



## NEWS & VIEWS

102 Barton Street  
St. Louis, MO 63104  
www.schaefferoil.com

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MONTHLY ISSUE

### *CRUSH THE COMPETITION*

### SALES LEADERS FOR OCTOBER



Kyle Saxton  
\$229,095



Don & Don Weese, Jr.  
\$129,684



Kevin Mullet  
\$126,973

THE PIONEER IN SPECIALIZED MOLY LUBRICANTS  
THE LEADER IN PERFORMANCE FUEL ADDITIVES



# President's Corner

Schaeffer is recognized by St. Louis Business Journal. Reward trips like China bring us closer together. This letter from Dianne Honermann illustrates the sharing that occurs on these trips.

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*Jay Schaeffer Shields, CLS  
President*

## Schaeffer Recognized in St. Louis Business Journal

The St. Louis Business Journal featured Schaeffer's 1.5 million dollar purchase of our second plant, quoting John Schaeffer Shields on our goal to reach 150ML in sales. This type of publicity is part of our Brand Recognition Strategy to get Schaeffer's name out in front of our target customer – the Maintenance Professional. This second plant will provide room for growth as well as a back up plant in case of a disaster. The new Victor Street Plant is one block away from our Barton Street Plant but it is joined by a warehouse that connects the two properties.

## Hang On to What You've Got!

One of the truly great things about Schaeffer's reward trips like the trip to China this year is the opportunity to share at a deeper level. Dianne Honermann shared this story with me about how important it is to teach our kids and to teach each other to "Hang on to what you've got, because you never know what you might get." I thought this story would benefit the whole sales force so I asked her to send it to me when she got back. Thank you, Dianne.

Jay

Hi Jay. Here is an article I found on Mama D that we talked about in China. I had forgotten the story about the St. Patrick's Day free dinners for the poor and needy. She spoke at a Christian Women's Club that I went to back in the 1970's and she was a wonderful speaker. She talked about her life and faith in God and the many college students who came to her diner when they were down and out and didn't have any money and how years later they would come back and repay her. When she talked about families and loving your spouse and your children was when she said "hang on to what you've got because you know what you have but you never know what you might get".

The China trip was fabulous and we enjoyed every minute of it. The Schaeffer organization is great and we are happy to be part of it.

Dianne



Cheryl A. Meyer, Star Tribune

## Twin Cities' Mama D fed the famous and the needy

The noted cookbook author and restaurateur took time to feed the indigent and visit those in jail.

By [TIM HARLOW](#), Star Tribune

John D'Agostino will open his St. Paul restaurant Sunday for the express purpose of feeding the hungry and the poor. In doing so, he's carrying on a tradition started 42 years ago by his mother, Giovanna D'Agostino, the legendary restaurateur and cookbook author affectionately known as Mama D.

Every March 19, Mama D celebrated the lesser-known holiday of St. Joseph's Day by honoring the patron saint of charity to the poor by serving free meals to the needy at her eldest son Sam's Dinkytown restaurant, Sammy D's, from the 1960s to the early 1980s. The restaurant was later renamed Mama D's.

She carried on the tradition when she opened her own eatery, Mama D's Risorante Italiano in St. Paul. At times, as many as 3,500 people showed up there and at area churches that participated in the St. Joseph's Day feasts, said middle son John D'Agostino, of Minneapolis.

"It was not a publicity stunt," said former Minneapolis Mayor Al Hofstede. "It was something she believed in, and it was something she did from the heart."

Mama D, who was 94, died from respiratory and cardiac failure Tuesday at Catholic Elder Care in northeast Minneapolis.

Her legacy will continue as John D'Agostino serves meals at Cafe Biaggio, the Italian restaurant he operates at 2356 University Av., St. Paul.

Giovanna D'Agostino's generosity went far beyond the kitchen walls. She shared her passion for cooking by teaching classes to inmates in area prisons and county jails, where she also gave stern counsel she hoped would help them straighten out their lives, John said.

"She was everybody's mom," he said. "She called the hippie generation her kids, and she loved them."

Mama D often spoke at area churches during the 1970s and 1980s and was active in charity fundraising. Mama D won several awards for her efforts, John said.

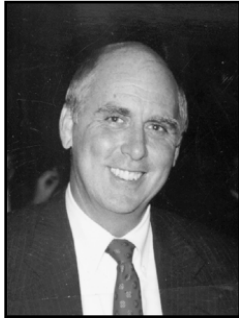
In 1981, she ran for mayor of Minneapolis and earned about 10 percent of the vote in the election won by DFLer Donald Fraser, according to a report from the Humphrey Institute of Public Affairs.

She divulged some of her Italian delicacies in three cookbooks, and she was a frequent guest on national television programs hosted by Mike Douglas, Dinah Shore and Regis Philbin. She cooked for the stars, including crooner Tony Bennett, with whom she developed a long-lasting friendship. Last year, Bennett gave Mama D a dozen long-stemmed roses when he passed through town, John said.

"If there is truism in the statement that you get more if you give it away, she lived it," Hofstede said. "She was quite a lady."

She was preceded in death by her husband, Eugene. In addition to her son John, she is survived by two other sons, Sam of Lino Lakes and Eugene of Balsam Lake, Wis.; three sisters, Mary Cotroneo of New Brighton, Angeline Murray of Walnut Creek, Calif., and Alvera Iaquinto, of St. Paul, nine grandchildren and 17 great-grandchildren.

Services will be held at 11 a.m. Saturday at Our Lady of Mount Carmel Church, 701 NE. Filmore St., Minneapolis. Visitation will be from 4 to 7 p.m. Friday at Billman-Hunt Chapel, 2701 Central Av. NE., Minneapolis, and one hour before services at the church.



*Tom Schaeffer Herrmann*  
CEO

## CEO UPDATE

### **Record sales for October 8 Million**

We continue to have record sales for the month of October with approximately \$8,000,000.00 in sales. These areas of our business are strong: agriculture, mining, fuel additive, oil exploration and some industries. We have also seen trucking pick up but construction still remains slow. The year is ending and our 100% Club looks strong so we hope that all of you striving for this will make your goal with a good finish in November.

### **Product Promotion on from November 15<sup>th</sup> to December 15<sup>th</sup>**

I have had a lot of request to put on the product promotion. These dates should help those that are trying to close out the year with needed sales for their 100% Club and year end bonus and others that want to start the New Year off with a bang.



### **MIRROR BALL TROPHY**

Here is the coveted Mirror Ball Trophy which will be awarded to our Dancing with the Stars Contest at our National Convention in January. If you have any specific music you are going to perform to, please let us know what you are requesting or bring it on a CD for us. You will be judged by outfit, performance and personality. Be prepared to do two numbers in case you make the finals. I will not be performing Pants on the Ground!

### **China Trip was the Trip of a Lifetime**

Some of the highlights were the Great Wall in Beijing, the Terra Cotta Warriors in Xian, the Silk factory, the architecture of Shanghai and our great tour guide, Jeffrey. But even more importantly were the friendships and time we spent together. The culture and history we experienced was unbelievable and we witnessed first hand the tremendous growth and many changes going on in China.

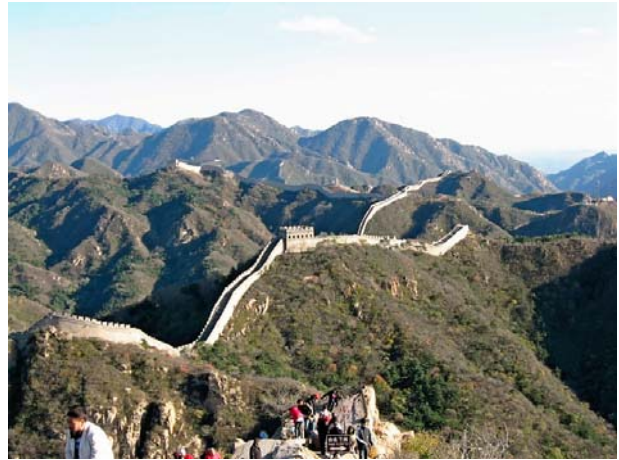
Sincerely,

Tom Schaeffer Herrmann  
CEO

# 2010 Incentive Trip to China



Group in front of Bird's Nest Olympic Stadium in Beijing.



The Great Wall of China, over 4,000 miles long.



The "Terra Cotta Soldiers" in Xian, Over 10,000, each one different. They are buried underground to protect the Emperor's Tomb.



Magnificent skyline of Shanghai and our Ritz tour director.

More pictures from this trip are available to view on the SRRC under "Meeting & Event Pics."

## New Leaders in Schaeffer's Sales Force



### Steve Rober promoted to Executive Sales Director

Congratulations to Steve Rober for his promotion to Executive Sales Director. Steve's experience and ability to manage the complex issues associated with our sales force's growth makes him a perfect choice for this key position.

Steve will work closely with Steve Brewer, V.P. Sales & Marketing, to help oversee and direct the activity of the 500+ member sales force, Regional Directors and Division Managers. He will continue to administrate the recruiting effort of the Company in association with the Division Managers. Steve is also instrumental in Phase 1 and Phase 2 Classes. Steve has an extensive background in personal sales, recruiting and sales management.

His early career was spent as a GM at automobile dealerships, where he negotiated car sales, trained and equipped sales people and interacted with dealership owners. He will be a welcome addition to the Home Office leadership team.

### Chuck Marino takes new role as Regional Director

Chuck Marino joined Schaeffer in 2006 as a sales rep and recruiter in California. His professionalism and leadership were immediately apparent. Chuck will move into a new position as Regional Director for the Southwest. His region will include California, Arizona, Colorado and New Mexico. He will oversee recruiting, training, key account development and sales management in the region.

Chuck will continue to work closely with Cliff Todd, Division Manager of the Suns Division. In his role as Regional Director, Chuck will also coordinate the marketing effort in the region and will interact with customers and sales reps.

Chuck's background in direct sales and sales management are key factors in the promotion to Regional Director. His experience and work ethic will be great additions to the Company's leadership.





# Help Us Help You

Another sales year is coming to an end. Time to start making goals for the 2011 sales year. What are your Personal Goals, your Work Goals, and your Team Goals going to be for the coming year? Take time to sit down quietly and think about what you really want for your Family, Yourself, and your Team. Make your goals obtainable and make them mean something to you so you want to work towards achievement.

We here in the Office and Plant are also thinking of our Goals and what can be done to achieve greater success in 2011. In doing this the Team aspect of thinking always comes into play. How better we can serve you depends on what your customers need and the information you supply to us about their needs. Full circle, we all depend on each other for true success, The Circle of Service.

Our daily processes are continuing to improve. Product is shipping quicker, (except for the occasional problem) invoices are processing quicker. This is an accomplishment of The Circle of Service.

This process can only be done with everyone doing their best to cooperate with the rest of the Team. Any time there is a split in this Circle of Service someone must stop and repair the split. If we get incorrect addresses, weights, products or other information someone must stop the regular process and fix the problem, hopefully before the customer even knows there was a problem. Please verify the information on your orders before transmitting. Make sure to ask the customer if there have been any address or equipment changes before writing the order and transmitting.

If it is possible to have a down side to this rapid processing it would be when the order is already processed and we are told the address or weight or product is incorrect. Yes this takes time; however it usually ends up with extra expense for Schaeffer, the Sales representative, or unfortunately, the customer. Verifying your orders and information helps us to keep the process moving.

Everyone makes errors, it is because we are human and worrying about everything in our whole world. We are in this Team together and we need all of us to make this Team stronger and a Winning Team.

Let's finish up this Sales Year strong and do even more to help the Circle of Service work for our Customers, Family, and Company for the coming years.

**TOGETHER WE ARE DEFINITELY BETTER (AND STRONGER).**

Customer Service

# TOP TWENTY-FIVE



1) Kyle Saxton  
\$229,095  
-Ohio-



2) Don & Don Weese, Jr.  
\$129,684  
-Arkansas-



3) Kevin Mullet  
\$126,973  
-Ohio-



7) John Ullmer  
\$106,073  
-Wisconsin-



8) Jim Johnson  
\$106,042  
-Wisconsin-



9) Doug Rogers  
\$92,245  
-Missouri-



13) Lindn Rogers  
\$79,753  
-Arkansas-



14) Al Honermann  
\$76,703  
-Minnesota-



15) Jim Etcheverry  
\$73,746  
-California-



19) Dana Todd  
\$61,976  
-California-



20) Steve Hegdal  
\$56,862  
-Oregon-



21) Joe Archambeau  
\$56,837  
-Kansas-

# FOR OCTOBER 2010



4) Chris Dix  
\$116,843  
-Missouri-



5) Pat Gillespie  
\$114,111  
-Idaho-



6) John Papanicas  
\$109,135  
-California-



10) Bruce Sullivan  
\$91,441  
-Kentucky-



11) Tom Magaw  
\$80,822  
-Idaho-



12) Ty & Jay Ballinger  
\$79,971  
-Washington-



16) Ken Kizer  
\$69,269  
-Iowa-



17) Jan Wilbanks  
\$69,100  
-Texas-



18) Doug Henderson  
\$65,491  
-New Mexico-



22) Mike Neumann & David Hoff  
\$56,508  
-Wisconsin-



23) Bobby Carpenter  
\$56,168  
-Mississippi-



24) Tim Bishop  
\$52,665  
-California-



25) Steve Babb  
\$52,547  
-Ohio-

# **SUPER STARTERS**

We have **85** Super Starters for the month of October 2010. These sales associates have been with the company less than two years and have shippable business over \$1,000. The associates pictured have volume over \$4,000 for the month.



1) Rick Miller  
\$39,669 / 25 New Acct.  
-Kansas-  
Manager: Independent



2) David Haggart  
\$37,430 / 1 New Acct.  
-Montana-  
Manager: Jay Ballinger



3) Ron Ginnetti  
\$30,790 / 14 New Acct.  
-Ohio-  
Manager: Kyle Saxton



4) Jerry Krumwiede  
\$26,832 / 28 New Acct.  
-South Dakota-  
Manager: Barry Arvold



5) Jim Redlin  
\$24,948 / 10 New Acct.  
-South Dakota-  
Manager: Barry Arvold



6) Robert & Shawn Jackson  
\$21,202 / 2 New Acct.  
-North Carolina-  
Manager: Gary Hornback



7) Rick Madeson  
\$20,627 / 15 New Acct.  
-Colorado-  
Manager: Independent



8) Sandy Johnson  
\$19,250 / 12 New Acct.  
-California-  
Manager: Cliff Todd



9) Shawn Olson  
\$18,896 / 15 New Acct.  
-Minnesota-  
Manager: John McGrath

# **SUPER STARTERS**

For the Month of October 2010



10) Travis Snow  
\$14,701 / 7 New Acct.  
-Utah-  
Manager: Tom Magaw



11) Jerry Garrett  
\$14,602 / 12 New Acct.  
-Oklahoma-  
Manager: Don & Don Weese, Jr.



12) Robert Perrine  
\$13,143 / 11 New Acct.  
-West Virginia-  
Manager: Gary Hornback



13) David Shaller  
\$12,893 / 9 New Acct.  
-Texas-  
Manager: Ross Ellis



14) Jenni Patnode  
\$12,656 / 5 New Acct.  
-Wisconsin-  
Manager: Jim Johnson



15) Spanky Frink  
\$12,501 / 12 New Acct.  
-Kansas-  
Manager: Don & Don Weese, Jr.



16) David Wine  
\$11,946 / 12 New Acct.  
-Virginia-  
Manager: Alan Bradley



17) Jody Smith  
\$11,425 / 1 New Acct.  
-Oregon-  
Manager: Jay Ballinger



18) Jordan Day  
\$11,361 / 5 New Acct.  
-South Dakota-  
Manager: Barry Arvold



19) Cheryl Johnson  
\$9,466 / 11 New Acct.  
-South Dakota-  
Manager: Barry Arvold



20) Mark Wenzlaff  
\$8,835 / 4 New Acct.  
-South Dakota-  
Manager: Barry Arvold



21) Steve Vogt  
\$8,372 / 6 New Acct.  
-Kansas-  
Manager: Don & Don Weese, Jr.

# **SUPER STARTERS**

For the Month of October 2010



22) Dan Dykema  
\$7,602 / 5 New Acct.  
-Iowa-  
Manager: John McGrath



23) Charles Cleveland  
\$6,885 / 2 New Acct.  
-Alabama-  
Manager: Gary Hornback



24) Bruce Puckett  
\$6,824 / 3 New Acct.  
-Missouri-  
Manager: Steve Rober



25) Marius Apopei  
\$6,352 / 5 New Acct.  
-Michigan-  
Manager: Kyle Saxton



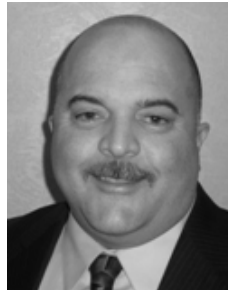
26) James McPherson  
\$6,186 / 5 New Acct.  
-Texas-  
Manager: Johnny Bowman



27) James McAfee  
\$6,078 / 2 New Acct.  
-Alabama-  
Manager: Gary Hornback



28) Ron Kurpius  
\$5,343 / 1 New Acct.  
-Arizona-  
Manager: Cliff Todd



29) Terry Tassano  
\$5,273 / 12 New Acct.  
-California-  
Manager: Cliff Todd



30) Derek Neil  
\$4,933 / 3 New Acct.  
-New Mexico-  
Manager: Independent



31) Dennis Noonan  
\$4,897 / 9 New Acct.  
-Texas-  
Manager: Johnny Bowman



32) Selena Alderin  
\$4,849 / 6 New Acct.  
-North Dakota-  
Manager: Glenn Stastny



33) John Woodard  
\$4,586 / 6 New Acct.  
-Washington-  
Manager: Jay Ballinger

# **SUPER STARTERS**

For the Month of October 2010



34) Robert Struebing  
\$4,543 / 0 New Acct.  
-Nebraska-  
Manager: Vern Fischer



35) Christopher Collins  
\$4,512 / 3 New Acct.  
-Indiana-  
Manager: Gary Hornback



36) Melissa Veaser  
\$4,466 / 0 New Acct.  
-Minnesota-  
Manager: John McGrath



37) Cary Nelson  
\$4,415 / 7 New Acct.  
-Iowa-  
Manager: Don & Don Weese, Jr.



38) Gary Borowicz  
\$4,300 / 7 New Acct.  
-Ohio-  
Manager: Kyle Saxton



39) Walt Huzar  
\$4,160 / 4 New Acct.  
-Pennsylvania-  
Manager: Alan Bradley



40) Joel Davidson  
\$4,068 / 5 New Acct.  
-Arkansas-  
Manager: Don & Don Weese, Jr.

# **SUPER STARTERS**

For the Month of October 2010

<u>Sales Rep</u>		<u>Sales Vol</u>	<u>Sales Rep</u>		<u>Sales Vol</u>
41) Ryan	Harder	\$ 3,888	63) James	Burns	\$ 2,440
42) J Gerald	Dohmann	3,708	64) Phil	Bradford	2,345
43) William	Patterson	3,684	65) Neal	McDowell	2,235
44) Mary Ellen	Boswell	3,683	66) Jeff	House	1,991
45) David	Posthuma	3,519	67) Eden	Shuck	1,978
46) Rick	Caldwell	3,344	68) Phillip	Wine	1,901
47) Larry	Bothof	3,301	69) Keith	Hamilton	1,676
48) Gary	Bothof	3,298	70) Alex	Morales	1,658
49) Marco	Garcia	3,263	71) Troy	Beckelhimer	1,446
50) Kathleen	White	3,251	72) Wayne	Bleyenberg	1,439
51) Tommy	Crossen	3,197	73) Charles	Coleman	1,419
52) Kory	Kindsfather	3,179	74) Christopher	Putman	1,410
53) Charles	Riemer	3,167	75) Walter	Dragaloski	1,380
54) Jennifer	Kinder	2,847	76) Jan	Johnson	1,353
55) Ruth	Ahlemeier	2,840	77) Casey	Wilbanks	1,317
56) Tim	Tvrdy	2,741	78) Marsha	Ditter	1,317
57) Len	Ellis	2,729	79) Robert	Tobin	1,293
58) Timothy	Glaus	2,693	80) John	Lookingbill	1,221
59) Jim	Hanson	2,665	81) Matt	Sapsara	1,202
60) John	Morgan	2,578	82) Maurice	Aten	1,113
61) John	Casterella	2,508	83) Peter	Welton	1,029
62) Grady	Spinks	2,461	84) Ricky	Clark	1,010

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## **Welcome to the Following Sales Reps**

### **Who Joined Us in October**

Paul Brugmann from Columbia, Missouri  
James Fields from Whitesburg, Kentucky  
John MacDonald from Billings, Montana  
Scot Quick from Lakewood, Colorado



The home office will be closed in observance of the Thanksgiving holiday on November 25<sup>th</sup> and 26<sup>th</sup>. Please note that no one will be at the home office on these days so plan your end of the year sales accordingly. The office will reopen on November 29<sup>th</sup>.

**CRUSH THE COMPETITION**  
Sales Volume for the Month of October 2010

1. Kyle	Saxton	\$229,095	41. Dusty	Wright	\$41,821
2. Don & Don	Weese, Jr.	129,684	42. Mark	Olson	41,710
3. Kevin	Mullet	126,973	43. Joseph	Dohmann	41,061
4. Chris	Dix	116,843	44. Richard	Miller	39,669
5. Patrick	Gillespie	114,111	45. Jim	Smart	38,263
6. John	Papancas	109,135	46. Jack	Miller	38,138
7. John	Ullmer	106,073	47. David	Haggart	37,430
8. James	Johnson	106,042	48. Jake	Anderson	36,629
9. Doug	Rogers	92,245	49. Timothy	Anderson	36,629
10. Bruce	Sullivan	91,441	50. Raymond	Summerlin	35,636
11. Thomas	Magaw	80,822	51. Jerry	Himsel	35,476
12. Ty & Jay	Ballinger	79,971	52. Jack	Melzer	35,271
13. Lindn	Rogers	79,753	53. Earle	Mc Gillicuddy	34,541
14. Alan	Honermann	76,703	54. Keith	Smith	34,133
15. Jim	Etcheverry	73,746	55. Melvin	Morris	34,028
16. Kenneth	Kizer	69,269	56. Billy	Syester	33,878
17. Jan	Wilbanks	69,100	57. Kenneth	Moddelmog	33,075
18. Douglas	Henderson	65,491	58. Jim	Clark	32,674
19. Dana	Todd	61,976	59. Robert	Ferrel	32,084
20. Steve	Hegdal	56,862	60. Ronald	Mc Cready	32,028
21. Joe	Archambeau	56,837	61. Ralph	Winkel	31,829
22. Mike Neumann &	David Hoff	56,508	62. Douglas	Wenzel	31,643
23. Bobby	Carpenter	56,168	63. Michael	Hunnicutt	31,606
24. Tim	Bishop	52,665	64. David	Ary	31,044
25. Francis	Babb	52,547	65. Chaz	Hilton	30,991
26. Ross	Ellis	52,287	66. Ron	Ginnetti	30,790
27. Michael	Sciborski	51,338	67. Geary	Trout	30,733
28. Robert	Warren	51,111	68. Tom	Zuiderveld	30,704
29. Stuart	Olson	51,095	69. Aaron	Pope	30,192
30. Charles	Miller	50,757	70. Charles	Lynch	30,158
31. Glenn & Dan	Gunnink	49,302	71. Larry	Beck	30,011
32. David	Feltmann	49,212	72. Ed	Kasprzyk	29,930
33. Dan	Harms	48,107	73. Lester	Mielke	29,840
34. Johnny	Bowman	46,897	74. Dale	Smith	29,749
35. Lavern	Fischer	46,411	75. Melvin	Evans	29,659
36. Daniel	Kuntzman	44,590	76. Michael	Welton	28,906
37. Philip	Simms	44,065	77. James	Anderson	28,892
38. Gary	Richardson	43,892	78. Arthur	Drossel	28,761
39. Roy	Cranek	43,464	79. Harlis & Sandra	Camp	28,602
40. Ed	Ramage	43,378	80. Marcus	Fierro	28,597

Sales Volume for the Month of October 2010

81.	Jack	Wehler	\$28,523	129.	Kenneth	Arnold	\$18,250
82.	Drew	Harper	27,810	130.	Horace	Hurlburt	18,140
83.	Mark	Smith	27,636	131.	William	Wauben	18,100
84.	Jerry	Krumwiede	26,832	132.	Leonard	Enserink	18,052
85.	Jim	Ferguson	26,623	133.	Timothy	Ryan	17,932
86.	Mike	Mulligan	25,610	134.	Bryan	Wehler	17,905
87.	Raymond	Roeder	25,442	135.	Mark	Consoer	17,680
88.	Stephen	Hagler	25,408	136.	Heather	Wittig	17,640
89.	Rich	Greenwald	25,161	137.	Michael	Hepworth	17,533
90.	Bill	Gilmore	25,155	138.	Steve	Perez	17,453
91.	Daryl	Detwiler	25,059	139.	Wilmer	Schewe	17,042
92.	Jim	Redlin	24,948	140.	Mohamed	Khalifa	16,882
93.	Benjamin	Kemple	24,274	141.	Jim	Mc Gill	16,563
94.	Alejandro	Morales	24,242	142.	Tony	Olson	16,344
95.	Barry	Arvold	24,206	143.	Carroll	Hargis	16,233
96.	Ronald	Moll	24,035	144.	Frank	Davis	15,756
97.	Alan	Mc Fadin	23,909	145.	Alan	Bradley	15,736
98.	Robert	Rybak	23,839	146.	James	Lowe	15,210
99.	Greg	White	23,833	147.	Keith	Catron	15,125
100.	Benny	Torres	23,614	148.	Lonnie	Igert	15,069
101.	June	Tamminga	23,254	149.	Ralph	Brunner	15,049
102.	Brian	Zollars	23,127	150.	John	Mc Grath	14,955
103.	Larry	Greff	22,767	151.	Gene	Dunlap	14,813
104.	Christy	Crawford-Wysocki	22,551	152.	Daniel	Halinar	14,737
105.	Marcos	Alvarez	22,248	153.	Travis	Snow	14,701
106.	Tom	Aub	22,069	154.	Jerry	Garrett	14,602
107.	Leo	Coakley	21,766	155.	Lai	Poon	14,354
108.	Gary	Phillips	21,679	156.	Noble	Harper	14,298
109.	William	Bock	21,673	157.	James	Fieck	14,039
110.	Randy	Hinton	21,640	158.	Eugene	Schubert	13,964
111.	Gary	Blanchard	21,253	159.	Michael	Gentile	13,910
112.	Robert & Shawn	Jackson	21,202	160.	Richard	D'Agosta	13,865
113.	Paul	Herring	21,016	161.	Norwood	Clark	13,714
114.	James	Christian	20,797	162.	Leland	Gant	13,326
115.	Timothy	Buttimer	20,663	163.	Rick	Smoak	13,307
116.	Richard	Madeson	20,627	164.	Robert	Perrine	13,143
117.	Lonnie	Marr	20,372	165.	Mark	Mc Iver	12,920
118.	William	Storms	20,086	166.	David	Shaller	12,893
119.	Daniel	Miller	19,852	167.	Thomas	Lewis	12,878
120.	Tommy	Hooker	19,683	168.	Walter	Wentz	12,680
121.	Tom	Aub	19,674	169.	Jenni	Patnode	12,656
122.	Francis	Martin	19,459	170.	Marcello	Todaro	12,597
123.	Sandy	Johnson	19,250	171.	Robert	Rapley	12,503
124.	Adrian	Heuermann	18,961	172.	Spanky	Frink	12,501
125.	Stuart	Olson	18,896	173.	Keith	Humble	12,425
126.	Gary	Davie	18,892	174.	Keith	Brady	12,186
127.	Jerry	Jenkins	18,630	175.	William	Latchaw	12,127
128.	Gene	Smart	18,429				

## CASH SCOREBOARD

Based on shipped business for the month of  
October 2010

Kyle	Saxton	\$126,448	Glenn & Dan	Gunnink	\$26,171
Chris	Dix	107,290	Ty & Jay	Ballinger	24,486
Kevin	Mullet	96,625	Jerry	Krumwiede	24,266
James	Johnson	63,622	Don & Don	Weese, Jr.	20,979
Kenneth	Kizer	49,293	Gary	Phillips	20,542
Alan	Honermann	39,504	Larry	Beck	20,120
John	Papancas	37,618	Jan	Wilbanks	19,969
Joe	Archambeau	33,528	David	Haggart	19,956
Charles	Miller	33,016	Daniel	Kuntzman	19,863
Michael	Sciborski	32,924	James	Anderson	19,504
Mike Neumann &	David Hoff	32,709	Jerry	Himsel	19,217
Mark	Olson	32,297	Gary	Blanchard	19,060
Bruce	Sullivan	31,313	Ronald	Moll	18,999
Stuart	Olson	31,005	Tom	Aub	16,272
John	Ullmer	27,417	Lindn	Rogers	15,619

## NEW CUSTOMER SCOREBOARD

Based on shipped business for the month of  
October 2010

		<u>NUMBER</u>	<u>AMOUNT</u>			<u>NUMBER</u>	<u>AMOUNT</u>
Doug	Rogers	27	\$40,407	Larry	Beck	2	\$12,558
Richard	Miller	25	39,119	Jerry	Garrett	12	11,549
Jerry	Krumwiede	28	26,136	Ronald	Mc Cready	5	11,525
Ron	Ginnetti	14	24,631	Bruce	Sullivan	9	11,372
Tim	Bishop	6	18,766	Chaz	Hilton	7	11,284
Douglas	Henderson	4	18,273	Ed	Ramage	2	11,187
Kevin	Mullet	1	17,600	Daniel	Halinar	4	10,747
Jake	Anderson	9	16,811	Richard	Madeson	15	10,747
Timothy	Anderson	9	16,811	Robert	Perrine	11	10,601
Benjamin	Kemple	4	16,673	Jim	Redlin	10	9,995
Robert & Shawn	Jackson	2	14,845	Jim	Clark	2	9,843
Stuart	Olson	15	13,976	Dusty	Wright	13	9,521
James	Johnson	5	13,860	Cheryl	Johnson	11	9,466
David	Shaller	9	12,893	Keith	Brady	5	9,376
Rich	Greenwald	4	12,683	Spanky	Frink	12	9,172

# 100% Club

<u>NAME</u>	<u>ELEVENTH MONTH VOLUME</u>	<u>QUOTA FOR YEAR</u>	<u>PROJECTED VOLUME FOR YEAR</u>	<u>PERCENTAGE OF QUOTA</u>
Jerry Krumwiede	292,823	75,000	319,443	425 %
Richard Miller	186,941	75,000	203,935	271 %
Spanky Frink	151,883	75,000	165,690	220 %
Ron Ginnetti	185,329	93,080	202,177	217 %
Travis Snow	149,098	75,000	162,652	216 %
Rich Madeson	144,521	76,666	157,659	205 %
Jim Redlin	191,753	105,751	209,185	197 %
Jake Anderson	319,750	200,004	348,818	174 %
James McPherson	117,028	75,000	127,666	170 %
Bob Jackson	192,044	125,004	209,502	167 %
Timothy Anderson	327,303	217,290	357,057	164 %
David Haggart	177,238	118,135	193,350	163 %
Gene Smart	290,206	200,004	316,588	158 %
Jenni Patnode	125,492	87,894	136,900	155 %
Mark Wenzlaff	105,886	75,000	115,512	154 %
Shawn Olson	105,316	75,000	114,890	153 %
Steve Hagler	523,268	375,413	570,837	152 %
Lai Poon	368,401	264,401	401,892	152 %
Lonnie Igert	119,691	85,860	130,572	152 %
Steve Babb	907,566	714,130	990,072	138 %
David Wine	95,454	75,000	104,131	138 %
Kyle Saxton CLS	1,635,080	1,317,047	1,783,723	135 %
Glenn Stastny TIAP	306,276	250,008	334,119	133 %
Bruce Puckett	91,954	75,000	100,313	133 %
Christy Crawford-Wysocki-TIAP	532,827	438,837	581,265	132 %
Jan Wilbanks TIAP	493,264	409,323	538,106	131 %
Dana Todd	354,236	293,395	386,439	131 %
Neal McDowell	88,932	75,000	97,016	129 %
Jamie Christian-TIAP	236,313	201,034	257,796	128 %
Ron Mc Cready	465,154	394,811	507,440	128 %
Ben Kemple	146,114	125,004	159,397	127 %
Earle Mc Gillicuddy TIAP	407,840	357,327	444,916	124 %
Sandy Johnson	150,021	132,777	163,659	123 %
Mike Welton-TIAP	348,939	309,792	380,660	122 %
Kevin Mullet TIAP	593,908	533,759	647,899	121 %
Derek Neil	83,628	75,000	91,230	121 %
Bill Gilmore	237,383	215,795	258,963	120 %
Ron Kurpius	81,677	75,000	89,102	118 %
Bob Perrine	80,714	75,000	88,051	117 %
Ed Ramage-TIAP	368,452	349,136	401,947	115 %
Dave Shaller	78,964	75,000	86,142	114 %
Ray Summerlin	398,375	379,799	434,590	114 %
Bobby Carpenter	420,506	402,690	458,733	113 %
Jim Ferguson-TIAP	375,126	361,047	409,228	113 %
Jordan Day	146,046	142,035	159,322	112 %
Cheryl Johnson	75,697	75,000	82,578	110 %
LeRoy Lambert	197,677	195,079	215,647	110 %
Ray Roeder-TIAP	253,376	250,008	276,410	110 %
Dale Smith CLS	288,015	287,612	314,198	109 %
Chaz Hilton	313,187	310,609	341,658	109 %
Jack Miller TIAP	404,264	404,644	441,015	108 %
Matt Wauben	234,121	235,875	255,404	108 %
Al Honermann TIAP	745,437	746,559	813,204	108 %
Fran Martin	244,995	246,591	267,267	108 %
Ross Ellis TIAP	575,012	575,830	627,285	108 %

# 100% Club

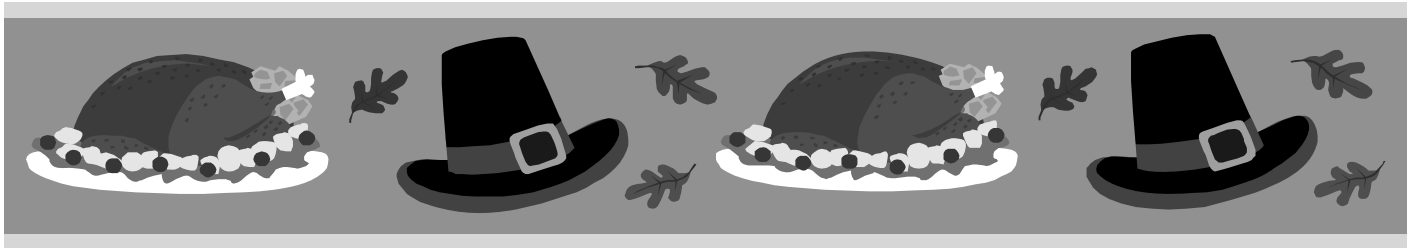
<u>NAME</u>	<u>ELEVENTH MONTH VOLUME</u>	<u>QUOTA FOR YEAR</u>	<u>PROJECTED VOLUME FOR YEAR</u>	<u>PERCENTAGE OF QUOTA</u>
Phillip Wine	73,621	75,000	80,313	107 %
Dan Miller	299,103	307,696	326,294	106 %
Mark Smith TIAP	285,474	293,631	311,426	106 %
Glenn & Dan Gunnink-TIAP	686,489	702,899	748,897	106 %
Chris Dix CLS	994,116	1,014,182	1,084,490	106 %
Steve Vogt	73,422	75,000	80,096	106 %
Bill Syester TIAP	309,342	318,821	337,464	105 %
Rich Greenwald TIAP	247,011	256,746	269,466	104 %
Mark McIver	119,866	125,004	130,762	104 %
Jerry Himself TIAP	493,963	515,518	538,868	104 %
Vern Fischer TIAP	391,606	406,986	427,206	104 %
Harlis & Sandra Camp	343,190	356,790	374,389	104 %
John Papanacas	823,234	861,145	898,073	104 %
Brian Zollars TIAP	270,948	286,857	295,579	103 %
Tom Lewis CLS	215,389	227,625	234,969	103 %
John Ullmer TIAP	862,701	910,998	941,128	103 %
Tom Magaw CLS	1,138,934	1,201,876	1,242,473	103 %
Tom Aub CLS	297,132	316,841	324,144	102 %
Melvin Evans-TIAP	347,921	372,048	379,550	102 %
Bob Warren	574,518	612,699	626,746	102 %
Heather Wittig	207,696	221,545	226,577	102 %
Roy H. Cranek-TIAP	448,155	476,681	488,896	102 %
Tom Zuiderveld-TIAP	277,596	294,907	302,832	102 %
Steve Hegdal CLS	560,051	593,357	610,964	102 %
Larry Beck	368,004	396,698	401,458	101 %
Joe Archambeau-TIAP	630,711	676,057	688,048	101 %
Jim Smart TIAP	402,148	430,225	438,706	101 %
Steve Perez	185,718	200,004	202,601	101 %
Mike Mulligan TIAP	251,098	272,785	273,925	100 %
Michael McAfee	68,216	75,000	74,417	99 %
Melvin Morris-TIAP	336,428	369,847	367,012	99 %
Bruce Sullivan CLS	677,871	744,232	739,495	99 %
Jim Anderson	348,634	383,716	380,328	99 %
Don & Don Weese, Jr. TIAP	1,368,911	1,505,282	1,493,357	99 %
Pat Gillespie CLS	1,472,992	1,616,217	1,606,900	99 %
Doug Henderson	621,091	687,324	677,553	98 %
Alan Bradley CLS	726,044	810,685	792,048	97 %
Ken Arnold TIAP	238,482	266,547	260,162	97 %
Chuck Miller TIAP	736,006	827,133	802,915	97 %
Chaz Miller	111,655	125,004	121,805	97 %
Ty & Jay Ballinger CLS	1,217,394	1,359,120	1,328,066	97 %
Leo Coakley TIAP	331,704	375,065	361,858	96 %
Dan Harms	272,340	306,721	297,098	96 %
Lindh Rogers CLS	782,313	886,745	853,432	96 %
Tommy Hooker-TIAP	221,007	250,008	241,098	96 %
Marc Alvarez-TIAP	256,082	288,888	279,362	96 %
Mark Consoer-TIAP	264,791	304,041	288,862	95 %
Geary Trout TIAP	344,723	399,689	376,061	94 %
Bob Rybak TIAP	262,458	303,087	286,317	94 %
Dan Dykema	65,271	75,000	71,204	94 %
Jerry Jenkins TIAP	270,128	315,899	294,685	93 %
Mike Hunnicutt TIAP	322,721	375,568	352,059	93 %
David Mackey	232,969	271,263	254,148	93 %
Doug Dean CLS	171,250	200,004	186,818	93 %
Gary Richardson CLS	504,014	586,047	549,833	93 %

# 100% Club

<u>NAME</u>	<u>ELEVENTH MONTH VOLUME</u>	<u>QUOTA FOR YEAR</u>	<u>PROJECTED VOLUME FOR YEAR</u>	<u>PERCENTAGE OF QUOTA</u>
Jack Wehler	300,147	349,558	327,433	93 %
Daryl Detwiler	218,182	253,826	238,016	93 %
Ed Kasprzyk TIAP	310,190	367,698	338,389	92 %
David Ary	309,622	364,788	337,769	92 %
Noble Harper	168,589	201,271	183,915	91 %
Rick Smoak-TIAP	191,221	228,829	208,604	91 %
Phil Simms TIAP	370,931	442,436	404,652	91 %
David Christopher TIAP	210,236	252,373	229,348	90 %
Ken Modellmog TIAP	219,927	269,135	239,920	89 %
Tim Bishop TIAP	438,488	532,101	478,350	89 %
Mike Neumann-TIAP & David Hoff	597,248	746,170	651,543	87 %
Stu Olson CLS	631,042	786,660	688,409	87 %
Doug Rogers TIAP	1,254,461	1,565,571	1,368,502	87 %
Drew Harper TIAP	207,164	256,819	225,997	87 %
Art Drossel CLS	292,757	370,683	319,371	86 %
Greg White TIAP	315,699	396,171	344,398	86 %
Dan Kuntzman TIAP	383,089	489,029	417,915	85 %
Jim Etcheverry TIAP	416,101	533,762	453,928	85 %
Jim McGill	252,311	324,240	275,248	84 %
Brian Yenter CLS	193,355	250,044	210,932	84 %
Johnny Bowman TIAP	525,898	679,279	573,706	84 %
Larry Nava - AGFT	173,965	224,512	189,780	84 %
June Tamminga TIAP	275,508	357,886	300,554	83 %
Les Mielke-TIAP	350,803	458,211	382,694	83 %
Adrian Heuermann TIAP	209,483	273,745	228,526	83 %
Jack Melzer	237,303	310,720	258,876	83 %
Joel Davidson	28,679	37,500	31,286	83 %
Joe Dohmann TIAP	300,959	393,928	328,318	83 %
Dusty Wright CLS	421,160	548,541	459,447	83 %
Damon Davie	191,954	250,008	209,404	83 %
Bob Ferrel TIAP	296,087	392,212	323,004	82 %
Phil Schmitt	56,967	75,000	62,145	82 %
David Feltmann CLS	541,168	718,065	590,365	82 %
Mike Harshey TIAP	272,041	359,115	296,772	82 %
Bill Schewe	207,670	278,691	226,549	81 %
Lonnie Marr TIAP	237,651	317,383	259,255	81 %
Keith Catron	149,401	200,004	162,982	81 %
Jim Clark TIAP	368,667	497,381	402,182	80 %
Tim Buttmer TIAP	184,314	250,008	201,069	80 %
Ralph Brunner	185,573	250,008	202,443	80 %
Mark Olson TIAP	392,867	530,208	428,582	80 %
Ryan Harder	55,187	75,000	60,204	80 %
Aaron Pope CLS	449,362	606,465	490,213	80 %
Gary Turnbull	75,086	101,375	81,912	80 %
Tom Archuleta	183,594	247,588	200,284	80 %
Benny Torres	256,231	345,335	279,524	80 %
Alan Mc Fadin TIAP	268,632	365,212	293,053	80 %
Alex Morales	335,068	454,475	365,528	80 %
Bill Latchaw	182,083	250,008	198,636	79 %
Gary Hornback CLS	182,095	250,008	198,649	79 %
Tim Lambertsen	54,504	75,000	59,458	79 %
Dennis Noonan	54,574	75,000	59,535	79 %
Jody Smith	91,660	125,004	99,992	79 %
Gary Davie TIAP	315,839	436,940	344,551	78 %
Gary Blanchard TIAP	248,449	349,552	271,035	77 %

# 100% Club

<u>NAME</u>	<u>ELEVENTH MONTH VOLUME</u>	<u>QUOTA FOR YEAR</u>	<u>PROJECTED VOLUME FOR YEAR</u>	<u>PERCENTAGE OF QUOTA</u>
Timothy Ryan	178,414	250,008	194,633	77 %
Keith Humble	157,535	222,271	171,856	77 %
Bill Storms	178,347	250,008	194,560	77 %
Boyd McKenzie	88,467	125,004	96,509	77 %
Eddie Brunk	142,391	200,004	155,335	77 %
Mark Woodworth	175,784	250,008	191,764	76 %
Gary Phillips TIAP	212,817	301,709	232,164	76 %
Walt Borowicz	138,673	200,004	151,279	75 %
Keith Brady	155,838	225,251	170,005	75 %
Rob Rapley	172,187	250,008	187,840	75 %
Ken Kizer CLS	477,169	686,347	520,548	75 %
Keith Smith CLS	308,839	448,129	336,915	75 %
Jeff Modellmog	138,375	200,004	150,954	75 %
Frank Davis CLS	236,323	341,600	257,806	75 %



**ONE MONTH TO GO!**

**2010 SALES YEAR**

**ENDS NOVEMBER 30!**

**ALL BUSINESS FOR 2010 SALES YEAR**

**MUST BE SHIPPED AND INVOICED BY**

**CLOSE OF BUSINESS NOVEMBER 30!!!**

# ***DIVISION STANDINGS***

Division performances are ranked by volume in sales,  
and are year to date through October, 2010

<u>DIVISION</u>	<u>MANAGER</u>	<u>TOTAL VOLUME</u>	<u>% OF INCREASE/DECREASE</u>
1. RESOLUTE (W. Kentucky, W. Tennessee)	Gary Hornback	\$11,588,077	12
2. BADGERS (Wisconsin)	Jim Johnson	\$8,159,392	-20
3. NORTHERN LIGHTS (Minnesota, E. Nebraska, Northwest Iowa)	John McGrath	\$7,272,784	9
4. BUCKEYES (Ohio)	Kyle Saxton	\$7,113,479	23
5. SEAHAWKS (Washington, Oregon, Montana)	Ty & Jay Ballinger	\$5,973,000	11
6. MIGHTY DUCKS (Arkansas, Louisiana, Mississippi)	Don Weese & Don Weese Jr.	\$5,828,955	5
7. TEXAS RANGERS (Texas)	Johnny Bowman	\$5,460,429	4
8. SPUDS (Idaho, Nevada, Utah)	Tom Magaw	\$4,950,426	1
9. SUNS (Southern California, Arizona, Mexico)	Cliff Todd	\$3,775,454	18
10. SHOREBIRDS (Delaware, Maryland, Virginia)	Alan Bradley	\$2,894,343	9
11. PROSPECTORS (Northern California)	Tim Bishop	\$2,280,751	7
12. GREAT FACES (S. Dakota)	Barry Arvold	\$1,800,096	17
13. WEST TEXAS TWISTERS (West Texas)	Ross Ellis	\$1,783,013	16
14. ROUGH RIDERS (N. Dakota)	Glenn Stastny	\$1,534,782	39

**NOTE: Awards for Top Three Divisions will be given at our 2011 National Sales Convention.**

# **TOP 50 SALES LEADERS**

Based on shipped business from  
December 1, 2009 through October 31, 2010

	<u>Sales Volume</u>		<u>Sales Volume</u>
<b>1. Kyle Saxton CLS</b>	<b>\$1,635,080</b>	26. David Feltmann CLS	\$541,168
<b>2. Pat Gillespie CLS</b>	<b>1,472,992</b>	27. Christy Crawford Wysocki TIAP	532,827
<b>3. Don &amp; Don Weese, Jr. TIAP</b>	<b>1,368,911</b>	28. Johnny Bowman TIAP	525,898
<b>4. Doug Rogers TIAP</b>	<b>1,254,461</b>	29. Steve Hagler	523,268
<b>5. Ty &amp; Jay Ballinger CLS</b>	<b>1,217,394</b>	30. Gary Richardson CLS	504,014
<b>6. Tom Magaw CLS</b>	<b>1,138,934</b>	31. Jerry Himsel TIAP	493,963
7. Chris Dix CLS	994,116	32. Jan Wilbanks TIAP	493,264
8. Steve Babb	907,566	33. Doug Wenzel TIAP	484,622
9. Jim Johnson TIAP	869,418	34. Ken Kizer CLS	477,169
10. John Ullmer TIAP	862,701	35. Ron Mc Cready	465,154
11. John Papancas	823,234	36. Aaron Pope CLS	449,362
12. Lindn Rogers CLS	782,313	37. Roy H. Cranek TIAP	448,155
13. Al Honermann TIAP	745,437	38. Tim Bishop TIAP	438,488
14. Chuck Miller TIAP	736,006	39. Dusty Wright CLS	421,160
15. Alan Bradley CLS	726,044	40. Bobby Carpenter	420,506
16. Glenn & Dan Gunnink TIAP	686,489	41. Jim Etcheverry TIAP	416,101
17. Bruce Sullivan CLS	677,871	42. Ron Moll	409,885
18. Stu Olson CLS	631,042	43. Earle Mc Gillicuddy TIAP	407,840
19. Joe Archambeau TIAP	630,711	44. Jack Miller TIAP	404,264
20. Doug Henderson	621,091	45. Jim Smart TIAP	402,148
21. Mike Neumann & David Hoff	597,248	46. Ray Summerlin	398,375
22. Kevin Mullet TIAP	593,908	47. Mark Olson TIAP	392,867
23. Ross Ellis TIAP	575,012	48. Vern Fischer TIAP	391,606
24. Bob Warren	574,518	49. Larry Greff TIAP	390,308
25. Steve Hegdal CLS	560,051	50. Dan Kuntzman TIAP	383,089

**2ND 50**

	Sales <u>Volume</u>		Sales <u>Volume</u>
51. Jim Ferguson TIAP	\$375,126	76. Bill Syester TIAP	309,342
52. Phil Simms TIAP	370,931	77. Keith Smith CLS	308,839
53. Jim Clark TIAP	368,667	78. Glenn Stastny TIAP	306,276
54. Ed Ramage TIAP	368,452	79. Ralph Winkel	301,201
55. Lai Poon	368,401	80. Joe Dohmann TIAP	300,959
56. Larry Beck	368,004	81. Jack Wehler	300,147
57. Dana Todd	354,236	82. Dan Miller	299,103
58. Les Mielke TIAP	350,803	83. Tom Aub CLS	297,132
59. Mike Welton TIAP	348,939	84. Bob Ferrel TIAP	296,087
60. Jim Anderson	348,634	85. Jerry Krumwiede	292,823
61. Melvin Evans TIAP	347,921	86. Art Drossel CLS	292,757
62. Tony Olson CLS	345,881	87. Gene Smart	290,206
63. Geary Trout TIAP	344,723	88. Dale Smith CLS	288,015
64. Harlis & Sandra Camp	343,190	89. Mark Smith TIAP	285,474
65. Melvin Morris TIAP	336,428	90. Mike Sciborski CLS	283,664
66. Alex Morales	335,068	91. Tom Zuiderveld TIAP	277,596
67. Leo Coakley TIAP	331,704	92. June Tamminga TIAP	275,508
68. Timothy Anderson	327,303	93. Dan Harms	272,340
69. Mike Hunnicutt TIAP	322,721	94. Mike Harshey TIAP	272,041
70. Jake Anderson	319,750	95. Barry Arvold	270,973
71. Gary Davie TIAP	315,839	96. Brian Zollars TIAP	270,948
72. Greg White TIAP	315,699	97. Jerry Jenkins TIAP	270,128
73. Chaz Hilton	313,187	98. Alan Mc Fadin TIAP	268,632
74. Ed Kasprzyk TIAP	310,190	99. Mark Consoer TIAP	264,791
75. David Ary	309,622	100. Bob Rybak TIAP	262,458

**3RD 50**

	Sales <u>Volume</u>		Sales <u>Volume</u>
101. Benny Torres	256,231	126. Heather Wittig	\$207,696
102. Marc Alvarez TIAP	256,082	127. Bill Schewe	207,670
103. Ray Roeder TIAP	253,376	128. Drew Harper TIAP	207,164
104. Jim McGill	252,311	129. Carroll Hargis	198,456
105. Mike Mulligan TIAP	251,098	130. Brian Yenter CLS	193,355
106. Gary Blanchard TIAP	248,449	131. Bob Jackson	192,044
107. Rich Greenwald TIAP	247,011	132. Paul Neubauer TIAP	192,003
108. Fran Martin	244,995	133. Damon Davie	191,954
109. Ken Arnold TIAP	238,482	134. Jim Redlin	191,753
110. Lonnie Marr TIAP	237,651	135. Rick Smoak TIAP	191,221
111. Bill Gilmore	237,383	136. Norwood Clark	188,854
112. Jack Melzer	237,303	137. Richard Miller	186,941
113. Frank Davis CLS	236,323	138. Steve Perez	185,718
114. Jamie Christian TIAP	236,313	139. Ralph Brunner	185,573
115. Matt Wauben	234,121	140. Ron Ginnetti	185,329
116. David Mackey	232,969	141. Tim Buttimer TIAP	184,314
117. Tommy Hooker TIAP	221,007	142. Tom Archuleta	183,594
118. Ken Modellmog TIAP	219,927	143. Gary Hornback CLS	182,095
119. Daryl Detwiler	218,182	144. Bill Latchaw	182,083
120. Tom Lewis CLS	215,389	145. Timothy Ryan	178,414
121. Randy Hinton	213,073	146. Bill Storms	178,347
122. Gary Phillips TIAP	212,817	147. David Haggart	177,238
123. Horace Hurlburt CLS	211,540	148. Mark Woodworth	175,784
124. David Christopher TIAP	210,236	149. Larry Nava	173,965
125. Adrian Heuermann TIAP	209,483	150. Rob Rapley	172,187

# **TOP 50**

## **NEW ACCOUNT LEADERS**

Based on shipped business from  
December 1, 2009 through October 31, 2010

1. Jerry	Krumwiede	\$283,925	300	26. Neal	Mc Dowell	\$86,737	98
2. Doug	Rogers	212,540	219	27. Don	Vines	85,251	53
3. Robert & Shawn	Jackson	170,582	58	28. Bruce	Puckett	84,699	103
4. Richard	Miller	170,095	182	29. Mike Neumann & David Hoff		83,567	24
5. Ron	Ginnetti	154,188	202	30. Ronald	Mc Cready	81,164	51
6. Troy	Frink	149,823	169	31. William	Wauben	80,030	161
7. Joe	Archambeau	125,592	85	32. Bruce	Sullivan	79,880	70
8. Benjamin	Kemple	125,526	87	33. Jenni	Patnode	79,611	94
9. Gene	Smart	124,215	25	34. David	Shaller	77,229	92
10. Timothy	Anderson	119,835	117	35. Rich	Greenwald	75,900	65
11. Jake	Anderson	119,636	117	36. Mike	Mulligan	75,751	70
12. Thomas	Magaw	119,276	36	37. Cheryl	Johnson	73,623	91
13. Jim	Redlin	115,934	136	38. Michael	Welton	73,539	37
14. Bill	Gilmore	110,658	123	39. Shawn	Olson	73,334	101
15. Richard	Madeson	108,016	160	40. Mark	Smith	71,367	50
16. Sandy	Johnson	98,221	124	41. James	Christian	70,836	64
17. Kevin	Mullet	97,072	10	42. Heather	Wittig	70,012	84
18. James	Johnson	96,889	30	43. Daniel	Miller	69,554	98
19. Jim	Ferguson	96,683	63	44. Robert	Perrine	69,388	100
20. Dusty	Wright	94,692	100	45. Chaz	Hilton	68,548	43
21. Tim	Bishop	94,502	65	46. Ty & Jay	Ballinger	63,927	130
22. Aaron	Pope	93,036	42	47. Derek	Neil	63,886	79
23. Don & Don	Weese, Jr.	92,247	73	48. Harlis & Sandra	Camp	63,240	62
24. David	Wine	90,618	121	49. Phillip	Wine	62,261	98
25. Stephen	Hagler	87,622	18	50. Tommy	Hooker	61,820	87

# **TOP 50 CASH LEADERS**

Based on shipped business from  
December 1, 2009 through October 31, 2010

1. Chris	Dix	\$876,026	26. Douglas	Wenzel	\$229,720
2. Ty & Jay	Ballinger	588,373	27. Ronald	Moll	201,644
3. Stuart	Olson	448,384	28. Gary	Phillips	199,100
4. Kevin	Mullet	445,044	29. Alejandro	Morales	197,820
5. Alan	Honermann	419,409	30. Don & Don	Weese, Jr.	189,221
6. James	Johnson	413,394	31. Daniel	Kuntzman	184,507
7. Alan	Bradley	388,233	32. Michael	Sciborski	175,039
8. Glenn & Dan	Gunnink	382,744	33. Robert	Rapley	174,992
9. Kenneth	Kizer	346,039	34. Robert	Warren	173,636
10. Ronald	Mc Cready	338,163	35. Arthur	Drossel	171,840
11. Jerry	Himsel	337,596	36. Kyle	Saxton	161,108
12. Lai	Poon	305,536	37. Mark	Smith	160,285
13. Mike Neumann &	David Hoff	295,754	38. Gary	Blanchard	158,073
14. Joe	Archambeau	292,549	39. Lindn	Rogers	157,612
15. John	Papancas	290,970	40. Jack	Wehler	155,901
16. Mark	Olson	279,347	41. Leo	Coakley	151,518
17. Christy	Crawford-Wysocki	276,607	42. June	Tamminga	151,283
18. James	Anderson	270,736	43. Francis	Martin	150,871
19. Bruce	Sullivan	260,676	44. Tony	Olson	146,278
20. Charles	Miller	246,972	45. Daryl	Detwiler	145,459
21. Jerry	Krumwiede	246,928	46. Mark	Consoer	143,273
22. Larry	Beck	246,383	47. Marcos	Alvarez	142,152
23. Jim	Ferguson	234,689	48. Tom	Aub	140,894
24. John	Ullmer	234,395	49. Carroll	Hargis	132,793
25. Francis	Babb	232,658	50. Mark	Woodworth	131,387

# “Crush the **COMPETITION**” Contest

## GRAND PRIZE TBA

### TO QUALIFY

1. Points will be awarded quarterly as follows:
  - a) **Four points** for every **new customer dollar** volume accumulated. We will award new account business based on the volume a new customer orders for 12 months. This means that if a new customer came on board in September of '09, you will receive new customer points on all their orders until August of '10, or 12 months after the first order is placed.
  - b) **One point** for every **cash-with-order** dollar volume.
  - c) **One point** for every **dollar increase in sales** at the end of each quarter over the same quarter in the previous year. For example, a \$20,000 increase in sales in the second quarter of 2010 over the second quarter of 2009 would be worth 20,000 prize points.
    1. If a sales rep has started with the company after 12/1/09, they are not eligible for "increased volume" prize points.
    2. Sales reps starting between 12/1/08 and 11/30/09 will only qualify for increased volume points for full quarters completed. For example, if a rep started in April 2009, they would not be eligible for increased volume points until the 3rd quarter of 2010, the first full quarter to be able to compare against.
2. Minimum \$6,000 volume per quarter to qualify.
3. A maximum of one million points can be earned throughout the sales year.  
Minimum points awarded per quarter is 10,000.

**NOTE: You do not have to have an increase in volume over the previous year to qualify for points in this contest.**

#### SALES TOOLS Redeemed at .0040

Microsoft Office Suite	Mini Raytek laser heat gun w/case - 30,000 pts.
Personal Computer or laptop	Fuel Doctor kit - 8,750 pts.
Personal Copier	Refractometer – 10,000 pts.

Heat Guns, Fuel Doctor kit, Steel Fuel Canister, and Refractometer can be ordered directly from Home Office with required points.

#### CASH Redeemed at .0035

Points can also be redeemed out of the PRIZE CATALOG.  
(Link on Sales Rep Resource Center)

**Points will only be redeemed for active sales reps.**

**We will honor prize points until the December following two years from the end of the quarter in which they are earned.**

**In case of loss, certificates will not be reissued.**

**\*Note: Points for the trip must be redeemed in the year in which they are earned.**

**"CRUSH THE COMPETITION" CONTEST STANDINGS  
DECEMBER 1, 2009 THRU OCTOBER 31, 2010**

<u>NAME</u>	<u>NEW ACC POINTS QTR</u>	<u>CASH POINTS QTR</u>	<u>INCREASE VOL POINTS QTR</u>	<u>TOTAL POINTS QTR</u>	<u>TOTAL POINTS</u>
Jerry Krumwiede	237,767	53,575	0	291,342	1,000,000
Chris Dix CLS	21,571	150,184	0	171,755	1,000,000
Kevin Mullet TIAP	110,960	125,872	18,468	255,300	1,000,000
Ty & Jay Ballinger CLS	19,560	52,563	0	72,123	929,905
Doug Rogers TIAP	239,061	4,837	0	243,898	912,142
Joe Archambeau-TIAP	50,821	62,124	0	112,945	880,009
Jim Johnson TIAP	91,087	110,952	30,695	232,734	831,642
Ron Mc Cready	67,722	38,901	0	106,623	816,044
Spanky Frink	122,457	24,995	24,276	171,728	790,882
Bob Jackson	133,994	0	39,617	173,611	781,911
Jake Anderson	138,124	26,583	57,859	222,566	748,958
Ron Ginnetti	170,207	7,159	43,231	220,597	746,976
Al Honermann TIAP	36,251	75,544	0	111,795	744,166
Timothy Anderson	137,804	27,607	45,985	211,396	737,778
Richard Miller	232,189	647	0	232,836	720,774
Kyle Saxton CLS	32,787	131,291	65,580	229,658	719,580
Jim Ferguson-TIAP	79,605	41,053	11,393	132,051	714,735
Steve Babb	0	31,401	0	31,401	709,190
Gene Smart	24,871	8,585	19,153	52,609	703,157
Mike Neumann-TIAP	76,572	52,115	0	128,687	697,005
Alan Bradley CLS	9,818	23,563	0	33,381	664,633
Christy Crawford-Wysocki-TIAP	11,306	17,214	0	28,520	656,560
Steve Hagler	118,706	0	76,096	194,802	656,072
Bruce Sullivan CLS	80,310	54,868	36,737	171,915	652,233
Glenn & Dan Gunnink-TIAP	50,473	53,136	8,117	111,726	651,719
Stu Olson CLS	54,987	73,824	0	128,811	631,230
Don & Don Weese, Jr. TIAP	46,193	31,439	0	77,632	624,203
Ben Kemple	104,033	1,839	27,003	132,875	621,146
Jim Redlin	65,467	19,061	7,633	92,161	619,592
Rich Madeson	70,975	22,772	19,412	113,159	610,571
Lai Poon	0	6,245	4,194	10,439	592,095
Tom Magaw CLS	20,055	0	1,091	21,146	573,809
Mark Smith TIAP	21,181	30,209	23,605	74,995	545,867
Steve Perez	33,972	17,546	5,518	57,036	529,395
Bill Gilmore	40,366	675	17,089	58,130	525,472
Jerry Himsel TIAP	33,062	56,423	24,021	113,506	507,172
John Papanicas	24,882	84,184	37,665	146,731	506,566
Dusty Wright CLS	87,349	24,300	12,999	124,648	494,796
Jamie Christian-TIAP	11,201	4,186	6,546	21,933	467,660
Sandy Johnson	52,401	9,194	16,908	78,503	467,597
Jim Anderson	39,534	61,803	26,855	128,192	457,232
Ken Kizer CLS	40,874	64,817	0	105,691	444,498
Chaz Hilton	48,983	16,175	10,870	76,028	442,405
Neal McDowell	33,629	7,171	0	40,800	437,721
Tim Bishop TIAP	155,154	7,060	19,783	181,997	420,648
Matt Wauben	38,860	10,843	1,518	51,221	417,941
David Wine	48,557	7,246	4,207	60,010	415,715
John Ullmer TIAP	21,477	53,606	17,863	92,946	415,199
Mark Consoer-TIAP	35,139	22,628	13,752	71,519	408,546
Mark Olson TIAP	41,377	104,075	36,211	181,663	403,704
Mike Welton-TIAP	43,873	2,112	6,434	52,419	402,064
Rich Greenwald TIAP	79,824	3,881	20,878	104,583	395,857
Larry Beck	52,474	30,377	0	82,851	395,571
Dan Miller	48,254	7,528	11,238	67,020	387,642
Mike Mulligan TIAP	56,595	8,929	14,319	79,843	385,984

**"CRUSH THE COMPETITION" CONTEST STANDINGS  
DECEMBER 1, 2009 THRU OCTOBER 31, 2010**

<u>NAME</u>	<u>NEW ACC POINTS QTR</u>	<u>CASH POINTS QTR</u>	<u>INCREASE VOL POINTS QTR</u>	<u>TOTAL POINTS QTR</u>	<u>TOTAL POINTS</u>
Jenni Patnode	44,039	14,427	3,992	62,458	384,139
Bob Warren	19,505	17,121	25,119	61,745	382,427
Ray Summerlin	6,983	27,071	21,872	55,926	382,299
Pat Gillespie CLS	30,338	17,777	0	48,115	380,668
Shawn Olson	75,386	22,709	0	98,095	379,419
Aaron Pope CLS	34,614	460	0	35,074	377,415
Alex Morales	12,306	17,757	0	30,063	376,289
Heather Wittig	47,476	11,059	0	58,535	376,102
Chuck Miller TIAP	19,476	62,666	0	82,142	375,586
Doug Wenzel-TIAP	0	29,432	0	29,432	375,250
Fran Martin	4,105	31,647	17,577	53,329	366,442
Cheryl Johnson	72,641	15,685	0	88,326	358,327
Bruce Puckett	38,376	874	0	39,250	349,027
Mike Harshey TIAP	8,667	6,835	0	15,502	348,725
Harlis & Sandra Camp	40,951	7,877	21,800	70,628	343,867
Art Drossel CLS	22,217	33,875	0	56,092	338,368
Tom Aub CLS	34,078	19,955	2,966	56,999	330,247
Derek Neil	39,054	5,692	10,356	55,102	327,304
Jim Clark TIAP	39,372	2,239	0	41,611	326,742
Melvin Morris-TIAP	21,212	18,995	8,339	48,546	326,515
Dave Shaller	82,719	863	0	83,582	326,161
David Feltmann CLS	30,008	13,243	0	43,251	324,127
David Haggart	15,779	24,130	44,686	84,595	323,877
Roy H. Cranek-TIAP	39,885	19,380	5,166	64,431	322,105
Ben Marfell	8,381	8,180	5,478	22,039	320,388
Mark Wenzlaff	19,141	9,429	2,959	31,529	312,448
Doug Dean CLS	34,987	17,265	9,338	61,590	310,253
Gary Blanchard TIAP	11,390	29,284	0	40,674	309,986
Travis Snow	22,552	6,087	16,207	44,846	309,712
Ron Moll	6,293	36,738	17,033	60,064	308,758
Tommy Hooker-TIAP	45,489	3,837	4,193	53,519	308,107
Bob Perrine	73,124	4,577	15,097	92,798	307,739
Dan Dykema	45,752	13,634	13,761	73,147	302,781
Ray Roeder-TIAP	12,262	9,265	9,756	31,283	300,520
LeRoy Lambert	0	22,647	0	22,647	297,748
Steve Hegdal CLS	21,911	18,197	46,242	86,350	295,345
Jan Wilbanks TIAP	64,011	20,346	70,650	155,007	295,207
Tony Olson CLS	8,497	15,714	0	24,211	294,682
Steve Vogt	52,821	11,305	8,801	72,927	286,370
Ross Ellis TIAP	4,304	15,094	10,649	30,047	286,331
Phillip Wine	58,801	7,846	0	66,647	286,264
Jack Wehler	12,998	27,869	2,434	43,301	286,173
Glenn Stastny TIAP	9,548	8,410	0	17,958	285,086
Gary Richardson CLS	9,707	6,785	0	16,492	284,490
Earle Mc Gillicuddy TIAP	18,894	4,293	16,218	39,405	284,152
Tom Archuleta	7,207	19,455	0	26,662	282,910
Jack Miller TIAP	33,914	22,168	24,057	80,139	282,003
Vern Fischer TIAP	2,033	26,522	25,604	54,159	277,873
Geary Trout TIAP	46,067	21,672	0	67,739	276,705
Jordan Day	26,789	19,222	3,565	49,576	276,179
Dan Halinar	56,258	5,113	9,825	71,196	273,793
Gene Dunlap	16,446	11,376	5,338	33,160	269,974
Bryan Wehler-CLS	31,732	3,790	24,384	59,906	266,556
Mark Mclver	32,734	16,039	7,427	56,200	266,208
Dan Kuntzman TIAP	7,443	36,179	15,541	59,163	266,058

**"CRUSH THE COMPETITION" CONTEST STANDINGS  
DECEMBER 1, 2009 THRU OCTOBER 31, 2010**

<u>NAME</u>	<u>NEW ACC POINTS QTR</u>	<u>CASH POINTS QTR</u>	<u>INCREASE VOL POINTS QTR</u>	<u>TOTAL POINTS QTR</u>	<u>TOTAL POINTS</u>
Tom Zuiderveld-TIAP	16,216	3,636	23,872	43,724	259,184
Tim Pittenger	20,102	8,676	3,517	32,295	253,016
Keith Brady	52,114	8,392	0	60,506	251,037
Martie Henderson	63,125	428	0	63,553	250,340
Ed Ramage-TIAP	46,672	8,578	14,068	69,318	247,724
Leo Coakley TIAP	293	13,091	0	13,384	245,241
Mike Sciborski CLS	6,778	52,617	3,366	62,761	245,151
Robert Arnold	30,340	1,868	5,004	37,212	244,921
Phil Schmitt	21,207	5,414	499	27,120	242,440
Michael McAfee	30,681	3,347	0	34,028	242,346
Walt Borowicz	37,527	11,001	4,364	52,892	239,174
Lindn Rogers CLS	5,621	26,999	0	32,620	237,480
Barry Arvold	11,161	22,043	24,678	57,882	236,137
Bob Ferrel TIAP	27,413	1,950	0	29,363	230,882
Bill Syester TIAP	27,405	3,572	17,394	48,371	229,083
Brian Zollars TIAP	27,539	16,964	0	44,503	227,961
Gary Todd	17,968	9,923	827	28,718	224,606
David Ary	20,804	20,196	26,700	67,700	220,597
Rob Rapley	0	26,511	0	26,511	219,026
Melvin Evans-TIAP	14,004	10,439	3,535	27,978	217,500
Dana Todd	7,229	5,083	78,360	90,672	213,778
Marc Alvarez-TIAP	0	21,828	0	21,828	212,899
Gary Phillips TIAP	0	27,266	0	27,266	212,377
Keith Catron	11,769	2,769	0	14,538	212,329
Bob Rybak TIAP	3,432	15,919	0	19,351	211,768
Gary Borowicz	41,851	5,776	7,003	54,630	211,677
Ryan Harder	25,596	5,218	315	31,129	209,283
Jim Fieck	82,278	12,055	16,607	110,940	205,321
Bobby Carpenter	11,877	6,466	23,352	41,695	203,623
Carroll Hargis	24,201	17,876	0	42,077	201,909
Paul Herring	0	19,599	8,511	28,110	200,552
Terry Tassano	39,974	5,534	0	45,508	200,497
James McPherson	14,928	1,317	9,792	26,037	199,859
Doug Henderson	89,296	1,113	60,221	150,630	199,488
Daryl Detwiler	2,958	8,389	378	11,725	198,251
Marius Apopei	39,934	8,931	0	48,865	196,706
Eddie Brunk	8,510	11,739	4,399	24,648	195,409
Dale Smith CLS	8,687	10,767	33,022	52,476	194,765
Larry Nava - AGFT	0	54,116	47,571	101,687	194,229
June Tamminga TIAP	3,855	11,148	5,409	20,412	191,977
Damon Davie	24,474	1,127	5,537	31,138	190,381
Mark Woodworth	2,354	13,115	0	15,469	188,284
Ed Kasprzyk TIAP	19,551	0	0	19,551	182,177
Tim Buttimer TIAP	37,695	4,911	5,605	48,211	182,097
Charles Shearon	16,963	4,774	1,585	23,322	181,492
Wayne Bleyenbergh	29,182	5,759	5,313	40,254	177,500
Grady Spinks	25,420	7,027	0	32,447	175,977
Dennis Noonan	26,552	5,371	0	31,923	173,755
Randy Hinton	11,020	11,064	0	22,084	173,670
Horace Hurlburt CLS	39,638	23,862	0	63,500	172,814
Ralph Brunner	3,586	17,975	3,711	25,272	170,758
Steve Rober	16,842	799	10,493	28,134	170,425
Jerry Jenkins TIAP	1,515	9,534	0	11,049	169,994
Timothy Ryan	15,578	4,887	0	20,465	169,572
Keith Smith CLS	33,808	471	4,756	39,035	169,284

**"CRUSH THE COMPETITION" CONTEST STANDINGS  
DECEMBER 1, 2009 THRU OCTOBER 31, 2010**

<u>NAME</u>	<u>NEW ACC POINTS QTR</u>	<u>CASH POINTS QTR</u>	<u>INCREASE VOL POINTS QTR</u>	<u>TOTAL POINTS QTR</u>	<u>TOTAL POINTS</u>
Adrian Heuermann TIAP	1,537	11,869	0	13,406	168,977
Rodney Kensinger TIAP	3,612	15,473	0	19,085	167,893
John Woodard	43,238	5,699	8,688	57,625	167,885
Johnny Bowman TIAP	5,525	7,182	4,079	16,786	167,659
Tom Peterick	8,394	11,540	7,567	27,501	165,452
Charlie Riemer	31,964	8,706	4,871	45,541	160,378
Josh Copas	13,680	4,795	1,884	20,359	156,817
David Christopher TIAP	4,349	21,894	12,889	39,132	154,367
Eden Shuck	30,080	0	0	30,080	153,002
Dan Harms	18,601	0	39,606	58,207	152,355
Rick Janke	9,669	6,582	0	16,251	147,323
Darrel Plane	11,599	947	0	12,546	146,868
Noble Harper	2,701	19,342	3,807	25,850	146,533
Will Gonzalez	29,055	5,864	6,518	41,437	145,414
Larry Bothof	46,360	5,948	0	52,308	144,177
Ron Kurpius	28,519	0	0	28,519	144,147
Gary Bothof	46,350	5,945	0	52,295	143,164
Keith Humble	13,468	7,249	0	20,717	142,370
Alan Mc Fadin TIAP	3,931	14,671	0	18,602	141,743
David Posthuma	24,363	5,570	0	29,933	136,520
Bill Schewe	1,771	19,413	0	21,184	136,279
Jim Smart TIAP	15,262	5,993	0	21,255	136,155
Walt Huzar	23,880	1,181	0	25,061	135,502
Tom Pascale	8,693	1,453	3,008	13,154	132,473
Joel Davidson	36,228	7,851	0	44,079	132,465
Kathleen White	34,921	7,233	0	42,154	131,916
Bernie Royko	11,424	7,765	3,104	22,293	129,601
Mike Hunnicutt TIAP	34,268	3,693	12,903	50,864	129,266
John Morgan	27,835	2,207	0	30,042	127,820
Tom Lewis CLS	13,890	0	0	13,890	126,841
Pete Berg	15,014	2,752	6,992	24,758	126,784
Mike Hepworth	1,494	14,510	615	16,619	125,973
Phil Bradford	15,022	5,751	0	20,773	122,188
Ralph Winkel	12,289	13,740	1,374	27,403	121,060
Rick Smoak-TIAP	15,306	5,836	0	21,142	118,705
Ray Allen CLS	15,648	0	3,678	19,326	118,219
Bill Storms	5,000	7,575	0	12,575	117,191
Len Ellis	8,295	2,749	1,615	12,659	114,964
Cary Nelson	36,276	1,773	0	38,049	114,025
Doug Logan Jr	16,183	89	4,045	20,317	111,810
Neal Spilman	14,789	11,126	3,867	29,782	110,859
Brian Yenter CLS	1,820	19,952	7,672	29,444	110,379
Byron Mikkelson	1,824	8,631	7,604	18,059	110,153
Ken Modellmog TIAP	5,999	7,649	1,806	15,454	109,967
Lonnie Marr TIAP	14,239	10,850	7,553	32,642	109,386
Cody Liebing	16,440	4,662	0	21,102	109,264
Leland Gant	39,988	577	6,077	46,642	108,054
Thom Beck	19,777	5,285	0	25,062	106,404
Everett McReynolds	0	13,558	0	13,558	103,282
Tyler Allan	9,718	2,181	0	11,899	100,475
Greg White TIAP	10,059	2,170	0	12,229	97,335
Troy Crane	8,569	606	2,685	11,860	96,648
Jerry Garrett	80,419	14,507	0	94,926	94,926
Gerald Dohmann	27,037	488	4,809	32,334	94,636
Joe Dohmann TIAP	11,146	488	14,570	26,204	91,597

**"CRUSH THE COMPETITION" CONTEST STANDINGS  
DECEMBER 1, 2009 THRU OCTOBER 31, 2010**

<u>NAME</u>	<u>NEW ACC POINTS QTR</u>	<u>CASH POINTS QTR</u>	<u>INCREASE VOL POINTS QTR</u>	<u>TOTAL POINTS QTR</u>	<u>TOTAL POINTS</u>
Lonnie Iger	0	408	16,284	16,692	91,038
Marie Meyer	3,839	8,524	0	12,363	87,765
Leonard Enserink	1,848	7,625	9,371	18,844	84,841
Pete Cleveland	29,287	6,516	0	35,803	84,526
John McGrath	3,460	15,308	1,474	20,242	82,747
Rich D'Agosta	12,205	6,756	5,783	24,744	81,666
Keith Hamilton	31,077	2,737	0	33,814	79,494
Wayne A. Alioto	17,836	6,834	3,899	28,569	78,344
McNair Metcalfe	13,492	1,727	2,008	17,227	76,928
Brad Arrowsmith	4,072	9,972	0	14,044	75,396
Benny Torres	7,275	11,095	0	18,370	74,981
Gene Schubert	0	14,013	4,693	18,706	73,041
Bill Harris	0	8,600	4,981	13,581	72,102
Jim McGill	8,903	4,180	0	13,083	70,728
Jimmy Hunt	15,920	6,965	3,222	26,107	68,535
Gordon Rodgers TIAP	8,540	1,918	0	10,458	67,199
Larry Greff TIAP	8,346	9,272	6,889	24,507	66,188
Malcolm Hunt	0	11,449	9,142	20,591	63,004
Drew Harper TIAP	4,606	2,242	11,430	18,278	61,530
Tom Murray	11,352	1,872	1,984	15,208	61,329
Craig Coleman	13,457	1,621	6,468	21,546	60,224
Gary Turnbull	18,273	3,574	5,737	27,584	60,027
Billy Patterson	8,110	0	5,747	13,857	59,979
Lavertte Files Jr.	8,032	0	2,874	10,906	59,750
Tom Crossen	18,704	0	0	18,704	54,737
Karl Miller	20,975	5,915	6,162	33,052	53,768
Paul Knottnerus CLS	13,693	384	0	14,077	52,403
Phil Simms TIAP	0	0	31,765	31,765	50,925
Casey Wilbanks	12,778	3,240	0	16,018	50,192
Mike Gentile TIAP	10,595	0	191	10,786	45,805
Peter Flees	0	2,867	7,461	10,328	43,846
Rick Waters	5,834	5,463	4,759	16,056	40,680
Michelle Gensler	12,924	749	1,787	15,460	37,689
Charles Coleman	16,836	4,236	0	21,072	32,968
David Jones	9,419	2,081	0	11,500	31,709
Ricky Caldwell	29,269	2,037	0	31,306	31,306
Chuck Lynch	7,588	0	16,453	24,041	30,486
Dustin Dierksen	0	13,131	4,166	17,297	28,433
Jennifer Kinder	12,459	0	0	12,459	26,997
Scott Birdsall	14,207	2,472	1,767	18,446	26,225
Greg Webb	0	3,876	12,751	16,627	25,888
Tim Glaus	22,318	3,463	0	25,781	25,781
Mary Ellen Boswell	16,572	0	0	16,572	25,206
Selena Alderin	22,069	1,696	0	23,765	23,765
Colleen Isacson	14,150	0	4,180	18,330	15,911
Bill Daves	0	0	10,106	10,106	15,725
Jimmy Sutton	10,386	1,858	0	12,244	12,244

Note: Total Pts. Qtr. are for September & October the first two months of the fourth quarter.  
Anyone with fewer than 10,000 total points for the quarter will not be shown,  
as this is the minimum required for the quarter to receive points.

## *Jerry Krumwiede Redeems Prize Points for HD TV!*



Sales reps can redeem prize points in a variety of ways.

- Cash
- Sales Tools
- Prize Catalog
- Incentive Trip

Jerry Krumwiede shared his experience with redeeming points from the prize catalog.

“The prize was very easy to collect. My wife and I simply selected what we wanted, printed a prize order form, completed the form and mailed the completed order form along with my ‘Prize Point Certificate’. Within about a week I had a return ‘Prize Point Certificate’, as all points on the certificate were not needed to collect the prize. I received the TV in about 3 weeks, there were no freight charges and the TV works great!

We really like the prizes, if you turn the ‘Prize Point Certificates’ into cash, soon the cash is gone and you have nothing. We’ll have and will enjoy the TV for many years!”

The link to the Prize Point Award Catalog for 2010 is located under “**Links**” on the right side of the Sales Rep Resource Center. Click the link to view prizes and points required for each item.

The Award Order Form is located in the “**Office Documents**” **Library** under General Forms.

# CRUSH THE COMPETITION

## GOLD MEDALISTS

Sales Volume for the Week Ending November 5, 2010

1. Don & Don	Weese, Jr.	\$24,118	44. Jim P	Etcheverry	\$7,000
2. Jerry	Jenkins	21,581	45. Michael G	Gentile	6,834
3. Patrick	Gillespie	20,998	46. Dale A	Smith	6,718
4. Martie W	Henderson	18,890	47. Bill	Gilmore	6,686
5. Jerry	Garrett	18,391	48. Jim	Redlin	6,579
6. Lavern J	Fischer	17,453	49. Aaron	Pope	6,569
7. Chaz	Hilton	15,629	50. Gary	Blanchard	6,461
8. David D	Feltmann	15,194	51. Gary	Davie	6,431
9. Kevin S	Mullet	14,444	52. Francis S	Babb	6,410
10. Dana C	Todd	13,783	53. Spanky	Frink	6,401
11. Geary	Trout	13,750	54. Eugene	Schubert	6,186
12. Jim C	Smart	12,984	55. Casey	Wilbanks	6,164
13. Thomas J	Magaw	12,949	56. Melvin	Evans	6,146
14. Daniel B	Kuntzman	12,737	57. Alan	Mc Fadin	6,102
15. Lindn	Rogers	12,731	58. William F	Harris	6,033
16. Ed	Kasprzyk	12,115	59. Marius	Apopei	5,981
17. Ed	Ramage	11,408	60. Chris	Dix	5,752
18. Dusty	Wright	11,324	61. Tim	Bishop	5,716
19. Jerry S	Himsel	11,311	62. Eddie	Brunk	5,699
20. Bruce	Sullivan	11,136	63. Frank	Davis	5,622
21. Doug	Rogers	10,932	64. Sandy	Johnson	5,616
22. Lai	Poon	10,932	65. David E	Jones	5,596
23. Jim	Clark	10,505	66. Keith	Smith	5,551
24. Rick	Smoak	10,268	67. Jan	Wilbanks	5,547
25. John	Papancas	10,013	68. Robert	Arnold	5,539
26. John	Ullmer	9,959	69. Leonard	Enserink	5,520
27. Johnny	Bowman	9,839	70. Roy	Cranek	5,476
28. Kyle	Saxton	9,444	71. Kenneth D	Moddelmog	5,475
29. Ray	Summerlin	8,862	72. Dan	Harms	5,470
30. Rich	Greenwald	7,916	73. Rich	Madeson	5,453
31. Ty & Jay	Ballinger	7,830	74. Robert K	Warren	5,448
32. Jake	Anderson	7,807	75. James	Christian	5,418
33. Timothy	Anderson	7,807	76. Jack	Miller	5,376
34. Mike Neumann &	Dave Hoff	7,552	77. Ken	Arnold	5,374
35. Gary L	Richardson	7,538	78. Tom	Pascale	5,323
36. Alan	Honermann	7,514	79. Billy	Syester	5,273
37. Brian L	Zollars	7,479	80. Joe	Archambeau	5,271
38. Glenn & Dan	Gunnink	7,475	81. Alan	Bradley	5,160
39. Steve	Hegdall	7,419	82. Neal	Spillman	5,155
40. Gary	Phillips	7,321	83. Paul	Neubauer	5,095
41. Ross	Ellis	7,108	84. Tom	Zuiderveld	5,083
42. Arthur	Drossel	7,090	85. Tommy	Hooker	5,022
43. Francis	Martin	7,076	86. Tom	Aub	5,017

**SILVER MEDALISTS**

87. Amy L	Hand	\$4,982	98. Carroll	Hargis	\$4,434
88. Daniel E	Miller	4,979	99. Benny J	Torres	4,409
89. Gene	Smart	4,962	100. Charles A	Miller	4,403
90. Michael	Welton	4,946	101. Michael W	Hunnicutt	4,349
91. Leo	Coakley	4,837	102. Robert	Perrine	4,290
92. Jack	Wehler	4,828	103. Thomas	Archuleta	4,248
93. Anthony A	Vonnahme	4,802	104. Harlis & Sandra	Camp	4,173
94. Ron	Kurpius	4,641	105. Gary L	Hornback	4,106
95. Garvis	Prater	4,640	106. Eden	Shuck	4,088
96. Daryl F	Detwiler	4,595	107. Jeff L	Moddelmog	4,067
97. Ronald L	Mc Cready	4,557			

**BRONZE MEDALISTS**

108. Don	Kinion	\$3,940	122. Heather	Wittig	\$3,507
109. William M	Wauben	3,921	123. Thomas W	Lewis	3,471
110. James	Johnson	3,856	124. Lavertte	Files Jr	3,456
111. Doug	Wenzel	3,830	125. Robert D	Ferrel	3,441
112. Larry D	Beck Sr	3,822	126. Doug	Dean	3,423
113. Ron	Ginnetti	3,809	127. Ronald	Moll	3,338
114. Jim	Ferguson	3,795	128. Ricky	Eaton	3,315
115. Jordan	Day	3,732	129. Gene	Dunlap	3,167
116. Randy	Hinton	3,679	130. Marshal L	Delcambre	3,149
117. Noble	Harper	3,675	131. Keith	Humble	3,135
118. Keith	Catron	3,566	132. David	Mackey	3,103
119. Michael C	Harshey	3,563	133. Walt	Borowicz	3,058
120. David	Christopher	3,530	134. William	Storms	3,012
121. Jenni	Patnode	3,507			

**SUPER STARTERS**

1. Jerry	Garrett	\$18,391	26. Bruce	Puckett	\$1,898
2. Jim	Redlin	6,579	27. Dennis	Noonan	1,856
3. Spanky	Frink	6,401	28. Martin & Jody	Smith	1,823
4. Casey	Wilbanks	6,164	29. Travis	Snow	1,802
5. Marius	Apopei	5,981	30. Rick	Caldwell	1,682
6. Sandy	Johnson	5,616	31. Phil	Schmitt	1,667
7. Rich	Madeson	5,453	32. James	Mc Pherson	1,280
8. Ron	Kurpius	4,641	33. Walt	Huzar	1,199
9. Robert	Perrine	4,290	34. Gerald	Dohmann	1,179
10. Eden	Shuck	4,088	35. Ryan	Harder	1,129
11. Ron	Ginnetti	3,809	36. Tom	Fritts	1,100
12. Jordan	Day	3,732	37. Michael	Mc Afee	1,096
13. Jenni	Patnode	3,507	38. Charlie	Riemer	951
14. Lyle	Miller	2,878	39. Maurice	Aten	944
15. Neal	Mc Dowell	2,652	40. Derek	Neil	923
16. Phillip	Wine	2,579	41. Bob	Tobin	901
17. Cary	Nelson	2,450	42. Tim	Glaus	833
18. Richard	Miller	2,332	43. Kathleen	White	796
19. John	Woodard	2,243	44. Tom	Murray	784
20. Paul	Carlson	2,240	45. Steve	Vogt	724
21. Gary	Borowicz	2,228	46. Keith	Hamilton	714
22. David	Wine	2,134	47. Wayne	Bleyenberg	712
23. Jerry	Krumwiede	2,115	48. Terry	Tassano	566
24. Mark	Wenzlaff	1,958	49. Mary Ellen	Boswell	554
25. Charles	Coleman	1,923	50. Joel	Davidson	528

# Lube Equipment Program Update

We are very happy to announce that it will no longer be necessary to send “Lube Equipment Orders” or “Contract Preparation Orders” by way of fax. We have finished the new order system which can be found in the SRRC. This will expedite the process and should eliminate the need for the back and forth phone conversations often needed for accuracy in ordering.

## Here is the procedure:

1. Log in to the SRRC
2. Click on “Lube Order Entry Form” on the bottom right (as pictured below).
3. When screen comes up—*select either “Order Equipment” or “Contract Preparation”*
4. An order number will be automatically assigned (LEP-XX-XXX)
5. Fill in all required fields
6. Fill in quantity, part number, description and price (can be found on SRRC/Equipment & Test Kits/Lubrication Equipment )
7. Push the SUBMIT button. If you have filled everything out correctly, a box will pop up to inform you that your order has been submitted. If a box does not pop up, your order has not been submitted and something has been left out or filled out incorrectly.

This order will then be sent to Don Bowles and Caitlin Condon for processing—the order will then be placed and equipment will be delivered or the contract will be prepared and returned to the originator for necessary signatures and notary seal. Upon return of the signed/notarized contract, the equipment will be ordered and delivered.

Payroll deductions for sales reps will be handled as previously processed and if the customer is required to contribute, they will be billed from the automatically generated LEP number through the Netsuite system.

The screenshot shows the Schaeffler Sales Rep Resource Center website. The main content area features a large "Inc. 5000" logo and several news articles. A red arrow points to the "Lube Order Entry Form" link in the bottom right corner of the page.

If you have any questions regarding this system upgrade, please call Caitlin Condon (344) or Don Bowles (341) with your questions.

# Schaeffer salutes our Veterans!



## Honor Our Military

Let's honor our military,  
The men and women who serve,  
Whose dedication to our country  
Does not falter, halt or swerve.

Let's respect them for their courage;  
They're ready to do what's right  
To keep America safe,  
So we can sleep better at night.

Let's support and defend our soldiers,  
Whose hardships are brutal and cruel,  
Whose discipline we can't imagine,  
Who follow each order and rule.

Here's to those who choose to be warriors  
And their helpers good and true;  
They're fighting for American values;  
They're fighting for me and you.

*By Joanna Fuchs*



## **Schaeffer Lube Tips**

### **Foaming & Proper Oil Level**

Foaming in a circulating system can lead to higher system temperatures, increased component wear, and mushy control response in hydraulic actuators.

One source of foam can be improper oil level. Too much oil and too little oil can both lead to foaming issues. If the oil level is too high, a piece of the machinery that is not supposed to contact the oil surface can, in fact, come into contact with the surface of the oil (resulting in churning and slinging of the oil). If the oil level is too low, a vortex can form inside the reservoir at the inlet for the circulating pump (resulting in the pump sucking in air and mixing it with the oil).

If you have issues with foaming and your oil levels are correct, and the machinery is otherwise sound, you may want to consider a quality, high-performance lubricant. Schaeffer's line of specialized lubricants have state of the art anti-foaming technology incorporated into their chemistries. This technology dramatically reduces foaming, thereby optimizing machine performance.

Until next time,

Bruce Sullivan, CLS  
Schaeffer Mfg. Co.

Office: (270) 428-4280

Mobile: (270) 774-7472

(Information for this particular edition of Schaeffer Lube Tips was condensed from the Noria Lube-Tips newsletter)

# Shop at the **Schaeffer Store** For **Christmas** this Year!



**PI-017 Acrylic Mug**  
**\$4.95**



**PI-042 Pocket Calendar**  
**\$1.95**



**SP08 Knit Cap**  
**\$5.50**



**PC90ZH Full Zip  
Hooded Sweatshirt**  
**\$24.00**

**Log on to the Schaeffer Store today!**  
**Use the tab on the Sales Rep Resource Center**  
**(First time users, the Registration Code is oil)**



## December Celebrations

- |                             |                      |                            |                               |
|-----------------------------|----------------------|----------------------------|-------------------------------|
| 2) Cherry Green             | 8) Claudia Welton    | 15) Darrel Thome           | 24) Clint Bradford            |
| 3) Charlotte Carpenter      | Wayne Bleyenberg     | Belinda Sterkel            | 25) Stevie Peek               |
| Bob Welch                   | Michael Van Wagoner  | Holly Bailey <b>H.O.</b>   | 26) Tom Bentz                 |
| Diana Archambeau            | 9) Marc Alvarez      | 16) Kay Files              | Ken Kizer                     |
| 4) Sue Huff                 | 10) Keith Smith      | Scot Angus                 | Linda Schell                  |
| Lori Kizer                  | Judith Madsen        | 17) Horace Hurlburt        | Geary Trout                   |
| Brian Yenter                | Saundra Hudspeth     | 18) Dennis Hamilton        | Ralph Winkel                  |
| Douglas Dean                | Kellie Hamilton      | Elaine Thome               | Sayed Ali                     |
| Heather Allan               | 12) Michelle Gensler | Brenda Wehler              | 27) Harry Bivens              |
| Dot Dohmann                 | Tim Anderson         | 19) Mary Lynch             | Denise Blanchard              |
| 5) Rodney Kensinger         | 13) Charlie Loska    | Jeanne Prokopf <b>H.O.</b> | 28) Bruce Babler              |
| Brian Moseley               | Bud Mahnken          | Rachelle Wesselski         | Gary Hollinsworth <b>H.O.</b> |
| Doug Rogers                 | Jane Stelpstra       | Cindy Schmitt              | Al Honermann                  |
| Jeff Modellmog              | Marsha Ditter        | Karen Kaman                | Neal McDowell                 |
| 6) Betty Haskins            | Ken Jones            | 20) Thom Beck              | James Fields                  |
| Mary Freeland               | 14) Cindy Birdsall   | 21) Teodora Apopei         | 29) Vera Donley               |
| Irene Shaller               | Susan Greenwald      | 22) Tricia Mullet          | Edith Koopman                 |
| 7) Mike Gentile             | John McGrath         | 22) Pat Phillips           | Matt Wulf                     |
| Doug Henderson              | R. G. Perez          | 23) Karl Miller            | Todd LaFrance                 |
| Martie Henderson            | Brenda Bleyenberg    | 24) Paul Herring           | 30) Tina Strange <b>H.O.</b>  |
| 8) John Shields <b>H.O.</b> | 15) Kay Bivens       | Jan Willbanks              | 31) Malcolm Hunt              |

## Business Anniversaries

- |                  |          |                                |          |
|------------------|----------|--------------------------------|----------|
| 1) Tom Aub       | 9 Years  | 9) Lindn Rogers                | 15 Years |
| David Bailey     | 9 Years  | 10) Mike Bisig                 | 7 Years  |
| Tim Buttimer     | 10 Years | Jon Davis                      | 6 Years  |
| Bob Maddalena    | 10 Years | Jim Etcheverry                 | 23 Years |
| Tom Magaw        | 22 Years | 12) Joe McElligott <b>H.O.</b> | 7 Years  |
| Rod Mück         | 16 Years | Bonette "B" Meeks <b>H.O.</b>  | 7 Years  |
| Rick Rasnick     | 11 Years | 13) David Christopher          | 9 Years  |
| Bruce Sullivan   | 14 Years | 14) Bill Daves                 | 28 Years |
| Gary Borowicz    | 2 Years  | 16) Harry Bivens               | 11 Years |
| 3) June Tamminga | 12 Years | Jimmy Hunt                     | 11 Years |
| 4) Mike Hensley  | 13 Years | Bill Latchaw                   | 15 Years |
| Timothy Hill     | 2 Years  | 17) Amy Hand                   | 8 Years  |
| 5) Darrel Thome  | 4 Years  | Joseph Hopkins                 | 1 Year   |
| Geary Trout      | 10 Years | 20) Bill Kryder                | 4 Years  |
| 6) Marc Alvarez  | 13 Years | Bart Zandstra                  | 4 Years  |
| Leo Coakley      | 14 Years | 21) Clarence Koopman           | 36 Years |
| John Hartness    | 3 Years  | Mike Sciborski                 | 14 Years |
| Ken Kizer        | 15 Years | 22) Benjamin Marfell           | 3 Year   |
| Glenn Stastny    | 16 Years | 24) Ernie Worth                | 12 Years |
| Keith Brady      | 2 Years  | 28) Mike Gentile               | 8 Years  |
| 7) Damon Davie   | 4 Years  | 31) John Morgan                | 1 Year   |
| 8) Kenny Schell  | 14 Years |                                |          |

## Wedding Anniversaries

- |                                |                               |                            |
|--------------------------------|-------------------------------|----------------------------|
| 1) Robert & Janet Caprio       | 20) Sarah and Garvis Prater   | 27) Joan and Frank Davis   |
| 4) Cathy and Donald Russell    | Tom & Jane Murray             | Jerry & Kari Krumwiede     |
| Sandra & William Allen         | 21) Betty and Homer Andres    | 28) Phil & Cindy Schmitt   |
| 11) Neal & Susan McDowell      | Deanna and Jimmy Hunt         | 29) Pat and Don Phillips   |
| 12) Tom and Tammy Peterick     | Sabrina and Dustin Dierksen   | Matt and Bobbie Wulf       |
| Lori and Dee Winder            | 22) Charlie & Brenda Shearon  | 30) Karen & Robert Trimbee |
| 13) Susan and Rich Greenwald   | 23) Don & Patricia Mellado    | 31) Ann and Norwood Clark  |
| 17) Cheryl & Larry Bothof      | 24) Dawn and Martie Henderson | Joy and Bob Tharp          |
| 18) Bill & Cartherine Stimpson | Mimi & Joseph Lordo           | Mike & Laurie Nowell       |
| Vic & Julie Wakimoto           |                               |                            |