

Olson Marketing
Monthly

October 2024 - Issue #158

in partnership with Insane Oil of Omaha

Your AMSOIL Information News Source

Product Highlight:

Mudslinger

As we near wintertime, AMSOIL Mudslinger provides a protective layer of armor against mud, dirt and snow. Think about the build-up of dirty snow in your wheel wells during last year.

- Eases clean-up after riding
- Restores, cleans and shines plastic, fiberglass and painted surfaces
- Provides a protective layer to counteract the damaging effects of UV rays
- Pleasant cherry scent

Directions

1. Make sure surfaces are clean and dry before applying.
2. Shake well.
3. Spray evenly and liberally on desired surfaces. **DO NOT SPRAY ON PEDALS, SEATS, BRAKES OR BRAKE ASSEMBLIES.**
4. Allow to dry for 15 minutes.
5. Wipe off excess with a lint-free microfiber towel for a brilliant shine.
6. For an extra barrier against mud and snow, leave wet and do not wipe.



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Dealer Contact

Lincoln - Olson Marketing

Don & Peg Olson
ZO Referral# 4901
402-310-6414

<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

A Short History of Olson Marketing...Part 1

The year was around 1970 ... I had a dream ... or maybe it was just a distant possibility. My thought at the time was "It sure would be convenient to have another stream of income after I retire." You know, something that would bring in a few dollars to fulfill my hobby (not that I had a hobby at that time). I was about five or six years into my Navy career. (I didn't realize I would spend 20 years in the Navy!)

In those days it was not possible to run a business while stationed on a ship, or shore duty either. Knowing I would be changing home base every two to four years. Nonetheless, my thoughts still wandered in that direction frequently.

I was stationed in Meridian Mississippi (about 1970-1973) for three years. However, about a year and a half into my tour, I was asked if I would move to a small town about 40 miles away and take care of all the electronics equipment at an outlying field which pilots in training used to practice touch and go landings. I accepted the assignment without hesitation.

While there I met another serviceman. We hit it off well and as time progressed, we realized we were both interested in having a part time income from a home-based business for a little extra cash.

His father had a business manufacturing and distributing a product called the "Saf-T-Tray". This was a unique product. It was an

ash tray that when you put your cigarette on a small half round piece of metal would heat up a heat sensitive spring and allow the cigarette to slide toward the middle of the ceramic ash tray. If you left it there long enough the cigarette would be deposited safely into the tray until it burned out.



I did not have a business, but had access to a wholesaler that I could get small unique products from in hopes to sell them to friends and others I would meet along the way.

We made an agreement, signed it, and I picked a name for our partnership. We decided on Olson Enterprises. We made up a black and white product catalog, had it printed and mailed it to anyone we knew. Later we would drive around to small towns around our location and ask in the stores if we could put our merchandise on a shelf "on consignment". Then we would periodically go back to the store and restock, collect our sales receipt (leaving the store owner their agreed upon profits).

Then my partner said the "Auction Circuit" was a fun way to make some extra money (since there were several of them going

on in our area at the time). We contacted people (sellers and buyers) and took our wares to the local auctions. Many of them were in the small-town home's back yard. There were usually 6 to 15 sellers and people gathered to buy what was for sale. (like a flea market with an auctioneer). (Today we just call them garage sales).

We didn't make a lot of money, but we had hours of fun and met lots of very interesting people. We learned a lot about business and made many acquaintances.

In 1975 I was stationed in Fremont, NE at the Naval Reserve Facility as a station keeper. I met one of the reservists and became friends. He introduced me to AMWAY (that story is too long to tell here).

In 1976 my long-time girlfriend and I got married. My new brother-in-law asked me if I wanted to go to a meeting in Omaha with him. We went and learned a little bit about AMSOIL. A relatively new Direct Sales Company that sold 100% Synthetic Oil. An innovation! You could run it in your car for 25,000 miles or One Year whichever occurred first.



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A Short History of Olson Marketing...Part 1...continued

I was interested! I registered as a Dealer (since that is all this new Direct Sales Company offered). Since I was improving my sales with AMWAY, I didn't do too much with this new adventure except to read everything I could about it. (I had heard that it was very difficult to engage in more than one Direct Sales or Multi-Level Marketing (MLM) company at the same time.)

Then, we were transferred to Hawaii (for sea duty) after an eight-week school in San Diego. The AMWAY distributorship slowly ebbed away. I kept up with AMSOIL as best as I could by reading everything I could find.

Three years later we were transferred to San Diego for shore duty. I was teaching in the Advanced Electronics School and pursued looking into computers, therefore I did not do anything with the AMSOIL business except keep as current on it as possible.

After I retired from the Navy (1985), we moved back home to Nebraska. (Several people I worked with in San Diego asked me where I was going to move after retiring. I nonchalantly said, "Nebraska." To which their com-

ment was, "On Purpose?")

After four years teaching electronics at a Community College, I took a job with a local electronics manufacturing plant for two years. I was offered a job with the FAA in Lincoln at the airport and decided to take it. During that time, I decided to get a bit serious about this AMSOIL thing. I had been using AMSOIL products regularly since 1985 when I retired from the Navy. I found that the products worked exceptionally well, and the company was superior in helping the dealers.

I especially liked that I could pick a month each year to change my vehicle's oil. I found it was no more expensive for one oil change a year using AMSOIL – which admittedly was more expensive to purchase oil and filter from AMSOIL - than taking in my vehicle every three months to a garage and have them change oil and filter, purchasing their more inferior products.

My vehicle performance was better (engine ran quieter), my mileage improved by 5 – 7 percent and overall vehicle dependability improved. When I changed my oil in one year, I noticed it was

"cleaner" than even the three-month oil change I previously had done.

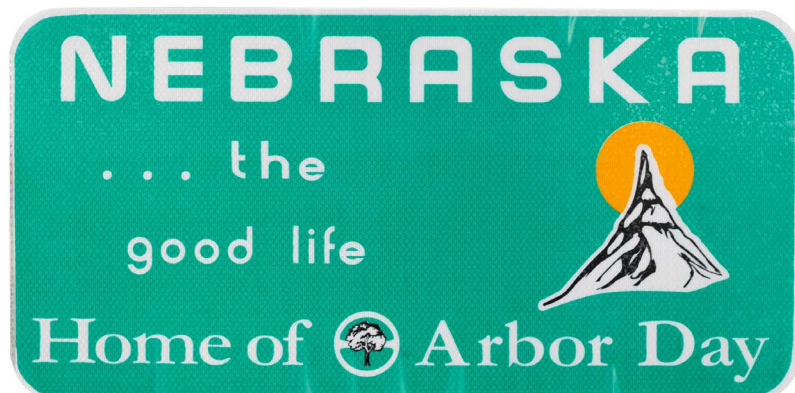
It was during the time I worked at the FAA I started mentioning to the people I worked with about AMSOIL and what I found when I switched.

Several of them were interested in trying AMSOIL. I started them with an [Engine Flush \(FLSHCN\)](#) before changing their oil and filter. They all were amazed how dark the oil came out after the flush. They put in AMSOIL oil and filter.

I also mentioned the [Performance Improver \(APICN\)](#) gasoline additive which cleans their upper intake and fuel injectors as they drive their vehicle. All of them commented about the improvement in performance before finishing the first tank of gas.

This was the beginning of my third career.

**More to the story next month...
stay tuned.**



Dealer Contact

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Don & Peg Olson
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<http://om.shopamsoil.com>
lubedealerdon@gmail.com

Omaha - Insane Oil

Dr. Jonathan D. & Stacey L. Olson
ZO Referral# 10458
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<http://insaneoil.com>
info@insaneoil.com

Shop Talk...

with Dr. Jonathan D. Olson, EdD
(Independent Amsoil Dealer #10458)

It has been about 6 months since I completed the exhaust manifold replacement repair on my 2012 Ford F150. To date, everything seems to still be working properly. I no longer get exhaust inside the cab and I no longer hear the flutter from inside of the engine bay. Additionally, my fuel economy increased slightly.



Out of curiosity, I did an oil change this month and pulled a sample to send to the lab. If you remember, I have issues with high fuel dilution...primarily due to this engine having a turbo with gas direct injection. I didn't expect to see any changes with the results and as I suspected, this repair had no effect related to fuel dilution.

Congratulations to NEW Amsoil Opportunists and Enthusiasts!

Congratulations:
New Catalog Customers

William Green
Mott, ND

Beverly Johnson
Robertsdale, AL

Daniel Pinto
El Paso, TX

Congratulations:
New Preferred Customers

Scotty Scofield
Opp, AL

Drandon Duty
Sanford, NC

Jason Schauer
Mountain Home, ID

Laury Revia
Thorndale, TX

Steven Rodriguez
Bronx, NY

Miguel Rosales
Lincoln, NE

Peyton Chiasson
Lockport, LA

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Sample #	Wear Metals (ppm)										Contaminant Metals (ppm)			Multi-Source Metals (ppm)					Additive Metals (ppm)					
	Iron	Chromium	Nickel	Aluminum	Copper	Lead	Tin	Cadmium	Silver	Vanadium	Silicon	Sodium	Potassium	Titanium	Molybdenum	Antimony	Manganese	Lithium	Boron	Magnesium	Calcium	Barium	Phosphorus	Zinc
1	16	1	0	2	16	0	0	0	0	0	9	8	2	0	177	2	3	0	41	830	1128	1	653	696
2	8	0	1	6	12	0	2	0	0	0	8	6	2	0	205	0	2	0	168	837	1177	0	708	763
3	4	0	0	2	10	0	1	0	0	0	7	4	2	0	92	0	1	0	137	957	1180	0	696	765

Sample #	Sample Information							Contaminants				Fluid Properties				
	Date Sampled	Date Received	Lube Time h	Unit Time h	Lube Change	Lube Added qt	Filter Change	Fuel Dilution %	Soot %	Water %	Viscosity 40°C cSt	Viscosity 100 °C cSt	Acid Number mg KOH / g	Base No. mg KOH / g	Oxidation abs / cm	Nitration abs / 0.1mm
1	21-Oct-2023	26-Oct-2023	7909	149895	Yes	0	Yes	>10 - GC	<.1	<.1 - FTIR		8.2		2.04	45	14
2	14-Apr-2024	19-Apr-2024	3691	153587	No	0	No	4.8 - GC	<.1	<.1 - FTIR		8.3		3.44	46	12
3	05-Oct-2024	09-Oct-2024	2362	156935	Yes	0	Yes	4.8 - GC	<.1	<.1 - FTIR		8.8		5.83	15	9