

Olson Marketing Monthly

August 2013 - Issue #24

Your Amsoil Information News Source

Amsoil Celebrates 40!

40th Anniversary Convention July 25-27, 2013

If you weren't there, you missed a great get together with business friends and acquaintances. We learned about what's new at AM-SOIL, Al gave away \$20,000 cash, along with a new Ford Transit with a total graphics package. How can we not mention the great food! It was fantastic!

When Al Amatuzio hangs on the feed bag...you know it's the best, just like all the products produced at AMSOIL, INC.

Can you imagine one thousand people at the President's Dinner? You really had to be there to see that...and with a live 5 piece music ensemble.

The new Mechanical Test Lab in the plant—unbelievable! Now we really are on the cutting edge of technology. When AMSOIL wants to test a new product they don't have to wait in line at a third party testing facility. They are able to do the testing in-house saving valuable time when producing new products.

A new Dealer Business System

(DBS) is being created at AMSOIL for us dealers to keep better track of our business. Dealers can still use what they are currently using, but for those that don't have a really good accounting package, this will be a welcomed tool!

The DBS will include Inventory Management, Sales Tracking, Customer Relationship Management (CRM), Reports and will be mobile ready. Here's the benefits: affordable, easy to set-up, easy to use and will be available through the "Dealer Zone" on the AM-SOIL WEBSITE.

We had a presentation on GDI (Gasoline Direct Injection), a new technology from manufacturers that AMSOIL is keeping up with. Finally, we had a presentation on "The Power of Story." This includes testimonials and their importance.



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Check it out by clicking
[HERE](#)

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Don's Corner

with Don Olson

Hi. I'm Don Olson. My wife Peg and I have acquired the dealership (ZO# 4901) from Bill and Bette Wheatley, our up line Direct Jobbers. We welcome you to our organization and hope you will let us assist you in building your business.

We have been AMSOIL dealers since July 1976. We registered under my brother-in-law who was registered by Wally Beug. My brother-in-law decided to let his dealership lapse and Wally was asked to be sales director at AMSOIL, INC. Gerry Suhr purchased the dealership and after a few years had health problems and sold the dealership to Bill and Bette Wheatley who have had it for more than 20 years.

Since I was in the U.S. Navy, when I signed up, I did not build the AMSOIL business, but I kept renewing my dealership and reading the Pipeline (the forerunner to the current AMSOIL Magazine).

I retired from the Navy in 1985, moved back to Nebraska—my home, and became a lifetime Dealer in AMSOIL. I used the products and kept up with the developments of the AMSOIL business.

I taught electronics at the Southeast Community College in Lincoln for four years (as well as being the Electronics Programs Supervisor and advisor to over 150 students in day and night classes).

I was then hired at Senior Electronics manufacturing where I was the manager and lead technician of the radio receiver department.

After two years I was hired by the Federal Aviation Administration as a ground electronics technician. I worked there for 16 ½ years and retired from the FAA on April 1, 2008.

At the time I was involved in using products from three network marketing companies. Knowing that you cannot do justice to more than one business I asked God which one He would desire me to move ahead with. The clear answer was AMSOIL. I started building the business in 2008 and in August, September, and October 2012 I qualified as Direct Jobber.

I turned my business over to God in January 2012 for His management. (That means that I didn't care what my volume was and I

would just let Him direct what I did in the business.) He clearly blessed the business as we grew steadily.

I am excited about the acquisition of ZO 4901 and being able to assist you as much as you need in building your AMSOIL business.

My son, Jon (also an AMSOIL Dealer), puts together this newsletter with my minimal help. We have been publishing it for two years now. We use Email as our method of delivery and will give you a link to all of the past issues so you can look at them at your leisure, get to know us a little better and learn more about AMSOIL.

We enjoy receiving suggestions to make this newsletter more useful to you. Thank you for supporting our efforts and we hope you will contact us with suggestions, comments, and questions.

We are here to help you build your business to the heights you desire it to be.



Healthwise

Did you know that a few years ago the United States Recommended Daily Allowance (USRDA) was increased from 3 servings to 5 servings per day?

Our soil is getting worn out. With all the pesticides, herbicides, and other foreign materials farms are encountering, the nutrients in the soil just aren't what they used to be!



To adjust the vitamin/mineral content that our bodies require the USRDA had to raise the number of food servings upward to get the same amount of nutrients that we used to get in our foods.

Our bodies do a wonderful job in keeping us healthy. God designed them to do just that, however, if we don't put the right things in our bodies and in the proper quantities we start to feel *dis*-eased.

As time goes on our bodies just don't have enough of the proper nutrients to keep us healthy. Yes, it takes a long time to get our bodies 'worn out', but it also takes a long time to get our bodies back to a healthy status.



The Altrum Challenge

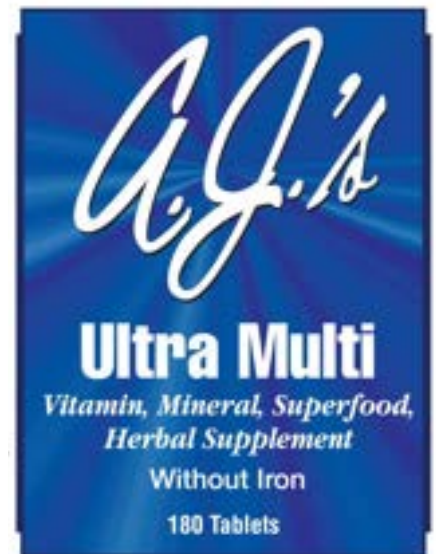
Here's a challenge to you...use just three ALTRUM food supplements for 90 days and tell me if you don't feel better and have more vigor in your day.

Start with the [A.J.'s multi-vitamin/mineral](#) (6 per day) along with [Nutritional Oils](#) (4 to 6 a day) and finally, take three [Ultra ProBiotics](#) per day. Do this for 90 days and feel much more alive with more energy than you have for a long time.



You can start an automatic order by signing on line at www.altrumonline.com as a preferred customer or a dealer. Or, call 1-800-777-7094. Don't forget to set up an automatic order so you are sure not to run out. (You can cancel at any time—I don't know why you would).

If you are NOT a preferred customer just go to www.altrumonline.com and order your supplements. And while you are there select Preferred Customer (or how to save \$\$\$) and purchase them at dealer cost. Also subscribe to the ALTRUM newsletter, it's free and full of valuable information.



Joint Pain?

My wife, sister and I have had joint challenges for a while. We decided to try [Joint Formula](#) first instead of going to the doctor. We found that after three to five days (taking six Joint Formula caplets daily) we were free from at least

95% of the pain, with free movement of the joint—all from a natural food supplement and not worrying about pharmaceuticals from the doctor (some of which cost more than the [Joint Formula](#).)

Shop Talk

with Jon Olson

It is always exciting to have the opportunity to share my experiences with each and every person on our mailing list. This month is especially exciting knowing that we have some new readers. I thought I would take some time and introduce myself to those who are new and those who may need a refresher.

My name is Jon Olson and I am beginning my eighth year as a high school shop teacher. I have specialized in everything from auto mechanics, to cabinetmaking, to engineering and beyond. As a high school shop teacher I have seen virtually all makes and models of vehicles, most of which are not cared for or properly maintained.

High school students do not typically have a background in care and maintenance procedures for their vehicles (or themselves in many cases).



It is my responsibility to educate them and develop their knowledge base and attitude for preventative maintenance for all equipment, whether it be a vehicle, lawn mower, air compressor, or even a framing nailer. One of my goals is for my students to be able

to make intelligent and informed decisions when it comes to vehicle and equipment maintenance and repair.

The big eye-opener for me was when students would bring their vehicles in to the shop, and as we began working on them, I would think to myself, "How could a vehicle get this bad?" It didn't take me long to figure out that a lack of preventative maintenance and continual use of second-rate automotive products were the primary causes of equipment degradation.



This newsletter serves multiple functions. First and foremost, it is designed to help develop your knowledge base for preventative maintenance tasks and other basic vehicle information. Secondly, I hope that you gain enough information to make intelligent informed decisions when your vehicle does need a repair. Just by knowing some basic automotive terminology and how systems work, an auto mechanic is less likely to rip you off. How many times have you replaced your "Blinker Fluid"? Additionally, this newsletter is a direct link between you and [Amsoil Syntehtic Lubricants](#). Through this newsletter you are able to experience real-world applications and see Amsoil products in use.

I was not educated to be a profes-

sional mechanic and don't claim to be. I am, however, licensed and certified by the State of Nebraska to teach Automotive courses, in addition to 46 other courses encompassing 4 categories and 18 disciplines centered around the Skilled and Technical Sciences (that is what they are calling "Shop" now). What I bring to this newsletter is a passion for learning and sharing the knowledge I have learned, in addition to the technical competency to make the newsletter look neat.

I would like to encourage you to ask questions and provide both my dad and me feedback and comments about the newsletter.

During next year, I will be rolling out a monthly video (with this newsletter) that focuses on simple preventative maintenance tasks and repair procedures that you can do at home in your driveway with a few Amsoil products and basic tools that everyone has around the house. I am looking for suggestions for topics that you would like to know more about. Any idea is on the table. It could be as simple as "Achieving Streak Free Windows", or more complex as "Driveway Oil Changes". Just keep in mind that this video series is geared toward the typical homeowner who wants to know a little more about their vehicle.



Amsoil Business Partners



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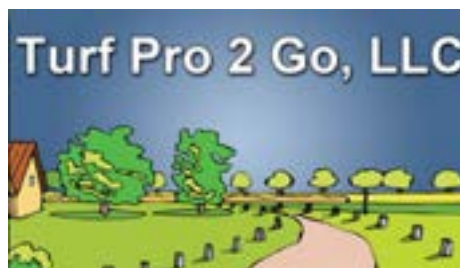


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