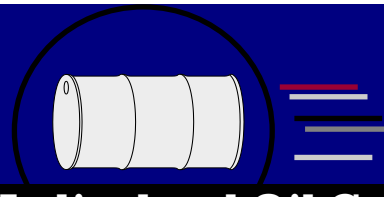


LUBE TIMES

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Wishing You A Prosperous



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and Healthy New Year!

Tom and Chris Clements, Shari Pinkerton
Duane Schindler, Ron Latcham



Direction of Hope

Anonymous
Many people look forward to the New Year for a new start on old habits.

Joey Adams
May all your troubles last as long as your New Year's resolutions!

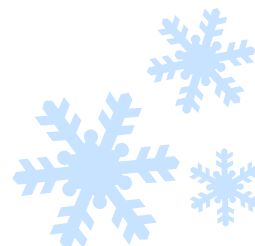
The beauty of the holiday season is that it's a time of reflecting, giving, celebrating, and appreciating the many blessings received over the past year. As I look back, I can't help but notice that although there continues to be the challenges of a slowed economy, the drive in people to survive and succeed still surfaces, and the sense that a better day is in our future still keeps us all moving in a direction of hope. This hope is what I'm most thankful for. Its presence is the very fuel that motivates and preserves the dreams that we believe in. Sure the challenges are still present, but also present is a knowing that tomorrow will still come and with tomorrow comes the chance for new opportunities.

This year at Indianhead Oil, we'll be focusing on ways to improve efficiencies for our heavy duty customers with fuel and lubricant additives. Plus, we'll continue to seek out ways to maintain and increase our competitive position with all our markets.

With all that said, I want to THANK YOU for the opportunity to partner with you in the journey toward what tomorrow will bring.

Wishing you a prosperous 2010,

Tom Clements
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Coach's Corner

Zig Ziglar said, "People often say that motivation doesn't last. Well, neither does bathing—that's why we recommend it daily." One of the quickest ways to jump-start motivation is to Zap your tolerations.

Zapping your tolerations allows you to "clear the path" so-to-speak, for new ideas and opportunities. You clean your physical space, de-clutter your mind and create momentum which keeps you motivated.

Tolerations are like invisible restraints that hold you back.

To zap your tolerations, begin by making a list of everything you've been tolerating. Things that aren't quite the way you'd like them to be. Does your desk need organizing? Put it on the list. Walls need painting? Put it on the list. Oil need changing? You get the picture... whatever causes you to say, "Ugh, I need to get to that!" Put it on the list.

Then, group the list into large categories: *House, Garage, Desk, Work, Health*, etc. As you group them together, you may find that by doing one task, you tackle several. For instance, get a larger file cabinet to reduce several piles and organize papers. Hire a cleaning service to take care of carpets, ductwork, and windows. Car maintenance takes care of future tolerations.

Once the larger list is compiled, set aside a few minutes each day for the smaller items and an hour or so on weekends to tackle the larger tasks. In no time, you'll be checking things off the list and creating forward momentum. You'll notice your energy is restored and you begin to create the life you truly want. It's a great way to begin a new year!

Chris Clements
CPBA, Life Coach

Looking Out My Window

As I sit here at my desk wondering just how to start my contribution to our newsletter, a thought occurred to me, "Wow, it's actually above 0 degrees outside." After above-normal temperatures in November, it seems that "Mother Nature" has slapped us with the cold, hard realities of winter.

As most of you readers recall, my job here is to present you with some of the finer technical aspects of lubrication. Many times we (and I mean us "oil people") get caught up in the details of our products and tend to overlook the simpler aspects.

Like...

Man its cold outside! You ever wonder what your big diesel engine is thinking?

Picture this: trying to get out of bed in the morning, how your joints creek and moan trying to move. I know this brings unpleasant, painful thoughts to some of you (me included), but the reality is your engine is no different. It's cold and stiff, too. To make matters worse... Your engine oil may be letting you down with poor cold-flow properties and an average additive package that can lead to higher engine parts wear rates.

Well, rather than scheduling joint replacement surgery for your diesel engine, consider upgrading the engine oil, fortified with liquid titanium. I think I know what you're thinking right now, "liquid what"?

Yep, liquid titanium.

This is new additive technology used exclusively by ConocoPhillips in their Synthetic Blend Diesel Engine Oils. **Guardol ECT Synthetic Blend 15w40 with Liquid Titanium** showed a dramatic reduction in industry standard engine wear test when compared to the three top selling brands. The Synthetic Blend offers better cold flow properties. All this adds up to what you probably felt like when you were still a teenager: revved up and ready to go.

Best of all: the price. Compare the price of this synthetic blend product to the top three selling brands of conventional diesel engine oil, and you might find you'll have some extra cash in your pocket to buy hot pads for your stiff and creaky joints.

Want more info? Give me a call or send me an e-mail: ron@indianheadoil.com

Ron Latcham
Technical Specialist

