

Olson Marketing Monthly

June 2012 - Issue #10

Your Amsoil Information News Source

FREE Registration For New Preferred Customers in June

I will pay for your new annual Preferred Customer membership in June. To register, log on to my website, lubedealer.com/donolson select the "[Contact Us](#)" link on the left hand side and click on the link "[Click here to become a preferred customer](#)". Select the "1-Year" option next to "Package Size", add it to your cart, order items, and check out.

If you are a new Preferred Customer in the month of June and order \$100.00 or more of any products during the month of June (at wholesale), I will send you a check for \$20.00, after I obtain my June report from AM-SOIL, Inc. You should receive your check by July 10, 2012.

Your order(s) may contain any AM-SOIL, AGGrand, Altrum, Mother's® Car Care, WIX, Donaldson, MANN, TRICO or NGK product ordered through my website during the month of June.

Remember, you purchase factory fresh products, delivered to your door (not P.O. Boxes). You order what you want in the quantity you want, when you want it.

Any technical questions can be answered by Don or Jon via Email or contact Technical Services at AM-SOIL, INC. tech@amsoil.com or talk to a technical services person at 715-399-8324.

Want even more?

Beginning with the month of June 2012 you can earn FREE ALTRUM food supplements!

Here's how:

Purchase one bottle of your favorite food supplement each month for six months and I will send you the seventh bottle for FREE.

For instance if you purchase AJ's Ultra Multi at retail OR wholesale (as a Preferred Customer, Retail or Commercial Account), I will send you the seventh bottle FREE. Your "payment" will arrive in January 2013 (that gives you seven months to purchase and use your favorite supplement).

You may opt to take several different food supplements from the ALTRUM catalog. For every six bottles you purchase of a single supplement I will send you the seventh for FREE within a seven consecutive month period.

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Interested in Marine?

We Got It!

[Click Here](#)
to learn
more.



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Oil Primer

More Information for You

With government regulations getting more stringent regarding emissions and gas mileage it has become even more important to protect the investment in your vehicle in every way possible. One of those ways is to use the best lubricant on the market.

AMSOIL, INC. does not cut any corners when it comes to lubrication. They use only the best base stocks money can buy and formulate the products for the function of the particular vehicle. You can no longer just grab any oil for your engine and expect superior performance. Tolerances are tighter and lubrication is an exact science that demands careful consideration.

The problem is the lack of purity, cleanliness, and chemical reactions within your engine. If you are not performing oil analysis you should strictly abide by the highest oil change standards available.

Engine sludging (shown below) is very common in vehicles that have not used quality products and performed regular vehicle maintenance and care.



Crude oil (the 'cheap stuff') would be equivalent to sand with respect to the formulation of the best synthetic oils available.

Viscosity (slickness) is absolutely necessary in any vehicle. You simply can't get the stable viscosity from crude oil that you can from the best synthetic on the market.

Heat, dirt, soot, severe driving conditions, and neglect of regular oil changes steal from the longevity and power of your engine.

Therefore, it is necessary to use the best synthetic oil available, a premium oil filter, a premium air filter and a regular schedule that is adhered to for changing your oil.

Contaminants get into your engine through the air intake (thus you need an excellent air filter). The internal combustion engine introduces contaminants in the oil (thus you need an excellent oil filter). Most driving is considered 'severe service' (less than 10 miles per trip, stop and go traffic, etc. – thus the need for scheduled regular oil changes that are adhered to.)

Dan Peterson/Vice President, Technical Development with AMSOIL, INC says, "Many people already know that severity of service puts additional stress on engine

oil, but we don't talk much about the effects Father Time has on oil. Chemical and physical changes are occurring in your engine oil from the day it is installed in your vehicle, even when the vehicle is not in use. Just like inside your body, there are a number of different reactions occurring inside your engine that impact its overall health. Like eating too many Big Macs and drinking too much Coca-Cola can accelerate reactions that can harm your health, contaminants introduced into your motor oil can accelerate reactions that can harm your engine.

AMSOIL Signature Series Synthetic Motor Oil is recommended for 25,000 miles in normal service. I've driven only 18,000 miles since last spring when I changed my oil, so why do I need to change it after a year in service? The oil level is full, so why not just keep driving and get the full 25,000 miles out of the oil? It may be possible through oil analysis, but without verifying a clean bill of health, the oil must be changed to ensure the vehicle is protected.

Motor oil is continually subjected to a variety of forces and contaminants that degrade the oil's quality until; ultimately, fresh oil is required."

If crude oil does not come close to the lubricating factors that AMSOIL has, how can you expect crude oil to keep your engine in good operating condition... and a 3,000 mile oil change just isn't economical nor safe for our ecology.

Think about it...AMSOIL oils and filtration systems protect best... isn't it time to change today?

The Altrum Minute

Inflammation Causes What?

Inflammation is the body's normal response to injury and infection. It is a major component of healing. The redness, warmth, swelling and pain that characterize inflammatory reactions all are evidence that the immune, circulatory and hormonal systems are working to boost the efficiency of the body's defenses and speed repair of damaged tissue.

Wide-ranging Effects of Chronic Inflammation

When inflammation continues beyond its normal limits, however, it wreaks havoc throughout the body. Often, it is an unwelcome feature of autoimmunity. Inflammation also is a major component of musculoskeletal problems.

Some of the causes of inflammation

- Poor Diet
- Lack of exercise
- Lack of sun during the winter
- Chronic stress
- Chronic infestations of viruses, bacteria, yeasts or parasites
- Hidden allergens from food or the environment
- Mold toxins

Inflammation busters:

- Some white meats, such as chicken and turkey.
- A diet rich in vegetables, which provide phytonutrients, along with some fruits.
- Nutritional supplements such as omega-3 fatty acids found in fish oil and flax seed, as well as systemic enzymes.

Find out more at [Altrum Online](http://AltrumOnline.com).

Grow with AgGrand

High fertilizer costs sent Tom Hicks of Montrose, Colorado to the Internet to find cheaper, yet effective, fertilizers.

Hicks manages K-M Ranch, located in the Colorado mountain-side above Montrose. The ranch is at 7,500 feet average elevation and is owned by Dealers Kent & Misti Mazzia. Hicks is Misti's father.

Online research led Hicks to AG-GRAND natural liquid fertilizers for the ranch where they grow and sell "alfalfa and grass hay and 12,000 beautiful Colorado Blue Spruce trees," Hicks said. There are 200 acres of irrigated land, 860 total acres.

"Last year's production for the first cutting of hay was 160 tons," Hicks said. This year's first cutting found the yield much improved. "With the AGGRAND Natural Fertilizer 4-3-3 and AGGRAND Natural Kelp and Sulfate of Potash 0-0-8, we had an increase in our first cutting of hay production from 160 tons to 232 tons," Hicks said.

"AGGRAND got nutrients into the grasses right away," said Hicks. "Within a few weeks I could see the difference. For our first try, it was pretty impressive. I'm really quite pleased with the AG-GRAND."

He sprayed his mixture of AG-GRAND fertilizer at a ratio of five gallons of solution to 100 gallons of water on part of one field and could see where the grass was four inches taller in the section sprayed with AGGRAND.

Find out more at [AgGrand](http://AgGrand.com).

Altrum Facts

ALTRUM spares no expense in finding the best and highest quality ingredients in the market today. The manufacturing facilities meet all current Good Manufacturing Practices (GMP) to be in compliance with the FDA and produce not only the most natural vitamins and supplements but with proven effectiveness.

Scientific research and customer testimonials provide you with the positive results showing the effectiveness of the ALTRUM formulas.

In the real world of today's processed food, most of us don't get all the nutrients we need in adequate doses. Most people are deficient in several of the essential nutrients. These deficiencies are responsible for much suffering, including heart disease, cancer, premature aging, dementia, diabetes, and other diseases such as eye disease, multiple sclerosis and asthma.

Check out:

<http://orthomolecular.org/resources/omns/index.shtml>

Don't be fooled: nutrient deficiency is the rule, not the exception. That's why we need supplements. When ill, we need them even more.



Automotive Lingo:

Mass Air Flow (MAF) Sensor

The Mass Air Flow (MAF) Sensor is used to find out the mass flow-rate of air entering into your engine. The air mass information is necessary for the Engine Control Unit (ECU) to balance and deliver the correct fuel mass to the engine. In your engine, fuel is mixed with air before it gets injected into the combustion chamber. Incorrect Air/Fuel mixture can result in engine functionality issues.



Often, a dirty or faulty MAF sensor will cause the car's computer to turn on the Check Engine Light. If the MAF sensor wire becomes dirty or is contaminated with oil (from a ineffective air filter), it will be slow to react to changes in air flow. This may result in difficulties starting your vehicle. Your vehicle may also stall, hesitate under load, or idle rough.

A MAF sensor will typically run you between \$100 and \$200 for the part and can usually be installed yourself without much trouble. In most vehicles it is located on the large tube that connects the air filter housing to the engine. There should be wires connected to the MAF sensor.

Don's Corner

with Don Olson

The month of May has come to a close—so soon! We are launching into summer. School is out...the kids are home (for those with kids at home) and the sun is shining brightly on all of our lives.

Day by day...life goes by. They say life can be compared to a roll of toilet paper...the closer you get to the end, the faster it seems to go by.

I spent a glorious week with my lovely wife in Duluth, MN May 19-25 attending AMSOIL University--2012. Although the weather was cool and rainy some of the time, it was very pleasant. I learned much more about this AMSOIL business... the integrity of the company, the delightful people I met (I didn't get to meet all 400+ of them but made some new acquaintances as well as renewing past ones.)



There's never been a better time to join me and save money using the best products available.

Again, check out the two bonuses on page one of this newsletter. I'll be looking for your AMSOIL registration.

Thank You for reading and passing along this newsletter!

Shop Talk

with Jon Olson

As another school year comes to an end I think about the students that I have taught and hope they continue to make good choices when it comes to maintenance and care for their vehicles. This idea may seem superficial to some, but with proper vehicle maintenance and care everyone has the opportunity to save a substantial amount of money and headaches.

The other thing I think about as the school year comes to a close... is vacationing. My family typically chooses vacation destinations within reasonable driving distances. For those with small children...the shorter the car ride...the more enjoyable the trip. Nonetheless, I plan my vehicle maintenance around my vacations. Specifically, I do all my more complex preventative maintenance tasks at the beginning of summer. This begins with my annual oil and filter change. This year I will be flushing and replacing the transmission fluid in my truck and my wife's car. Additionally, I will be replacing front and rear differential fluid and transfer case fluid in my truck.

By scheduling all of my more complex maintenance early in the summer, I can ensure stress-free travel. At least until I hear my kids fighting about what to watch on the portable DVD player.

