

Olson Marketing Monthly

January 2013 - Issue #17

Your Amsoil Information News Source

Amsoil's New Website

If you have recently been on Amsoil's website, you may have noticed that it looks slightly different than usual. Amsoil launched a redesign of their website towards the end of December.

The newly designed website allows for improved navigation and ease of use. It is designed specifically for new visitors that may not be familiar with Amsoil or Amsoil products. Encourage your family or friends to check it out at:

Amsoil.com



What's inside?

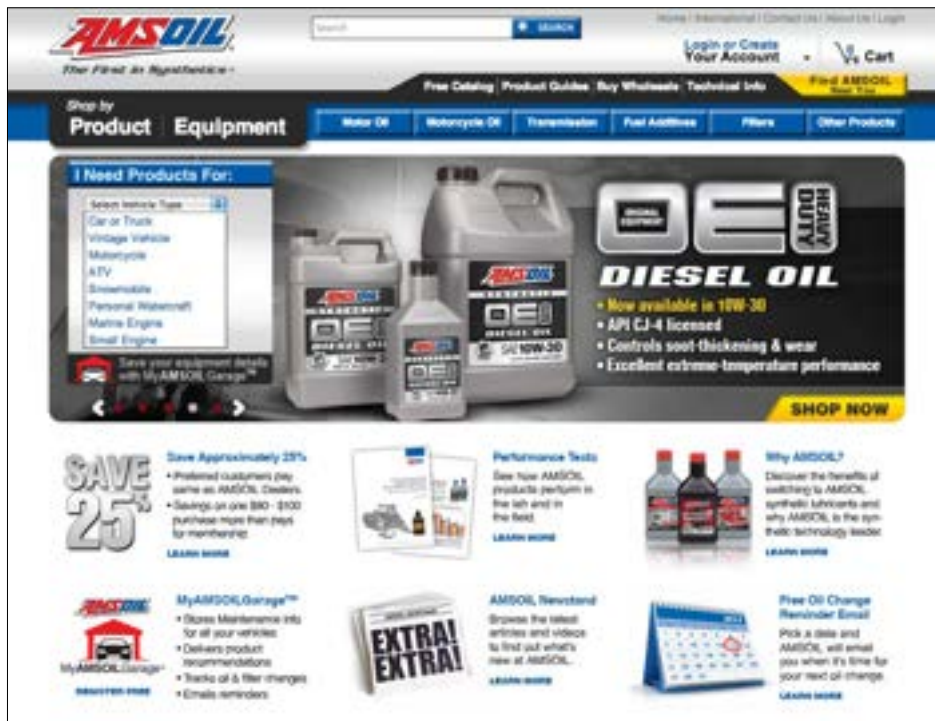
- Do you own a snowmobile?.....p. 2
- The Altrum Minute.....p. 3
- Grow with AgGrand.....p. 3
- Automotive Lingo.....p. 4
- Don's Corner.....p. 4
- Shop Talk with Jon.....p. 4

Got some Christmas Money?

I don't know how old you are, but some of us still get money from Grandma in our Christmas card. If you are having a hard time trying to figure out what to buy, Amsoil has some awesome gear.

Check it out at:

Amsoil.com



Dealer Contact

Lincoln

Don & Peg Olson
ZO# 10458
402-489-3930

lubedealer.com/donolson
lubedealerdon@gmail.com

Omaha

Jon & Stacey Olson
ZO# 1983724
402-990-7940

teacherjon@gmail.com

Do You Own A Snowmobile?

Amsoil has all the products you need

[Dominator 2-Cycle Oil](#)

Racing 2-cycle oil with an emphasis toward high-horsepower and modified racing or trail motors. Contains higher viscosity base oils for best overall protection and additives for higher operating temperatures. Injector use or 50:1 pre-mix.

[Interceptor 2-Cycle Oil](#)

High-performance 2-cycle oil with an emphasis on exhaust power valves. Contains high levels of detergent additives to prevent valve sticking. Replaces manufacturer-branded oils. Injector use or 50:1 pre-mix.

[Formula 4-Stroke PowerSports 0W-40](#)

Specially formulated for 4-stroke recreational motors, ATV's and snowmobiles. Reduces wear. Wet-clutch compatible. Contains no friction modifiers. Broad viscosity range makes it excellent for use in both hot and cold weather conditions.

[Synthetic Chaincase & Gear Oil](#)

Provides superior protection and performance for enclosed chains and gears found in snowmobiles, ATVs and general equipment. Formulated with extreme-pressure additives, it helps extend chain and gear life through increased wear protection.

[Shock Therapy](#)

[Suspension Fluid #5 Light](#)

Formulated for fade-free dampening and smooth rebounds in high-performance applications. Controls friction, heat, wear, foaming and scuffing in suspension components. High viscosity index and shear-stability controls shock fade and inconsistent dampening in temperature extremes.

[Shock Therapy](#)

[Suspension Fluid #10 Medium](#)

Formulated for fade-free dampening and smooth rebounds in high-performance applications. Controls friction, heat, wear, foaming and scuffing in suspension components. High viscosity index and shear-stability controls shock fade and inconsistent dampening in temperature extremes.

[NGK Commercial Spark Plugs](#)

Specifically designed for commercial and other small engine applications, including lawn equipment, trimmers, pumps and generators. Easy starting, anti-fouling design helps deliver longer life in heavy-duty and commercial applications. Use PART NUMBER drop down to select plug.



[Gasoline Stabilizer](#)

Reduces the oxidation process that occurs when fuel is stored for extended periods to prevent the formation of varnish and sludge which can clog injectors, stick floats and cause poor engine performance. Ideal for stored seasonal equipment such as snowmobiles, lawnmowers, motorcycles and boats.

[Synthetic Water Resistant Grease](#)

Resists water washout and degradation. Unparalleled protection for boat trailer wheel bearings and other components frequently exposed to water. Stays in place, lubricates and protects against rust.

[MP Heavy-Duty Metal Protector](#)

Made with special rust and corrosion inhibitors. Excellent on metal surfaces, leaves a long-lasting protective coating. Protects against the effects of salt, moisture & chemical corrosion. Works as an undercoat, leaving a wax-like film. Recommended for motorcycle chains. Won't "sling-off". Dry to the touch.

[Engine Fogging Oil](#)

A highly-effective rust preventative designed to protect internal engine components during storage or long periods of inactivity. Ideal for outboard motors, lawn and garden equipment, motorcycles, snowmobiles, ATVs, motor homes and generators or any equipment with a two- or four-stroke engine.



The Altrum Minute

Air traffic controller — a profession known to be the epitome of stress.

Research shows habitual stress, long hours and varied shifts cause long-term fatigue that may promote unhealthy lifestyle choices. People who are chronically fatigued and whose adrenal systems continuously pump extra stress hormones into their bodies also tend to make unhealthy lifestyle choices.

AMSOIL Dealer Matt Konig of North Babylon, N.Y. retired as an air traffic controller in 2006. He lived that lifestyle throughout his career.

“I ate the greasy burgers,” Konig said. “I lived in the stress, the crazy eating, excessive coffee. I did the shift work. The body is not designed for it, but you think you’re invincible.”

Konig eventually developed Type II diabetes, high blood pressure and heart disease.

At 63, the aortic valve from the left ventricle of his heart needed replacement. “It has been four years since my open heart surgery,” Konig said.

His full-bore lifestyle had led to the onset of chronic illness.

He started on a journey toward better health. “I changed my diet considerably,” he said. The greasy burgers have been replaced by wild salmon and other fish. He has reduced his intake of beef, rice and bread. “I eat smaller meals more often,” Konig said. He works out at the cardiac rehabilitation center three days a week.

Konig has developed an [ALTRUM](#) nutritional supplements program that helps manage his health.

His daily regimen includes [A.J.'s Multis](#), [Superfood Lecithin](#), [Ultra Omega-3](#), [Coenzyme Q-10](#), [Stress Management System](#), [Vitamin C-600](#), [Ultra Probiotics](#) and [Longevity Enzymes](#).

“My heart is now stronger than before the surgery,” Konig said. “My cardiologist is totally amazed.”

His health has improved enough that he takes fewer medications, he said.

He uses [Vision Power](#) and [Superfood Phytonutrient Support](#) to help with damage to his eyes from diabetes.

“The [phytonutrients](#) is a super product,” Konig said. “I don’t think we can get too much of it.”

He had been experiencing blurry vision, watering eyes, the appearance of “floaters” in his vision and increased pressure in his eyes, Konig said.

He sees the eye doctor every six months. “At my last check-up, the doctor said the diabetes is no longer affecting my eyes,” Konig said.

Konig became an AMSOIL Dealer in 1978. “I believed in AMSOIL (products),” he said. “I had to get out and promote this. It was the best thing I ever did.” He worked the race-show circuit in those days — sometimes putting in 80 hours a week between his regular job and his AMSOIL business.

Find out more at

AltrumOnline.com

Grow with AgGrand

AgGrand product
of the month:

[Wildlife Food Plot Formula](#)

Just like humans, animals are healthier and feel better when they eat nutrient-rich foods. When wild animals are offered a food source that provides greater protein levels, they will favor that food source over others. That’s what makes food plots so powerful. Proper seed selection coupled with effective soil preparation greatly increases protein levels over natural forage. [AGGRAND Natural Wildlife Food Plot Formula](#) helps boost nutrient levels, including protein providing the primary, secondary and micro-nutrients plants need to flourish. Improved habitat and easy access to succulent, nutrient-rich food will help attract more wild game and help grow larger, healthier animals.

Find out more at

AGGRAND.COM



Automotive Lingo

Window Regulator

The window regulator is a component that makes it possible to lower and raise the window glass in your vehicle. In some cases, regulators are manual and have a hand crank. Nowadays, it is common to have a push-button automatic window regulator.



In the 1960's, automatic window regulators were gaining widespread attention. The new innovation of automatic windows were a luxury item that everyone wanted. By the end of the 1970's, most vehicle manufacturers considered the inclusion of power windows to be a standard feature.

The most common component to wear out or break is the motor that controls the regulator. If your windows are sluggish or work inconsistently, motor replacement may be a possible solution.

Replacement for a window regulator in my 2001 F150 would cost me about \$200-\$300. This is a job that I wouldn't recommend doing yourself, as you must remove the door panel and attempt to gain access to an area of the vehicle that is not meant to be accessed.

Don's Corner

with Don Olson

An interesting dilemma occurred around Christmas. My wife (Peg) encountered a nagging shoulder pain. She contemplated either to go to a medical doctor, a chiropractor, or a massage therapist to see if they could help alleviate the pain. She hesitated about the medical doctor because she thought they would just prescribe some pharmaceuticals and the Chiropractor wasn't the best choice because of the usual repeated appointments (more time and money).

After discussing it with her I suggested she add [Joint Formula](#) (DJF01) [which I take regularly for my "squeaky" joints] to her diet for a week or so to see if that would help alleviate the pain prior to spending the time and money with a medical doctor or Chiropractor.

I figured it would take a couple of weeks or longer for her to notice much less pain. After only three days she could tell a noticeable alleviation of the pain. She just added six [Joint Formula](#) tablets per day to her diet with her meals (two per meal). The rest of her supplementation includes [AJ's Multi's \(w/o iron\)](#)(DWI01), [Nutritional Oils](#) (DNO01), [Ultra Probiotics](#) (DUP01), [Vitamin C-600](#) (VBO20), [Stress Management System](#) (VBO10) and [Ultra Calcium Complex](#) (DUC01).

She has now become a believer in the [ALTRUM Joint Formula!](#) And so do I!

Shop Talk

with Jon Olson

Christmas 2012 has come and past. I was in the process of putting away all the Christmas decorations the other day and ran into a dilemma. After dismantling my artificial tree I was tasked with the yearly frustration of attempting to fit the tree back into the original box. For some reason every year the tree seems to get bigger and the box seems to get smaller.

I trudged through the heavy snow and winds, in my backyard, to retrieve the Christmas tree box but hit a roadblock when the lock to my shed door was frozen. Needing a quick fix, that would last, I heated up a cup of water and submerged the lock in it. Success, I was able to unlock it, but at the same time realized that the lock would be froze again by the time I packed the tree back into the box and carried it back out to my shed.

I grabbed a can of [Metal Protector](#) and sprayed a generous amount inside of the lock. Success, it did not freeze up again.

