



STRAIGHTLINE PERFORMANCE

JASON HOULE

Straightline Performance

LAST GASP

If speed and performance happened to be genetic attributes, Straightline Performance owner Jason Houle would be classified as doubly blessed with “good-genes”. A past racer who became synonymous with speed at a very early age, Jason became the first 16-year-old to hold a world speed record. Starting in 1997 along with his wife Denise, Houle began to apply his years of go-fast knowledge into his business that bore the perfect name for both his reputation and capabilities. Now considered one of the premiere snowmobile performance shops in the world, we managed to slow Jason down just long enough to grab this photo and get his latest take for our last gasp. To learn more about Straightline Performance we encourage you to visit their website at www.straightlineperformance.com

Last snowmobile you owned?

2011 Ski-Doo 800 E-TEC

Last snowmobile you crashed?

2009 Ski-Doo XR1200 with nitrous. We were testing a new 3-stage 350-horsepower plus, nitrous set-up. I hit the gas and stage one of the nitrous off the starting line and completely flipped the machine over. The sled landed directly on the handlebars and console. Needless to say, the top end of the sled did not make it.

Last place you dined out to eat?

The Bears Den in St. Germain, Wisconsin.

Last band you listened to on your iPod?

Sad to say, but it would have been 3 Oh 3 and the song, Don't Trust Me. It was my wife's iPod... seriously!

Last time you went over 100mph?

Typically every week. You're not testing the product unless you're giving it all it's got.

Last time you were injured?

Unfortunately, it was just after this most recent Haydays event. We were unloading a sled from the back of a pick-up and I was the one in the bed pushing the sled out and as it started to drop the sled bumper hit the edge of the tail gate. While the sled was fine, my big toe, which was sandwiched between the sled's bumper and tailgate wasn't. The physical damage was loosing the nail and getting a few stitches, but my pride took it on the chin as my friends kept saying, “Suck it up, it's only a toe.”

Last person you hugged?

It's a toss-up between my wife and son.

Last time you got pulled over by the man?

It was late at night in the backcountry with no one around of course. Running with one headlight, I got tagged for doing 88 in a 55. By the time he reached

my door, I already had the license and insurance ready. When he asked how fast I was going I honestly replied somewhere between 80 and 90. He let me off with a warning, and my insurance rates thank him.

Last near death experience?

I've had many of the oh sh** moments, but never what I would call a near death one.

Last great idea you had?

It seemed like a good idea at the time to plan a trip to northern Minnesota just 4-days before our second child was born. I figured a one day trip and four to go gave me a 3-day grace period... guess not.

Last television show you watched?

Drinking Made Easy on HD net. Great show on drinks from bars around the world.

Lasting snowmobile memory

My son Michael's first Haydays grass drag race in 2011.

Last thing you sold?

2005 Ski-Doo 800 Rev improved stock race sled. Sold to a new owner to enjoy for years.

Last time you were inspired?

I'm not sure if it is an inspiring moment, but it is one that has stayed with me for life. My father gave me a line of advice I try and keep close when business always seems to get in the way. “We live life for memories, not money”.

Last thing you read?

Lean Thinking – It's a new business plan we have been implementing recently at our facility.

Last thing you raced?

I personally have not raced at a sanctioned event for at least 3-4 years. But if you're asking non-sanctioned, I'm out lake racing as much as possible.

Last time you were embarrassed?

This year's Straightline Christmas party. My employees gave me a present that included tarp, duct tape, scissors, and bungie cords. They were all for a bed cover on the new truck I just purchased. I assumed it must have been a tough year for them, but moments later the brought out a real one. It's great to have a team that knows how to have fun.

Last sporting event you attended?

The Green Bay Packers vs. Minnesota Vikings in Green Bay 2010. With all the tension and drama that year with our quarterback Brett Favre, I had to make the trip. It was a great game to watch as the Vikings beat the Pack. The best part was we were next to a few women who were hardcore Packer fans. I heard every line imaginable as to why I should have been ashamed for wearing Vikings Favre jersey.

Last celebrity you met?

Travis Pastrana at the Indy Show. I ran into him at dinner and he seems like a down to earth guy.

Last project you worked on that you were truly excited about?

Typically I would discuss a new business idea, but since I have not personally raced in years the new Pro Stock 1000 snowmobile is what I get excited about as it nears completion.

Last vacation you were on?

Sandals resort in Jamaica with my wife Denise a year ago.

Last thing you'll hope you'll be remembered for?

That I was a true entrepreneur, not just another business owner.

Last words of advice?

Failing is just part of growth. The difference is how you get up and move on.