

Olson Marketing Monthly

August 2019 - Issue #96

in partnership with Insane Oil of Omaha

Your Amsoil Information News Source

Amsoil Monthly Highlight: Amsoil Oil Filters

Beginning this fall, Amsoil will be updating labels and packaging for their Oil Filters. In the past, [Amsoil Oil Filter](#) line included the letters "Ea" as part of the title. This will be eliminated to reduce confusion.

Additionally, Amsoil has added an easy-grip coating to several commonly used spin-on filters.

[Learn more about Filters Here](#)



AMSOIL Ea Oil Filters → AMSOIL Oil Filters
AMSOIL Ea Heavy-Duty Extended-Life Oil Filters → AMSOIL Heavy-Duty Extended-Life Oil Filters
AMSOIL Ea Bypass Oil Filters → AMSOIL Bypass Oil Filters
AMSOIL Ea Motorcycle Oil Filters → AMSOIL Motorcycle Oil Filters



What's Inside?

Amsoil MP Works Magic p. 2
The Altrum Minute p. 3
Shop Talk with Jon Olson p. 4

Dealer Contact

Lincoln - Olson Marketing

Don & Peg Olson
ZO Referral# 4901
402-489-3930

<http://om.shopamsoil.com>
lubedealerdon@gmail.com

Omaha - Insane Oil

Dr. Jonathan D. & Stacey L. Olson
ZO Referral# 10458
402-990-7940 (text or call)

<http://insaneoil.com>
info@insaneoil.com

Congratulations:

New Commercial Accounts

Lilleholm Construction
Lincoln, NE

Above Par Contracting LLC
Lincoln, NE

New Preferred Customers

Melvin Hanson
Georgetown, TX

David Larsen
Littleton, CO

Alex Rosecrans
Martell, NE

Igor Zestic
Lincoln, NE

Michael Fredricks
Hartselle, AL

New Catalog Customers

Katya Gorkovenko
Mission Viejo, CA

John Joiner
Richmond, TX

Josias Robinson
Firth, NE

Amsoil MP Works Magic

Aside from oil, my most frequently purchased product is [Amsoil MP Metal Protector](#). Throughout the year I perform preventative maintenance, service, and repair on \$500,000 worth of equipment. I lean heavily on [Amsoil MP Metal Protector](#) to aid in my "fixing stuff".

I was pursuing the internet last month looking at used equipment and came across a non-functioning copy machine that a local business had taken out of service and put in storage several years back. They had just recently been rearranging their facility and decided to clean house. They posted it online for \$10. I contacted them and set up a time to take a look at it.

They explained that it use to work great and then it just stopped working one day and had a bunch of error messages. Since their contract was soon expiring and they were set to receive a new copy machine they just put the old one in storage. I said that I would take a gamble and I paid them \$10.

Once home, I begun with the simplest thing first...plugging it in and seeing it if works. You may laugh at this method, but you would be surprised how much computerized equipment I come across that magically works when rebooted. Unfortunately, this was not one of those instances. The copy machine came up with a variety of errors and was non-functional. This led me to step two.

I removed all of the panels from the copy machine that covered the electronics and circuit boards. I wheeled it outside and blew out the entire copy machine with my air compressor. Some of you may be cringing at this moment because it is not wise to use an air compressor on electronics due to the air pressure and the condensation that gets accumulated inside the air compressor tanks. Regardless, I did it anyway. After the massive cloud of dust settled, my neighbor gave me a dirty look as the wind had taken the soot cloud and dumped it all over his newly washed car.

I plugged the copy machine back in and it started doing stuff. However, there was still one error that caused it to be inoperable. After a quick Google search I deduced that the issue was related to one of the various cooling fans not communicating correctly to the motherboard.

Knowing that [Amsoil MP Metal Protector](#) can be used as an electrical cleaner as well as a lubricant. I disconnected each wiring harness for each fan and cleaned the contacts. I then lubricated the bearings in each cooling fan. I plugged the copy machine back in and...it worked great.

Not only did it work great, I noticed that it also had the ability to make color copies and had networking capabilities. It is now a permanent fixture in my office on my network.

Repair Info

Copy Machine - \$10.00
Compressed Air - Free
4 Squirts of Amsoil MP - \$0.04
Intrinsic value gained - priceless



The Altrum Minute

Joining the Altrum lineup is [Odorless Garlic](#) and Calcium Plus.

[Altrum Odorless Garlic](#) is extracted from *Allium sativum*. Garlic abounds with naturally occurring sulphur compounds, amino acids and trace minerals.

[Altrum Odorless Garlic](#) is a highly purified, garlic extract that has been aged for 18 months. It has been deodorized, yet maintains the nutritional value of garlic.

This product is manufactured without yeast, wheat, gluten, milk, egg, fish or shellfish ingredients. It is produced in a Good Manufacturing Practice facility that processes other ingredients containing these allergens.

Healthline.com discusses 11 proven health benefits of Garlic.

[Read more here.](#)



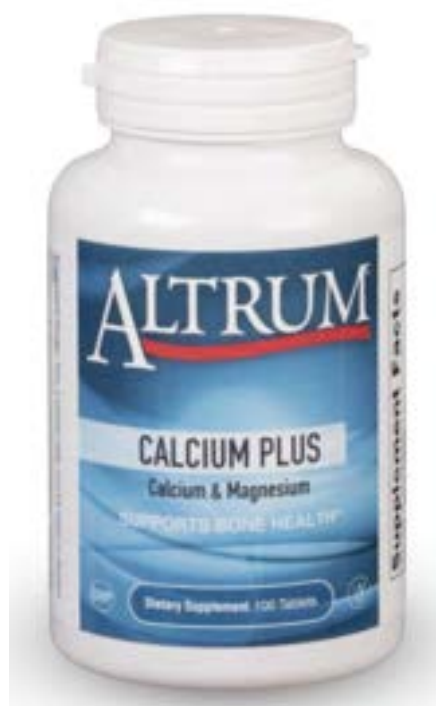
[Altrum Calcium Plus](#) combines the essential minerals of calcium and magnesium that work together to maintain several critical physiological processes.

They are both necessary for normal neural, muscular and blood vessel function and for the maintenance of proper bodily fluid balance. Calcium and magnesium also support the formation and maintenance of a healthy skeleton.

This product is manufactured without yeast, wheat, gluten, milk, egg, fish or shellfish ingredients. It is produced in a Good Manufacturing Practice (GMP) facility that processes other ingredients containing these allergens.

The National Osteoporosis Foundation discusses the many benefits of calcium.

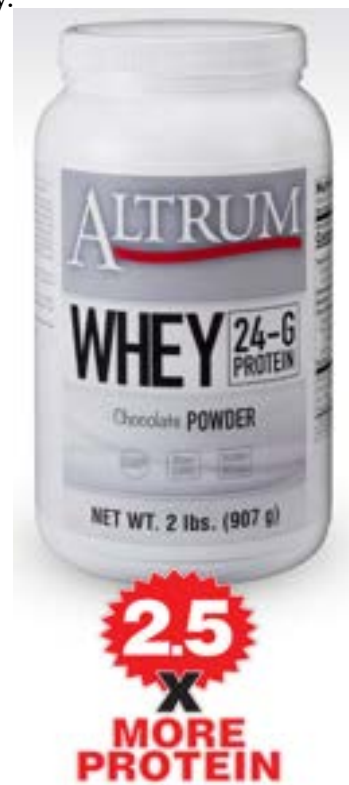
[Read more here.](#)



The new formulation of [Altrum's Whey Protein](#) was introduced over the summer and has proven to be a big hit.

[ALTRUM Whey Protein Chocolate Powder](#) is a blend of three high quality whey protein concentrates and isolates: Ultra-filtered, micro-filtered and enzymatically hydrolyzed (partially predigested). This blend of specially processed whey proteins is designed to maximize amino acid absorption and biological value (BV). Each 1 scoop serving typically has over 5,700 mg of branched-chain amino acids (BCAAs). In addition, extra glutamine has been added (420 mg per serving) to this blend.

Whey protein is considered to have the highest biological value (BV) of any protein source – superior in essential amino acid content to beef, milk, casein or soy.



Shop Talk...

with Dr. Jonathan D. Olson, EdD

ZO #10458

A vehicle is an electromechanical object...and unfortunately those type of things malfunction and break from time to time.

I ran into an issue recently where my truck wouldn't start. There are several common issues that cause this. It is typically either a fuel delivery issue or electrical system issue. I regularly park in the garage, especially during winter as I don't like scraping the snow off of my vehicle. This past winter I inadvertently did not close my vehicle door all the way multiple times which lead to the interior lights being left on all night. This then led to a dead battery which required me to jump start it multiple times throughout the winter. Needless to say, this was hard on

the electrical system. By March I needed to replace the battery and the starter had begun exhibiting behaviors that it was failing.

Common symptoms of a failing starter includes:

1. Vehicle does not start.
2. Starter stays on after engine started.
3. Intermittent issues starting the vehicle.
4. Clicking sound coming from the starter.

At one point I was unable to get the starter solenoid to activate so I did the ol' tap the solenoid with

a hammer trick and it got me through until I had some time to actually replace the starter and solve the problem once and for all.

According to RepairPal.com, to have a local mechanic perform a starter replacement in a 2001 Ford F150 it would cost about \$230. The cost for parts is about \$140 and it took me about an hour to fix it with no specialty tools.

However, the starter did require the assistance of [Amsoil MP Metal Protector](#) to loosen the bolts that had been stuck on for possibly the last 18 years. This is a repair I would classify as requiring a moderate level of experience to perform.

