

# Olson Marketing Monthly

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## *Your Amsoil Information News Source*

### Amsoil MP Works Great On Tires

As you may have noticed from stepping outside these last few days, we have officially begun Autumn. I know it actually started back in September, but for me, it doesn't start until I am forced to wear a jacket to stay warm and test out the furnace in my home.

This also marks the time of year when you want to check your tires. As we progress through the fall season and ultimately enter winter, your tires begin serving as a major safety component of your vehicle. Worn tread, damaged sidewalls, and even low pressures can lead to dangerous situations on the wintry roads. It is at this time in the year that I rotate the tires on all my vehicles. On the next page I have laid out a simplified tire rotation process.

This is a fairly easy job that you can do in your driveway with a jack, tire iron, some blocks, and safety stands. However, the most challenging portion of this task is to actually remove the tire. To often the lug nuts are frozen on from rust, or in many cases they were tightened too tight the last time someone worked on your car.

[Amsoil Metal Protector](#) does a great job at penetrating through stuck lugs and rusted wheels, allowing you to successfully accomplish this relatively simple task.



Check it out by clicking  
[HERE](#)

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### **Congratulations:**

#### New Preferred Customers

Steve Mindrup  
Omaha, NE

Casey Barret  
Lincoln, NE

David & Carla Butler  
Lincoln, NE

James Discenza  
West Springfield, MA

Darrell Yonkey  
Lincoln, NE

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# Tire Rotation Simplified

Tire rotation involves changing the location of the tires on the vehicle to ensure maximum tire life. Normally, the front or rear tires wear differently. Rotation helps even out tire wear and prevents premature failure of any one tire. Generally, tires should be rotated at intervals suggested by the tire manufacturer (typically every 3000 miles) or sooner if irregular wear develops.

The diagram, at right, shows the tire rotation patterns for bias and radial tires. Note that bias and radial tires have different patterns. Bias tires use an x-type (cross rotation) pattern. Radial tires often require a front-to-rear and rear-to-front rotation pattern. According to Daimler-Chrysler, you never should change sides with radial tires.

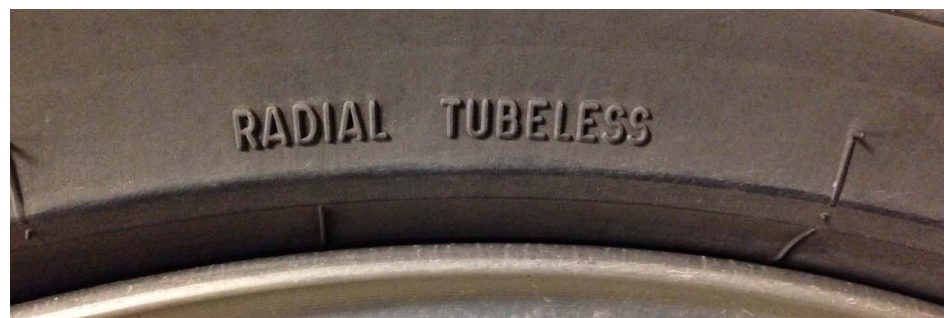
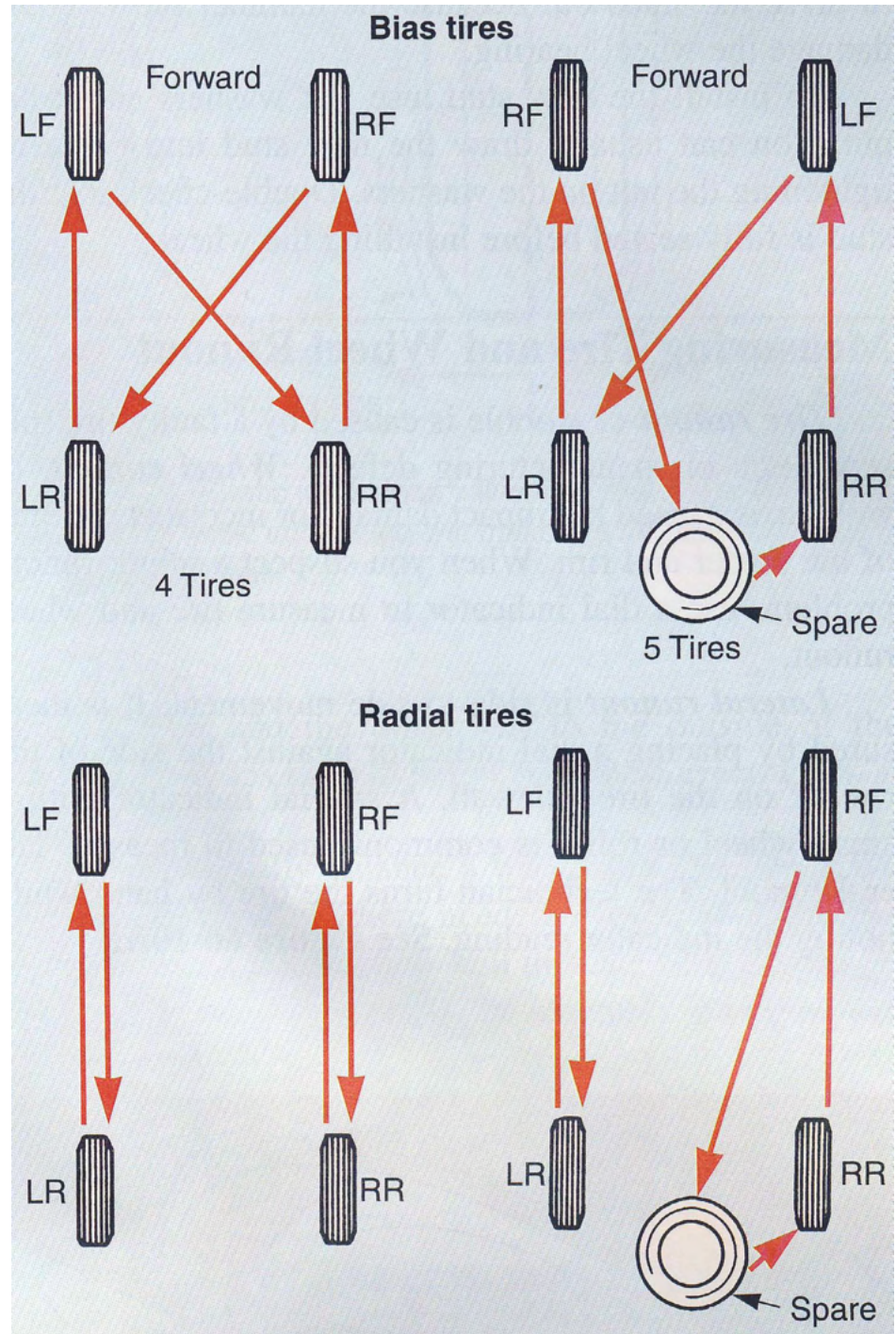
## What is the difference between Radial and Bias tires?

**Radial Tires** - A tire that has cord plies running straight across, from bead to bead. Additional stabilizer plies are placed beneath the tread.

**Bias Ply Tires** - A type of tire construction in which the plies criss-cross from bead to bead. No additional belts are used under the tread area.

## How do I know if I have radial or bias tires?

The easiest way to tell what type of tire you have is to look at the sidewall of the tire. It should be noted on the side. See picture at right.



# Altrum Dares to Compare - Part 1

BENEFITS	ONE A DAY ESSENTIAL	ALTRUM ULTRA MULTI VITAMINS
VITAMINS AND NUTRIENTS	12	86
FREE OF ARTIFICIAL COLORS & SWEETENERS	NO	YES
CONTAINS SUPERFOODS	NO	YES
VITAMIN B12	100%	250%
VITAMIN C	100%	139%
Price	9.3 cents per tablet	15.6 cents per tablet

Information from <http://www.oneaday.com/essential.html>

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As of 2/15/2014 (Prices and Formulations may be subject to change)

Vitamin B12 deficiency causes tiredness, weakness, constipation, loss of appetite, weight loss, and megaloblastic anemia. Nerve problems, such as numbness and tingling in the hands and feet, can also occur. Other symptoms of vitamin B12 deficiency include problems with balance, depression, confusion, dementia, poor memory, and soreness of the mouth or tongue.

## Overview

Altrum has taken things to the next level by comparing their supplements to other popular supplements on the market. Not only did they compare ingredients, they also compared price.

Altrum Manager Margit Gilbertson stated, "For these product comparisons, I tried to find products with similar ingredients to compare with Altrum products. I also included some of the discount brands to illustrate how Altrum is different and brings more value than some of the less expensive brands."

This will be a multi-part article (the subsequent parts being presented in the following months). We will take a quick glance at the findings and include some of our own insights into Altrum supplements.

Learn more at:  
[AltrumOnline.com](http://AltrumOnline.com)

## Altrum Multis vs One-A-Day

Comparing [ALTRUM Multis](#) with One a Day Essential Vitamins reveals the ALTRUM products have more vitamins and minerals, contain superfoods lacking in the competitor's product and significantly greater nutritional content when compared tablet to tablet.

Price comparisons between products can be misleading. "ALTRUM products are often a bit more expensive," Gilbertson said. "However, they contain much more nutrition and are made from the highest-quality natural ingredients."

Brands that are much less expensive than ALTRUM have simple formulations. "As an example, [ALTRUM Ultra Multis](#) have 86 ingredients, which gives them much more value than the less expensive One A Day brand," Gilbertson said. "The One a Day vitamins have only a few ingredients. Although the ALTRUM price is

higher, customers get a lot more 'bang for their buck.'"

In some comparisons, ALTRUM supplements are less expensive than comparable competitor products.

"Comparing supplement labels side by side for the same products, or apples to apples, can give customers a better understanding of the quality and value of ALTRUM supplements," Gilbertson said.





## Shop Talk with Jon Olson

I teach shop classes at the high school level. Imagine having a classroom of 26 students age 14-18. Now imagine giving each one of those 26 students a power tool and a little bit of independence to build a project.

In my Intro to Carpentry class I tell all my students (and parents) that I have two key philosophies that underline this class.

#1 - I don't want to be worried about the students when they are running the equipment.

and

#2 - I don't want to be worried about the equipment when students are running it.

There is a high emphasis on safety and developing a level of comfort with using the equipment properly.

Unfortunately, with the nature of this type of job, to build the skill level of my students I need to be in the classroom teaching them and helping them. If I am sick and need a substitute teacher to fill in, my students aren't able to build those skills.

As we approach the colder months of the year, illness is all around. Imagine...26 students coughing and sneezing and then touching all the power equipment as they build their projects...then touching the desks...and the door handles...and hand tools.

I hate being sick. Not only because I don't feel good, but also because I can't be in the classroom and my students lose an opportunity to learn.

It is this time of the year that I re-evaluate my supplement intake. Altrum offers a wide variety of supplements that are designed to help keep you healthy, especially during these "sick" months.

Here are my top three recommendations for helping prevent illness this winter:

[#1. A.J.'s Ultra Multi](#)

[#2. C-600 Formula](#)

[#3. Phytonutrient Support](#)

and if you do feel illness coming on I highly recommend checking out.

[Zinc Lozenges](#)

As I said earlier, I hate being sick and I will do what it takes to stay healthy so I can ensure my students are getting every possible learning opportunity that I can provide.

If you are thinking about becoming a shop teacher and having 26 students age 14-18 all running dangerous power tools and holding sharp objects. I might also suggest:

[Altrum's Stress Management System with Vitamin B Complex](#)

## Dealer's Zone

By Don Olson ZO#4901

Have you winterized your vehicle(s) yet? It's that time.

Antifreeze/coolant (with coolant boost?)

Fresh oil change with filter.

Differentials.

Transmission fluid.

Power steering fluid.

Brake fluid.

Silicone spray on your rubber gaskets around your doors.

Performance Improver (every 4,000 miles).

Check belts and hoses.

Tires.

Battery.

Emergency kit in case you get 'stuck' due to winter weather.

Windshield washer fluid.

Check all of your lights for proper operation.

Using your password and your ZO number login to [www.amsoil.com](http://www.amsoil.com): pay with your credit card and have your products shipped to your door. OR call 1-800-956-5695 or 715-399-8324 and talk to a real person to order what you need.

Yes, it's that simple!

