTUCKY

• September 6 - Thursday  
• October 4 - Thursday  
Meeting - 7:30 p.m.  
Hosted by Executive Direct Jobbers  
Al and Ann Kelly (859) 879-0728 or  
e-mail: bestoil@aol.com  
Call for location, directions and RSVP

### LOUISIANA

• September 6 - Thursday  
• October 4 - Thursday  
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

• September 27 - Thursday  
• October 25 - Thursday  
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

• September 21 - Friday  
• October 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

• September 21 - Friday  
• October 19 - Friday  
Meeting - 7 p.m.  
GRONER RESIDENCE  
9208 Todd Avenue  
Fort Howard, MD 21052  
Hosted by Account Direct Harvey  
Groner (410) 477-8255

• September 6 - Thursday  
• October 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

• September 21 - Friday  
• October 19 - Friday  
Meeting - 7:30 p.m.  
OAL 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

• September 19 - Wednesday  
(Dealer training)  
• October 17 - Wednesday  
(Opportunity)  
Meeting - 7 p.m.  
MUGRIDGE RESIDENCE  
6640 State Road  
Lakeport, MI 48059  
Hosted by Premiere Direct Jobbers  
Barry and Cathy Mugridge  
(877) 446-2671  
Call for information and scheduling  
www.pro-oil-1.com

• September 17 - Monday  
• October 15 - Monday  
Meeting - 7 p.m. (info)  
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

• September 3 - Monday  
• October 1 - Monday  
Meeting - 7 p.m. (info)  
Meeting - 8 p.m. (opportunity)  
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

• September 20 - Thursday  
• October 18 - Thursday  
Meeting 7 p.m.  
MEYER RESIDENCE  
512 Broadway Street  
Cleveland, MN 56017  
Hosted by Executive Direct Jobbers  
Charles & Donna Meyer  
(507) 931-3875

• September 11 - Tuesday  
• October 9 - Tuesday  
Meeting - 6:30 - 8:30 p.m.  
THE FORD RESIDENCE  
1830 175th LN NE  
Ham Lake, MN 55304  
Hosted by Premiere Direct Jobbers  
Mike & Linda Ford  
(763) 434-1544 or (763) 257-3130  
www.allserviceoil.com,  
allservicesales@msn.com or  
mikeford@allserviceoil.com

• September 6 - Thursday  
• October 4 - 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

• September 20 - Thursday  
• October 18 - 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

• September 13 - Thursday  
• October 11 - Thursday  
Meeting - 7:30 p.m.  
STAVE RESIDENCE  
3040 Bridge Street NW  
St. Francis, MN 55070  
Hosted by Dealer Ordell Stave  
(612) 241-5267

• September 15 - Saturday  
• October 20 - Saturday  
Meeting - 2 p.m.  
SAWYER WAREHOUSE  
28108 - 133rd Street  
Zimmerman, MN 55398  
Hosted by Direct Jobbers  
Roger and Jennifer Sawyer Please RSVP  
(763) 856-3567 rpsawyer@aol.com  
www.rpsawyer57.com

### MISSISSIPPI

None Scheduled

### MISSOURI

• September 18 - Tuesday  
• October 16 - 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  
connieluc@earthlink.net

### MONTANA

### NEBRASKA

### NEVADA

### NEW HAMPSHIRE

None Scheduled

### NEW JERSEY

• September 12 - Wednesday  
• October 10 - 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

• September 25 - Tuesday  
• October 23 - 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;  
(595) 255-2137, home; fax  
(505) 881-4565. NMOilman@aol.com

• September 3 - Monday  
• October 1 - 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

• September 26 - Wednesday  
• October 24 - Wednesday  
Meeting - 7 p.m.  
ALBANY AREA  
GUILZ RESIDENCE  
6 Daisy Lane  
East Berne, NY 12059  
Hosted by Premiere Direct Jobber Richard  
Guilz (518) 423-1552  
rich@empiresynthetics.com call or  
e-mail to reserve seat

• September 5 - Wednesday  
• October 3 - 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



- September 19 - Wednesday
- October 17 - 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*
- September 13 - Thursday
- October 11 - 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 or www.lubedealer.com/newyork*
- September 13 - Thursday
- October 11 - 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*
- September 19 - Wednesday
- October 17 - Wednesday Meeting - 7:30 p.m.
- SYRACUSE AREA**  
Call ahead for location  
*Hosted by Direct Jobber Peter Finnerty (315) 682-9791*
- September 19 - Wednesday
- October 17 - Wednesday Meeting - 7:30 p.m.
- NEWARK, NY LOCATION**  
Call ahead for location  
*Hosted by Dealer Brad Timerson (315) 331-7110*

## NORTH CAROLINA

- September 3 - Monday
- October 1 - Monday Meeting - 7 p.m.
- ATLANTIC BUSINESS CENTERS**  
4913 Chastain Ave. Unit 28  
Charlotte, NC 28209  
*Hosted by Dealer Gregory Finnican (704) 525-5565*
- September 13 - Thursday
- October 11 - 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*
- September 13 - Thursday
- October 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*
- September 13 - Thursday
- October 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*

- September 11 - Tuesday
- October 9 - 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

- September 4 - Tuesday
- October 2 - 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

- Every Wednesday Meeting - 6 p.m. (training)
- Meeting - 8 p.m. (opportunity)
- FABIJANIC RESIDENCE**  
561 Loomis Avenue  
Cuyahoga Falls, OH 44221  
*Hosted by Direct Dealers Paul & Coralie Fabijanic (330) 928-8863 or 800-874-4827 RSVP*

- September 24 - Monday
- October 22 - 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*
- September 3 - Tuesday
- October 1 - Tuesday Meeting - 7 p.m.
- HASKIN RESIDENCE**  
834 North Ellsworth Ave.  
Salem, OH 44460  
*Hosted by Dealer Roc Haskin (330) 332-4992 and Direct Jobber Jerry Wolford All Dealers welcome*

## OKLAHOMA

- September 1 - Saturday
- October 6 - 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*
- September 13 - Thursday
- October 11 - Thursday Meeting - 7 - 8:30 p.m.
- Call for location and reservations.  
*Hosted by Dealers Richard and Brenda Coats (918) 225-5722*

- September 11 - Tuesday
- October 9 - 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*

- September 13 - Thursday
- October 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 Premiere Direct Jobber Kevin Alexander (918) 258-6979; RSVP kevina@noradam.com*

## OREGON

- September 20 - Thursday
- October 18 - 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

- September 17 - Monday
- October 15 - 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.*

## 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 amsoil/dealer@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*

- September 4 - Tuesday
- October 2 - 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

- September 13 - Thursday
- October 11 - Thursday Meeting - 7 p.m.
- CICI'S PIZZA**  
5007 S. Louise Ave.  
Sioux Falls, SD 5710  
*Hosted by Regency Platinum Direct Jobbers Ches and Natasha Cain (605) 361-4075 to RSVP*
- September 6, 20 - Thursday
- October 4, 18 - 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*
- September 18 - Tuesday
- October 16 - 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

- September 3 - Monday
- October 1 - 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*

- September 11 - Tuesday
- October 9 - Tuesday Meeting - 7:30 p.m.
- STANCIL RESIDENCE**  
1236 General Street  
Virginia Beach, VA 23464  
*Hosted by Regency Direct Jobbers Bill & Barbara Stancil (757) 420-0673*

- September 10 - Monday
- October 8 - Monday Meeting - 7 p.m.
- GRAVITTE RESIDENCE**  
1042 Merganser Circle  
Gloucester, VA 23072  
*Hosted by Premiere Direct Jobbers Cliff & Dee Gravitte (804) 694-0221*

- September 11 - Tuesday
- October 9 - 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

- September 17 - Monday
- October 15 - 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*
- September 6 - Thursday
- October 4 - 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*

- September 11 - Tuesday
- October 9 - Tuesday Meeting - 7:30 p.m.
- STOUGARD RESIDENCE**  
22907 Prairie Road  
Sedro Woolley, WA 98284  
*Hosted by Executive Direct Jobbers Marv & Charlotte Stougard (360) 856-1641 Guests welcome*

- September 13 - Thursday
- October 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.*

- September 11 - Tuesday
- October 9 - 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*

- September 11 - Tuesday
- October 9 - 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*
- September 8 - Saturday
- October 13 - 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*

- September 25 - Tuesday
- October 23 - 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*

- September 11 - Tuesday
- October 9 - Tuesday Meeting - 7 p.m.
- PRAIRIE HOTEL**  
701 Prairie Parke Lane  
Yelm, WA 98597  
*Hosted by Executive Direct Jobber Wayne C. Fletcher (360) 269-1751*

## WEST VIRGINIA

- None Scheduled

## WISCONSIN

- September 20 - Thursday
- October 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  
Guests Served (715) 392-4006  
Reservations welcome*

- September 13 - Thursday
- October 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*
- September 6 - Thursday
- October 4 - Thursday Meeting - 7 p.m.
- PABST RESIDENCE**  
650 Larcom Street  
Hammond, WI 54015  
*Hosted by Regency Direct Jobber Lynn Pabst (715) 796-5441  
Guests welcome.*

- September 5 - Wednesday
- October 3 - 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

- September 17 - Monday
- October 15 - 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

- September 27 - Thursday
- October 25 - Thursday Meeting - 6 p.m.
- AMSOIL DISTRIBUTION CENTER**  
6625 Tomken Road,  
Units 12-14  
Mississauga, ON L5M-5J3  
*Hosted by Executive Direct Jobber Walter Perera and local Dealers (866) 326-7645 fax: (905) 814-1802  
www.sinwal.com*

## PRINCE EDWARD ISLAND

- September 3 - Monday
- October 1 - 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

- September 6 - Thursday
- October 4 - Thursday Meeting - 7:30 p.m.
- ENTREPOT AUTOLUBE**  
EMS 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 Carter at 715-392-7101 ext 6366 or at bcarter@amsoil.com

# Air Filtration Products Rank Among Top Specialty Equipment Purchases

Striving to reach young customers often pays dividends well into the future. When people become satisfied customers at a young age, there is a good chance they will become repeat buyers and possibly remain loyal to a

particular product for years. According to a recent SEMA survey, performance air filters and spark plugs are among the most popular specialty equipment parts and accessories purchased by young customers.

Product	Age Group						Average
	16-24	25-33	34-42	43-51	52-58	59+	
Exhaust Kit - Pipes/Muffler/etc.	52.8%	50.8%	43.2%	39.7%	39.0%	32.1%	42.9%
<b>Air Intake - Performance Air Filter Replacement</b>	<b>51.5%</b>	<b>56.2%</b>	<b>46.9%</b>	<b>48.4%</b>	<b>52.3%</b>	<b>37.9%</b>	<b>48.9%</b>
Stereo - Head Unit	46.4%	42.1%	24.8%	13.5%	9.3%	4.6%	23.4%
Window Tinting/Lamination	43.7%	45.9%	37.1%	25.5%	16.7%	18.1%	31.2%
Stereo - Amplifier	42.6%	39.6%	28.3%	19.8%	14.3%	8.5%	25.5%
Stereo - Mid-range Speakers	42.4%	40.2%	26.2%	18.7%	13.5%	8.2%	24.9%
Stereo - Subwoofer	41.4%	39.6%	26.4%	15.3%	9.7%	7.7%	23.4%
Air Intake - Cold Air Intake Conversion	41.0%	46.1%	34.4%	31.7%	34.2%	28.7%	36.0%
Tires - Performance	40.1%	41.5%	37.1%	30.4%	33.1%	28.0%	35.0%
Wheels - Custom	39.0%	38.7%	33.1%	28.8%	27.8%	23.9%	31.9%
Exterior Lighting - Head Lights/Tail Lights/Lenses/Light Kit	38.2%	31.4%	24.0%	21.0%	19.2%	16.7%	25.1%
Springs/Shocks/Suspension/Sway Bars	37.6%	40.7%	30.1%	29.0%	27.2%	23.4%	31.3%
Alarm System	36.0%	41.1%	36.0%	29.3%	31.9%	24.6%	33.2%
Stereo - Tweeter	33.9%	34.0%	23.7%	15.6%	8.0%	6.5%	20.3%
<b>Ignition Wires/Spark Plugs</b>	<b>32.2%</b>	<b>32.8%</b>	<b>28.6%</b>	<b>31.7%</b>	<b>30.4%</b>	<b>24.4%</b>	<b>30.0%</b>
Stereo - CD Changer	30.1%	29.3%	29.9%	22.5%	21.9%	17.4%	25.2%
Battery/Battery Wraps	29.8%	29.7%	26.7%	22.7%	21.9%	15.9%	24.5%
Tires - Plus-sized	29.3%	33.4%	29.9%	24.1%	23.6%	18.8%	26.5%
Exhaust Headers	29.1%	30.0%	22.7%	28.1%	28.1%	23.4%	26.9%
Suspension - Shocks	27.5%	29.7%	24.6%	22.3%	21.3%	17.6%	23.8%

AMSOIL offers premium quality Ea Universal Air Induction Filters (EaAU) for air intake systems, as well as NGK spark plugs and plug wires for virtually every application.



## Ea Universal Air Induction Filters

AMSOIL Ea Universal Air Induction Filters are constructed of advanced nanofiber technology and fit most popular air intake systems on the market, providing improved cold air intake and excellent efficiency for superior engine protection and performance. Ea Air Induction Filters are cleanable and remain serviceable for long filter life, saving money on filter costs. Cleaning of Ea Air Induction Filters with a shop vacuum or low pressure shop air is recommended when designated by the restriction gauge or according to operating conditions.

## NGK Spark Plugs and Plug Wires

AMSOIL offers top-of-the-line NGK Iridium IX, V-Power, Standard and Commercial spark plugs and Spark Plug Wire Sets and Power Cable Wire Sets for auto/light truck, powersports, auto racing and small engine applications.





# AMSOIL CENTERLINES ...and updates

## SEPTEMBER CLOSE OUT

The last day to process September orders in the U.S., Canada and Puerto Rico is the close of business on Friday, September 28. 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. CDT on that day. The last day to process September orders in Alaska is the close of business on Tuesday, September 25. All orders received after these times will be processed for the following month. Volume transfers for September business will be accepted until 3 p.m. CDT on Friday, October 5. All transfers received after this time will be returned.

## HOLIDAY CLOSINGS

The AMSOIL corporate headquarters, U.S. distribution centers and Canadian distribution centers will be closed Monday, September 3 for Labor Day.

## NEW MOTHERS® POSTER

The new 18" x 24" Mothers poster features the full Mothers automotive appearance products line and is an excellent sales tool.

Stock #	U.S.	Can.
G-2443	2.00	2.55



## NEW SAVE MONEY WITH AMSOIL BROCHURE

The new Save Money With AMSOIL brochure effectively explains the features and benefits of AMSOIL synthetic lubricants and how their use saves businesses money. It is ideal for both existing and potential commercial accounts. Full size/color, 6 pages.

Stock #	U.S.	Can.
G-2334	.80	1.00



## NEW BOOST PROFITS WITH AMSOIL BROCHURE

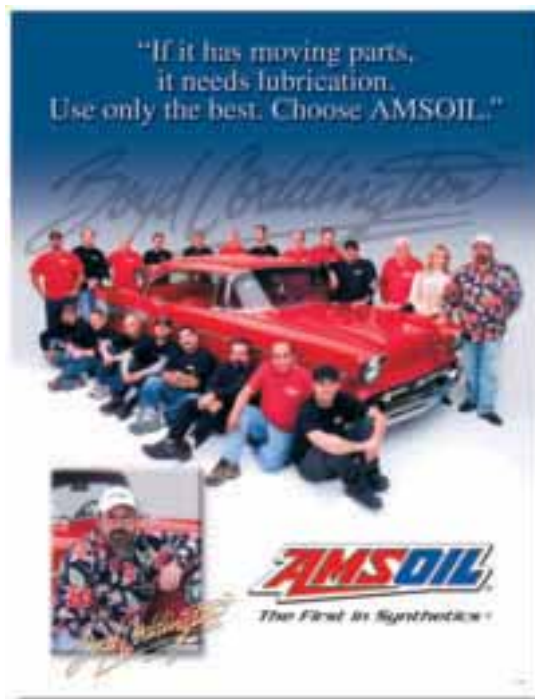
The new Boost Profits With AMSOIL brochure effectively explains the features and benefits of AMSOIL synthetic lubricants and how retail stores can boost profits by selling them. Full size/color, 6 pages.

Stock #	U.S.	Can.
G-2335	.80	1.00

## NEW BOYD CODDINGTON POSTER

The new 18" x 24" Boyd Coddington poster features the legendary hot rod builder and American Hot Rod host with his crew.

Stock #	U.S.	Can.
G-2444	2.00	2.55



# 2007 AMSOIL Fall Sales Meetings

- Learn new sales strategies and skills
  - Learn about new AMSOIL products and their markets
  - Receive a 10 percent product rebate for attendance at one meeting
- Pre-register by calling Julie Jacobson at (715) 392-7101 or on the AMSOIL website at [www.amsoil.com](http://www.amsoil.com).  
Enter the Dealer Zone and click the "Training" tab for cost-free attendance.



<b>September 14-15</b>	Toronto, ON	Holiday Inn Select
<b>September 21-22</b>	Arlington, TX	Sheraton Arlington Hotel
<b>September 28-29</b>	Richmond, VA	Crowne Plaza Richmond West
	Orlando, FL	The Florida Hotel & Conference Center
	Portland, OR	Monarch Hotel
<b>October 5-6</b>	Columbus, OH	Holiday Inn & Suites Fort Rapids
	Chicago, IL	Westin Hotel
<b>October 12-13</b>	Memphis, TN	Embassy Suites
	Superior, WI	DJ Meeting: Holiday Inn Downtown Duluth, All Dealer Meeting: Duluth Entertainment & Convention Center
	Edmonton, AB	Ramada Hotel & Conference Center
<b>October 19-20</b>	Lancaster, PA	Lancaster Host
	Santa Clara, CA	Biltmore Hotel & Suites
<b>October 26-27</b>	Wichita, KS	Hyatt Regency
	Las Vegas, NV	Texas Station

The 2007 Fall Sales Meetings will be Friday-Saturday events following this schedule:

- **Friday Evening:**  
Direct Jobber & AMSOIL Staff  
Social Hour/Dinner/  
Recognition
- **Saturday Morning:**  
Direct Jobber Business  
Meeting
- **Saturday Afternoon:**  
All Dealers General Sales  
Meeting

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



**AMSOIL INC.**  
SYNTHETIC LUBRICANTS  
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