

Olson Marketing

# Monthly

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## Your Amsoil Information News Source

### Update to European Car Formula Synthetic Motor Oil Labels

The European Car Formula Synthetic Motor Oil labels are being revised slightly, removing the focus from SAPS levels and placing it on emissions system protection.

[European Car Formula 5W-30 Improved ESP Synthetic Motor Oil \(AEL\)](#) has been reformulated and now covers these additional specifications:

- Chrysler MS-11106
- ACEA C3
- dexos2™

[European Car Formula 5W-40 Classic ESP Synthetic Motor Oil \(EFM\)](#) now carries the following additional manufacturer approvals:

- MB-Approval 229.5
- Porsche A40

The European Car Formula products will be referred to as the following:

[European Car Formula 0W-40 Classic Emissions System Protection Synthetic Motor Oil \(EFO\)](#)

[European Car Formula 5W-40 Classic Emissions System Protection Synthetic Motor Oil \(EFM\)](#)

[European Car Formula 5W-30 Improved Emissions System Protection Synthetic Motor Oil \(AEL\)](#)

[European Car Formula 5W-40 Improved Emissions System Protection Synthetic Motor Oil \(AFL\)](#)



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# All it needs is a little finesse...and some Amsoil.

Last summer I was given a Toro 421 snow blower that is probably at least 20 years old, perhaps 25 years old. It was explained to me that the snow blower had “just quit” the previous winter and it is very frustrating anytime you run into a situation where you are counting on a piece of equipment to perform and it lets you down. The previous owner had sprung for a new snow blower and allowed me to “dispose” of the old one.

My previous snow blower was a 2-cylcle “freebie”. It served its purpose. I could always get it started but it would only run for 10 minutes before it would die. I learned that if I pushed and ran at the same time I could snow blow my entire driveway and sidewalk in under 10 minutes...providing we had under 2 inches of snow at any given time. Nonetheless, I never took the time to tear it apart and figure out what the actual problem was with it. After receiving my “new” Toro 421 I have retired my 2-Cycle “freebie”.



Last summer, I worked on the Toro for about an hour before getting it working. I drained the gasoline and replaced with new. I cleaned the carburetor bowl as well as the carburetor itself. I ensured there was good fuel flow to the carburetor. I changed the oil (given that it is a 4-cycle engine). Checked all the mechanical linkages for proper operation. Lubricated the moving parts and of course cleaned the spark plug and checked the gap.

I was able to get it started and let it run until all the gasoline was used up. I then put it in storage in great anticipation that I would be able to use it this winter.

Fast forward to December and alas, a blizzard was coming. I pulled out my “new” Toro 421 to make sure everything was working properly before the big snow and...nothing. It wouldn't start. I worked on it for about an hour, got it started and let it run for about 20 minutes. Perhaps there was some residual fuel that had gummed up the carburetor from the summertime. Either way, it was running and I was ready to start plowing snow the succeeding day.

Well, the blizzard of 2015 with the predicted 12 inches of snow turned out to be 3 inches of snow with lots of wind...so it was actually 0 inches of snow in most places and 6 inches of snow that had drifted in the corners of my driveway. I wasn't going to let the lack of snow keep me from testing out the sheer power that my Toro 421

had bestowed upon me. I pulled it out and....nothing.

After working on it for another hour I was able to get it started and running but as I begun plowing the snow it lacked the power and died. After another hour of working on it I was more cold than I was happy, and I wasn't very happy.

Throughout my trials I had noticed that I could pull the spark plug, wire brush it, replace it, and the engine would pop, sputter, and turn over before dying. I did this a couple times and then noticed a couple things. One, the spark plug code was not the typical number that I had used in other equipment. It was an RJ17LM. I also noticed that when I pulled the plug, I could see inside the cylinder and it was quite crustified. I pulled the plug out of my lawn mower...it had a RJ19LM code, probably one of the most common plugs for small engines. The only difference being the 17 and 19 numbers, which has to do with the heat range of the spark plugs. The heat range is the range in which the plug works well thermally.

I installed it in the snowblower, gave it one pull and with a thunderous roar it fired right up. I made a few passes in my driveway and it seemed to do a decent job but the engine just didn't feel as sound as it could be. Two words... [Power Foam](#).

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# The Altrum Minute

Stress is an inevitable part of daily life. In fact, experts agree that some stress is necessary, even good.

However, unrelenting stress can take a toll on the mind and body, affecting everything from your mood to your health, and even your weight.

Some of the harmful effects of too much stress can be reduced in less than 10 minutes, according to Steve Sisgold, lecturer and author of “Whole Body Intelligence.”

Sisgold’s article detailing his stress-management protocol, originally published in RodaleNews.com., was reprinted on the Mind Body Green blog in early December.

You only need to carve out a few minutes of time to experience up to 55 percent less stress in under 10 minutes, according to Sisgold.

## Unplug

Find a few minutes and disconnect from the outside world and all of its pressures. Locate a quiet, comfortable place where you will not be interrupted.

## Breathe

Concentrate on your breathing, inhaling slowly through your nose and exhaling through your mouth. Do this three times. On each exhale, loosen your jaw and let your mouth drop open.

## Observe

Scan your body from head to toe. Spend 30 seconds or more to inventory your body experience — body sensation, tensions, posture, etc.

## Report

Report what you have noticed in your body — either speak it out loud so you hear your own voice, or say it silently to yourself.

## Adjust

Allow your body to return to a natural, relaxed state by moving in some way that shakes off or reduces tension. As an example, if you find your shoulders are high up near your ears, relax and lower them.

## Visualize

Take a minute or two to notice if you feel more connected to yourself. Imagine an ocean wave or a wave form in your mind’s eye as you breathe slowly in and out.

## Reboot

Decide on the next purposeful action to take. Identify your top priority in the moment. Inhale and exhale with one more conscious breath, stay focused on your intention, and go do it.

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

# Grow with AgGrand

## AgGrand Product Shelf Life:

[Natural Liquid Fertilizer \(NOF\):](#)  
2 years from date of purchase

[Fertilizer Organic Series \(OSF\):](#)  
2 years from date of purchase

[Natural Kelp and Sulfate of Potash \(NKP\):](#)  
2 years from date of purchase

[Natural Liquid Bonemeal \(NBM\):](#)  
2 years from date of purchase

[Natural Liquid Lime \(NLL\):](#)  
1 year from date of purchase

## Storage Recommendations:

1. Store AGGRAND natural fertilizers in a cool, clean and dry indoor area out of direct sunlight.
2. The ideal storage temperature is between 50°F and 80°F.
3. Periodic agitation of product in storage is recommended to maintain best suspension and pourability at time of use.
4. Contact with the airspace in the head of containers can cause drying and caking of product. To minimize this issue, always keep containers sealed tightly when not in use.

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



# Shop Talk

with Jon Olson

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I grabbed a can of [Amsoil's Power Foam](#) and squirted the entire thing into the carburetor. You could see the billows of thick nasty smoke all the way down the block. Good thing there was a stiff North wind so all the stinky exhaust went towards my neighbors' houses instead of my own.

I ran the entire can through the engine and turned it off to let it sit for 10 minutes as the directions say to do. This gave me time to hide from my neighbors who had stuck their heads outside to try and figure out where all the stinky smoke was coming from.

After the coast was clear I snuck back out and gave it another pull. One pull later and it was running like a champ.



# Dealer's Zone

By Don Olson ZO#4901

## Get T-1 Certified at AMSOIL University

AMSOIL University Online has gone live as of Jan. 4, 2016. When you log into the Dealer Zone, click the new AU Online icon to access the training. For a limited time, it will be free to all Dealers. Effective April 1, it will be accessible for a minimal fee. The process of becoming a T-1 Certified Dealer has been incorporated into AU Online, and the T-1 Certification portion will remain free after the free trial ends. AU Online will continue to grow with regular updates, and it will also feature time-zone specific webinars that allow Dealers to interact with corporate staff. Take advantage of this great new tool and opportunity to become familiar with the new AU Online.

*Four online courses help you to move ahead from independent Dealer to Direct Jobber:*

The T-1 Certification Program is an educational program designed to provide a solid foundation on which to build your AMSOIL business. T-1 certification is a prerequisite to any T-2, T-3 or T-4 training.

The T-2 Training Program is designed to help Dealers to better navigate a sales cycle in a professional manner. These modules will help you to develop the skill sets to rise above the average salesperson in the field. They are prerequisites to any T-3 or T-4 training.

The T-3 Training Program focuses on the AMSOIL Buy-Sell process. This training covers the concepts of how buyers buy and the importance of having business conversations with prospects in an effort to stay in alignment with their needs. This is a prerequisite to any T-4 training.

The T-4 Training Program focuses on taking the AMSOIL Buy-Sell process and incorporating when approaching prospects in specific submarkets. This level of training is designed to help you determine how and when a buyer buys.

