

## HIDDEN SOURCES OF REVENUE AND MORE!

BY DON BELISLE



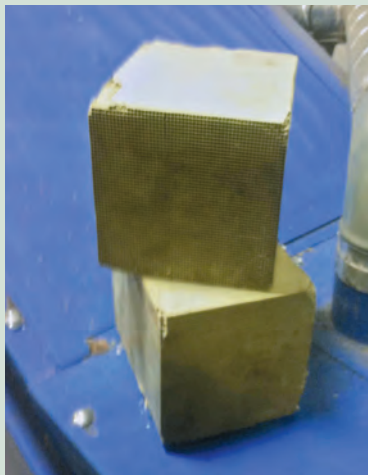
Don Belisle,  
Owner of  
Recore Trading  
Company, L.L.C.

### Possible new source of revenue

Last week someone came to our shop asking “you buy catalytic converters right?” My manager was dealing with the supplier, he said sure that’s what we do. The supplier went to his car then returned with 4 cubes of ceramic honeycomb material; Jon asked where do these come from? The supplier stated they were from a large diesel generator that he was dismantling. Jon showed me the cubes and asked

if I had any idea what they were worth, I said no clue, maybe a lot maybe nothing! I suggested the supplier leave the cubes with us so that we could analyze them in our catalytic converter lab. When we looked at the cubes which measured 6”X6”X6” (about half the size of a regular converter biscuit) we were really surprised! Each of the cubes had a value of slightly over \$65.00, wow pretty good! The supplier called the next day to see what we

**“Talk about  
found money,  
this supplier  
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\$13,000.00.”**



had come up with; needless to say he was very surprised and happy. I asked him how many more of the cubes he had, he said a little over 200! Talk about found money, this supplier now had product worth \$13,000.00. This is all found money that he had not figured he had. Score! We are actually seeing more and more of this type of deal happening all the time. The moral of the story is check any equipment that you are scrapping for catalytic converters; you never know what you may find!

PRSR STD  
U.S. POSTAGE  
**PAID**  
FIVE MAPLES

### Spring is finally here!

With the weather finally breaking things seem to be gradually getting busier. This has been one of the toughest winters ever here in the Northeast. Typically Spring is one of the busiest times of the year here at Recore. I am hopeful this Spring is a record setter, with the winter having been so tough that material is finally uncovered and unfrozen and able to be sold.

### Upcoming legislation and trade organizations

Yard owners here in NH are gearing up for new legislation coming down the pike concerning used tire sales. The proposed bill has been all over the place from not allowing used tire sales at all, to nothing over a certain age of tire to be allowed to be sold. The bill is now being formulated and written by folks who know nothing about used tires and their road worthiness. Thankfully NH ATRA has representation in state government (thanks Bruce Crawford and others) and is working to make the inevitable regulation something we can work

*continued on page 2*



with. Part of our getting ready program was getting a speaker to come to our monthly meeting and provide instruction to our members on how to inspect a used tire and determine its' road worthiness. Now I know what you all are saying, I know how to inspect tires, I've been doing it for twenty years. Yes you do and so do the NH members the big difference is that the NH yard owners and employees who attended our meeting now have a certificate saying he has been trained and is certified to inspect used tires. The reason I talk about this is to warn other owners in other states to be on the lookout for similar legislation and to show how important the trade associations are to all of us. I know it's a PITA to attend meetings and send in the dues but these organizations really help and provide for the future existence of our industry.

## Out of State

I recently travelled outside of New England with one of my buyers on a trip buying catalytic converters. This was a mixture of new and old suppliers who were sending us material. I really enjoy these trips, getting out of the office for a couple

days buying converters is like a vacation for me. Plus I enjoy having face to face time with suppliers and thanking them for the business. I really enjoy talking with yard owners from all over the country. Typically I ask them how things are going, what are the things you are dealing with good or bad. It is a broken record out there yards from all over the country are dealing with what we here in NE are dealing with; finding affordable scrap, increased regulation, and cash flow. The positive thing I usually hear is the availability of help.

## Thanks

If you are a supplier to us at Recore large or small I want to make sure you know that I really appreciate your business! Our loyal suppliers have made us what we are today. THANK YOU! If you are not selling to us give us a try. We will do whatever it takes to get and keep your business!

*"Coming together is a beginning.  
Keeping together is progress.  
Working together is success."*

~ Henry Ford

## WHAT WERE YOU THINKING?

BY D. J. HARRINGTON

My oldest brother, Bill, better known as "Deep Pockets" because he owned a lot of companies would always say, "what were you thinking?" when one of his many team members would mess up. This month, I want you to think differently from others so that you can achieve your dreams.

**First Tip:** *Give yourself the time to think.* Most people keep themselves much too busy. They confuse activity with accomplishment. If you want to perform well, you need to think well. You can't do that unless you set a time up just for thinking.

**Second Tip:** *Find a place to be creative.* I believe that a person who possesses mental discipline can think anywhere. However, I also know that some environments are particularly conducive to creative thinking. I have this one chair in my living room that is my favorite place to think and read. You have to figure out what works for you.

**Third Tip:** *Force yourself to think.* If thinking was so easy, everyone would be good at it and everyone would be successful. The truth is that thinking can be hard work. It is good for you to give yourself a certain amount of time to think every day.

**Fourth Tip:** *See problems as opportunities.* All of us should not be derailed by obstacles. We need to see problems as opportunities. I think that is what auto recycling is all about, it is how you look at the glass – is it half full or half empty? How do you look at challenges?

**Fifth Tip:** *Challenge assumptions.* One of the most insurmountable obstacles to successful thinking is the phrase (which I hate), "but we've always done it this way..." It was Robert Kriegel who said, "Sacred cows – make the best

burgers." You can't buy into the same assumptions as everyone else and think differently as successful people do. Don't take anything for granted.

**Sixth Tip:** *Explore every option.* What I mean here is unsuccessful people think there is one right answer to any problem. Successful people understand there are dozens. The trick is to find as many answers as possible so you can use the best one for that given moment.

**Seventh and Last Tip for today:** *Recruit other good thinkers to work with you.* Nobody ever achieved a big dream alone. Successful people know that they are not big enough, smart enough or strong enough to do everything themselves. They get help. If you want to succeed, work with others, join a round table group (like Car-Part.com, they have groups of recyclers all working together to improve).

We were all put on this earth for a purpose. Make the most of it and the most of yourself. Do your part to help your associations. Take time to "think outside the box".

Correspondence regarding this article should go to: Phone Logic, Inc., 2820 Andover Way, Woodstock, GA 30189

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CB Kenworth with 2 locations in Maine has been a Kenworth dealer of Kenworth Trucks an American manufacturer of medium and heavy duty Class 8 trucks for over 36 years. In the Q&A, Ben Hicks, President of CB Kenworth explains how it all began and the main reasons for their continued success.

**When and how did you acquire this business or start this company?**

Ben Hicks: "I was fortunate enough to grow up down the hall from the owners!!! My parents, Arthur & JoAnne Hicks started CB Kenworth in 1976 with help from Bob Baross the founder of Chadwick Baross. My Father retired from day to day operations in 2011 and shortly thereafter I acquired 100% ownership."



*Ben Hicks, President of CB Kenworth*

**What is the key reason you chose this business, or did it choose you?**

Hicks: "It was a little bit of both. In 2003 I was working in Oregon at a car dealership when my Father was involved in a serious car accident. I immediately rushed back to Maine to help in any way I could. I have been here ever since."

**Was there anyone influential in your decision to get into this business?**

Hicks: "Without a doubt, my parents. Growing up CB Kenworth provided for our family just as it does for our staff members. Sitting around our dinner table as a child I saw and learned about the business and what is involved from an owner's perspective."

**What are some of the changes you have made to the business since you acquired it or along the way since you started the company?**

Hicks: "Technology allows us to move information faster. We are certainly not the innovators but you see our staff members in every department utilizing technology in their day to day operations that you never would have seen 10 years ago. At the end of the day it still comes down to the

people, the service they can deliver, and your products. Those tenants of good service will never change, but if we can find a way to do something faster and more efficiently we will adopt it."

**What is the most interesting part of your duties as owner that occurs on a daily basis?**

Hicks: "Every truck that comes through our facility is attached to a particular industry and it is always interesting to see and hear about how people are making a living. It's not always just dry van trailers, we have seen; horse haulers, exotic cars, rock bands, luxury boats, you name it they haul it. The strangest thing we see are flatbeds hauling bee hives – that gets a little dicey when they need to come in the repair shop...!"

**What is/are the most difficult things about running a successful company?**

Hicks: "Trying to please everyone internally & externally. The smaller the business the more "hats" you have to wear – sometimes you can't wear more than one at a time, it's difficult to convey in the heat of the moment some times."

**What do you think is the most significant change within your business over the last 5 years or longer?**

Hicks: "We have eliminated some pieces of our business we recognized as not being profitable. Previously we were an International Truck Dealer. We were not pleased with the quality of their product and how they conduct themselves as a company so we made the decision to part ways. We also previously ran a truck leasing & rental company with as many as 120 power units. The lease & rental company was dissolved several years ago so we could better focus on our retail customers."

**Where do you see the company headed; what's next for CB Kenworth?**

Hicks: "People. Products. Passion. These are the key items our Management Team will be focusing on for several



*Truck Sales--Dan Burgess and Pat Murphy*

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CB Kenworth's most popular model--the Kenworth W900L Day Cab.

years to come. We need to continue to refine our internal processes so as to deliver Best in Class Service to our customers, but also to retain the Best staff for many years. The past few years our company has worked with several firms whom specialize in fostering company culture – I want to see that come full circle."

**Is there something that you do or offer that no other company like yours does? What makes your business special?**

Hicks: "We were the first company in the State of Maine to offer Diesel Particulate Filter (DPF) cleaning. Our South Portland store has the capabilities to clean a filter in under an hour. Since 2007 all diesel powered trucks are equipped with a DPF and they do need to be cleaned to maintain proper engine performance."

**What is the main thing overall that you want people to know about your operation?**

Hicks: "The size of our operation allows us to be extremely flexible. All employees have access to the Owner, and there

is an understanding that the trucks we sell and service are connected to someone's livelihood. We can be creative to help someone out of a pinch when other companies may not be willing or able to do so. Outside of the State of Maine there are demographics we do not regularly sell because honestly I don't think they know how close we are. We are only 90 minutes from Boston, and 5 hours from New York City. It's not uncommon for us to deliver units across the country or pay for a customer to fly in and pick up a New Kenworth! Maine is a great place to vacation – it's also a great place to buy trucks!"

For more information, you can reach CB Kenworth at 42 Wallace Ave, South Portland ME, 207-775-6328, or at 2239 Odlin Rd, Hermon, ME, 207-942-6753.



CB Kenworth's newest product offering--the Kenworth T880.

*"As a recent purchaser of a new tractor from CB Kenworth, I was thoroughly happy with my experience and I would recommend them." - Don Belisle*

## SHAME ON US FOR PULLING AN APRIL FOOL'S JOKE ON YOU!



For all of you who pondered over the two photos just like this one in our April newsletter trying to find the differences, we're sorry. April Fools!! There were no differences. At the time of this writing we had heard from quite a few folks asking if it was a joke or what, because they could not find any differences. Even our own employees, were asking for the differences to be pointed out because they couldn't find any either. The good news is by the time you receive this newsletter we will have drawn a winner from all the folks we heard from by the end of the month who mentioned they couldn't find any differences. Please note we will be posting the winner of our contest on our website by the first of each month on the "Our Services" page.

# SO NOW YOU HAVE INHERITED A RECYCLING FACILITY

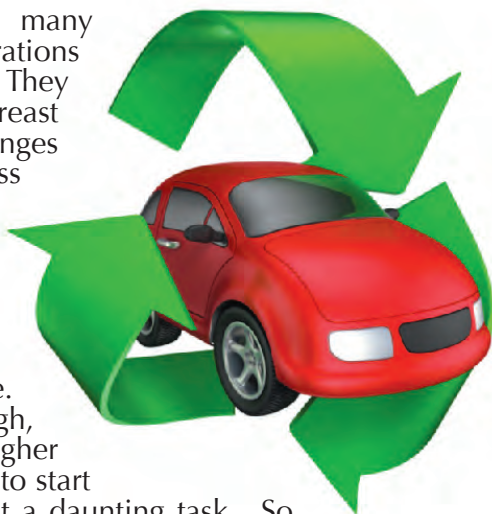
BY SANDY BLALOCK



**Part One of Two.** Editor's note: Some good points for any yard owner.

So now you have inherited a recycling facility and you really do not know where to start. You have a great business background but not a lot in running an automotive recycling facility. The computer system is a bit of a mystery seems like a lot of information but how does one just start it up and sell parts? Your employees are uncertain what you are all about and have only really been told that you will certainly fail. The place is a mess in more than one way, no one seems to understand what their real role is in the business and now you have to take charge and move it forward. My advice "just do it".

In this modern world of auto recycling there are many small family run operations around the globe. They struggle to keep abreast of the many challenges we all face in business not to mention the automotive recycling business. Salvage is just as difficult if not more so for these operators to acquire. Competition is tough, customers are tougher and when you have to start anew it is somewhat a daunting task. So many recyclers over the years have found themselves in the same boat and have gone on to success so how does one "just do it"?



First and foremost don't be afraid to ask for help and advice. There is plenty out there and it usually just takes a phone call. Get involved in recycling associations such as your state, provincial and ARA. The money you spend on these endeavors will pay you dividends in what you learn and save just by belonging. Remember do not be afraid to ask for help when you reach a crossroad with no signs of where to turn. There are lots of industry experts willing to work with you. Make sure that you align yourself with others who support your goals and initiatives. Stay away from those who tend to want to slow you down or discourage you in any way.

So let's get started.... First pick your battles, as you cannot fix everything all at once.

You might want to consider these to give you a sense of direction:

- What do I want the future to be?
- What benefit do I want to give to my customers?
- What returns do I seek?
- What standards am I aiming at?
- What values do I believe in?

What values do you want your company to be known for?

Do start with a mission statement such as "To provide quality cost effective parts to our customers in a timely, efficient and environmentally safe manner. To at all times be a good neighbor in our community and put the needs of our customers and community first and foremost." This is only one example, sit down and think about this. It does not have to be carved in stone and can change as your business grows. Once you have your mission statement in place let's get to work.

Walk around your facility and write down what you see and make note of what you would like to fix or make better and also note what you feel the company's strengths are already in place. Spend some time on this, as you want to select the things that will make the most sense and give you some return on your investment so that you can continue making improvement over time. Make sure that tour involves not only the outside but also all storage areas, office, sales area, dismantling area and even your office.

Spend some time sitting in your customer waiting area and watch the activity. It is important that you see what your customers see. Are your employees set up where they can address your customer as soon as they arrive? If not make that change first. Make sure that your sales people have some space to work that will give them some sense of privacy when talking on the phone with your customers. Nothing is less appealing to customers than sitting and listening to your salespeople talk on the phone. They feel like they are not getting all their attention.

Another important thing to remember first impressions are very important so make sure the reception area is not cluttered and has something to entertain your customer during their wait such as magazines, snacks and drinks. Make sure your signs and décor are positive and reflect the image you want to convey. Don't scare your customers with negative signs such as "no cash refunds", etc. as those convey distrust of your customers and while they are waiting they have plenty of time to draw conclusions as to the type of business you run. Also make sure if they are going to have to wait for their part more than a minute that your sales person asks them to have a seat away from the counter so he/she can continue to work. (Part 2 will be printed in our June issue)

Sandy Blalock started in auto recycling in 1993 managing her family business, Capo's Truck and Auto Parts in Albuquerque, NM which was sold to LKQ in 2009. She has served on the NM Automotive Recyclers Association Board for 17 years, and 4 years as President. She has served on the Executive Committee of ARA, President of ARA, Member and current President of the ARA Educational Foundation, member of the Government Affairs Committee, Affiliate Chapters Committee, State Chairperson Regional Director and the Budget Committee. Her immediate plans include assisting other states in starting or rebuilding their associations. She can be reached at Sandy Blalock-Blalock Consulting at 505-281-5418, by fax 866-722-8642 or email bconsulting4u@gmail.com.



## A DIFFERENT KIND OF CAT CONTEST!



Here's your chance to win \$100. This bag contains ceramic catalyst from scrap catalytic converters. Do you know how many catalytic converters it took to fill this bag with approximately 1700 lbs of material? Email your answer to us at [sales@recoretrading.com](mailto:sales@recoretrading.com), fax to 603-437-1313 or even mail to us at 22 Manchester Rd., Derry, NH 03038. Please include your name, name of your business and telephone number so we can contact you if you are the winner. All entries must be received by 4 PM May 31, 2014 to be eligible. The person closest to the actual number will be the winner and if we have multiple correct entries, we will draw a winner on June 1, 2014. Starting with our March contest, we are announcing the winner of all monthly contests on the "Our Services" page of our website. Contest is open to yard owners, dealers, repair garages, scrap dealers and exhaust shops and their employees. All catalytic converter dealers and Recore Trading employees are not eligible for this contest.

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## POSTING OF OUR MONTHLY CONTEST WINNERS ON WEBSITE

Our printing deadlines are such that we can't announce a winner in the printed newsletter for almost 2 full months. So starting with our March newsletter, the winner of our monthly contests will be posted on the "Our Services" page of our website. By the end of each month we will

have a winner and we will post the person's name on the website by the 1st. So be sure to check out our website at [www.recoretrading.com](http://www.recoretrading.com) for the contest winners and so much more information on Recore Trading.



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## LAUGHTER IS THE BEST MEDICINE!

### WHITE COATS

Two golfers were waiting their turn on the tee when a naked woman ran across the fairway and into the woods. Two men in white coats and another guy carrying two buckets of sand were chasing her, and a little old man was bringing up the rear.

One of the golfers asked the old man, "What the hell is going on?"

The old guy said, "She's a nymphomaniac from the asylum, she keeps trying to escape, and we attendants are trying to catch her."

The golfer said, "What about the guy with the buckets of sand?"

The old guy said, "That's his handicap. He caught her last time."



### A BASEBALL STORY

Jose is 17 years old and lives in Mexico. All his life he has wanted to see an American baseball game. So, one night he sneaks across the border and hitch-hikes his way to the second game of the World Series. He tries to get in, but since he doesn't have a ticket, the security guard won't let him in. Jokingly, the guard tells poor Jose to climb the flagpole if he wants to see the game. And that's what Jose did.

Well, it was time to start the game, and everyone stood up to sing the National Anthem. Jose watches the game in amazement and joy. When it was over, he slid down the flagpole and hitch-hikes his way back over the border to Mexico.

When he finally gets home, all his friends ask him, "So, Jose, how was eet, the baseball game?"

And Jose replies, "Eet was wonderful, amigos. The people in America are so kind! The first thing they did, even before they start the game, was to ask me, 'Jose, can you see?'"

### TEAM SPIRIT

At one point during a game, the coach said to one of his young players, "Do you understand what cooperation is? What a team is?"

The little boy nodded in the affirmative.

"Do you understand that what matters is whether we win together as a team?"

The little boy nodded yes.

"So," the coach continued, "when a strike is called, or you're out at first, you don't argue or curse or attack the umpire. Do you understand all that?"

Again the little boy nodded.

"Good," said the coach. "Now please go over there and explain it to your mother."

### FISHING WEEKEND

A man calls home to his wife and says, "Honey I have been asked to go fishing at a big lake up in Canada with my boss and several of his friends. We'll be gone for a week. This is a good opportunity for me to get that promotion I've been wanting so would you please pack me enough clothes for a week and set out my rod and tackle box.



We're leaving from the office and I will swing by the house to pick my things up. Oh! Please pack my new blue silk pajamas."

The wife thinks this sounds a little fishy but being a good wife she does exactly what her husband asked. The following weekend he comes home a little tired but otherwise looking good. The wife welcomes him home and asks if he caught many fish? He says, "Yes!

Lot's of Walleye, some Bluegill, and a few Pike. But why didn't you pack my new blue silk pajamas like I asked you to do?"

"I did, they're in your tackle box."

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