

AMSOIL Adds to Management Team



Director of Sales
Peter Haines

Along with the growth of AMSOIL sales and popularity across the nation comes growth at the company's headquarters in Superior, Wis.

Peter Haines, 41, has been promoted to the new position of director of sales. He began working at AMSOIL in September 2002 as director of filtration. He is a native Duluthian.

Before returning to the Duluth-Superior area last year, Haines was vice president of sales and marketing for an independent lubricant manufacturer in Texas, a company that manufactured and marketed a complete line of primarily industrial lubricants, along with automotive lubricants.

Haines has a bachelor of science degree in Chemical Engineering from the University of North Dakota. His wife, Sarah, hails from North Dakota. They have one son, 20-month-old Parker.

This area is their native territory, Haines said, and after 15 years they were ready to leave the heat and chaos of life in Texas.

His experience at AMSOIL has been all that he could have asked for and more, he said.

"I'm working with world class people in a vibrant work environment," Haines said. "AMSOIL has a lot of talent out in the field, as well as throughout corporate. It's intriguing, it's challenging, it's fun."

His duties as director of sales put him in a position to act as "point man," he said. "I will strive to tie everything together in a fashion that will enhance Dealer support and performance. It's all about performance in the final analysis."

He will address Dealer challenges, speak to sales opportunities and address issues with the sales programs, among other responsibilities.

"AMSOIL is growing," Haines said. "We've got a tiger by the tail. AMSOIL presents a unique opportunity. It also presents unique challenges and AMSOIL is staffing up to address issues and enhance Dealer and customer support."

He knows whereof he speaks. AMSOIL is growing at an unprecedented rate every month, and the company is making every effort to meet growing demands for product and customer service.

"Sales growth is a function of enhanced communication," Haines said. "I consider it an honor and a privilege to be a part of AMSOIL and to be afforded the opportunity to support the AMSOIL Dealer network."

He is looking forward to the company's establishing innovative solutions to today's and tomorrow's challenges. "I love challenges," he said. "They're nothing other than an opportunity to succeed."

The other new member of the management team is Scott Davis, 35, who took over the position of director of operations at AMSOIL in June of this year. He is a native of Algona, Iowa.

He has a bachelor of science degree in Wood Science from the Iowa State University and a master's in Business Administration from the University of Minnesota-Duluth.

His wife, Paula, also is from Iowa. They have two sons, Zachary, 6, and Tyler, 3.

Davis came to AMSOIL from Georgia-Pacific Corporation's hardboard facility in Duluth, where he worked for the past nine years as technical director. In that position, Davis wore many hats. His responsibilities through that time included everything from selection of raw materials and vendors through the entire processes of the plant to continuous improvement, quality control, research and development and market coordination.

He was attracted to AMSOIL because of the growth and commitment to that growth he sees in the company. "I saw a future-oriented company at AMSOIL, great opportunities and (a company) providing a basis to achieve them," Davis said. "I was hired to help the company grow and that's what I wanted to be part of."

His responsibilities include oversight of purchasing, production and distribution.

He also makes sure personnel get annual training in OSHA and Environmental Protection Agency standards.

"My goal is not to manage those departments," he said. He sees himself in the role of overseer, motivator and leader. Because the operations already are in good hands, Davis said he feels free to concentrate on growth.

The enormous growth in sales of existing products and the introduction of new products has created a need for expansions. "We need a new line," he said. A state-of-the-art fill line is among his goals in the next 18 months.

He expects the tank farm will be expanded to accommodate new products and the increased volume sold of the others. He envisions an expansion of the plant itself within three years.

One position already has been added in the oil production facility because the company is sending out more trucks every week and they need more help loading them.

"We're bursting at the seams," he said. "I'm loving it. AMSOIL is an exciting company and I couldn't be happier to be onboard."



Director of Operations Scott Davis