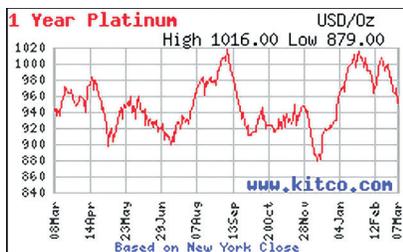




Don Belisle, Sr.
 Owner of
 Recore Trading
 Company, L.L.C.

PGMs on a Roller Coaster

By Don Belisle, Sr.



PGMs (platinum, palladium and rhodium) are the group of precious metals used in the production of catalytic converters. Historically PGM market prices have behaved very erratically and would fall and rise by extreme amounts for the craziest of reasons. The market has always shown knee jerk fear-based reactions to the most minute episodes happening any place in the world. Unfortunately, the dollar value of the scrap converters we all deal with is determined by these volatile markets. Over the past couple of years, we have enjoyed these markets driven more by the supply / demand dynamic, they have been relatively stable and increasing in price. The global new car sales have trended higher and higher, the emission standards have increased year after year, and the production of virgin metals could not keep up with demand. These are all good things for the suppliers (us) of recycled PGMs. Well, the fear driven volatility is back with a vengeance! Here is a sampling of the headlines to which the markets around the globe are reacting:

The anti-diesel sentiment is growing in Europe. Fresh off the heels of the VW scandal, (the manufacturer was caught programming the on-board computers to beat emission standards allowing them to use less PGMs in their converters) the German court system ruled it legal for cities to pass laws restricting Euro 5 and older diesels from entering their borders. Euro 5 is the two-year-old emission standard used by the manufacturers for the production of new cars. As you can see, all but the very newest diesels will be allowed in the affected

cities. Diesel converters use primarily platinum. German demand for platinum is currently one third of the demand in all of Europe. German diesel auto catalyst demand was already down 20% in 2017. Mining production of virgin metal is up. Both the US palladium mine and PGM mines in South Africa report increased production. Researchers from Washington state University and Tufts University recently demonstrated that a single metal atom can act as a catalyst in converting carbon monoxide to carbon dioxide. This chemical reaction is one of the events going on in a catalytic converter. Their study has shown good results even at low temperatures. Today's converters typically are not very effective until they get up to temp. Cold vehicle operation is where most emissions escape through the tail pipe. As engines have become more efficient, their combustion temperatures have become lower, making it harder for converters to work. This finding only relates to carbon monoxide and has nothing to do with the hydrocarbons and other gases that must be treated as well.

Although these reports look scary for the PGM recycling industry, I believe that in the overall scheme of things, their impact on our industry will be minimal. I believe the supply / demand relationship of PGMs and auto manufacturers will continue and we will all be profiting

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PGMs on a Roller Coaster *Continued from Page 1*

from the sale of converters for years to come. These are just some of the headlines that create volatility in our markets.



Really? DJ Has a New Book?



By D.J. Harrington

After recently finishing a writing project with seven authors, I wanted to share with you what has been included in the book, [Race to the Finish Line](#). [Race to the Finish Line](#) encompasses the idea that anyone can create winning customer relationships that will last for life. Each of the authors was asked to write a specific chapter that would focus on needed tools and strategies to establish better relationships with customers. Here's how they do it.

One chapter was written by John Brown who is currently the Executive Director of the North and South Carolina Independent Auto Dealers Association and was the Former Director of Corporate Communications for Rolls-Royce Corporation. Earlier, John served as a corporate officer and Vice President for Arvin Inc. (ArvinMeritor), one of

WE WANT TO EARN YOUR BUSINESS!

Whether you have 10 catalytic converters, 100 or 1,000's, Recore Trading Company is committed to and welcomes the opportunity to earn your business. We've invested the time and in the equipment to make sure you maximize your profits. You deserve this and nothing less!



Feuding Russians and the Tesla

Things are also very volatile with regard to the future of electric cars. The batteries in electric cars (and other electronic devices) use high concentrations of nickel and cobalt. As you might guess, prices for these metals have jumped greatly over the past two years. One of the largest deposits of nickel and cobalt is located in the MMC Norilsk Nickel PSJC mine in Russia. More than 60% ownership of the mine is held by two Russian billionaires where each owns about 30%. These guys are feuding over the direction of the mine in the future. One wants to expand the mine and develop new deposits to maintain his position in the industry. The other billionaire wants to use profits to maximize dividends to shareholders and help pay down debts. Depending on which direction they go mine output will be impacted significantly. The feud between these guys has been going on for over a decade and there is not much chance of them agreeing on anything in the near future on their own. There are a few options being talked about now. One is an injunction blocking the other's transaction. Another is more interesting, in Russia, there is precedent for what they call a shootout auction where one party can offer a premium price to buy out the other where the "loser" is required to sell! Finally, shareholders could force a solution. Remember this is in Russia!

the largest global automotive parts manufacturers with more than half of its revenues and profits derived from outside of the United



States. John's chapter was well-written and loaded with lots of wonderful, thoughtful tips. Wait until you read his bio from serving in the White House for the Vice President of the United State with the Honorable, George H.W. Bush. John has tremendous knowledge and expertise in the area of keeping customers for life.

Keeping with that theme, one of the eight chapters features Jason Reaves. Jason is the son of Wayne Reaves Software which now serves businesses in 20 states. Jason's chapter is short but fully-loaded with business lessons that he learned from his Dad, Wayne. Wayne Reaves became a multi-millionaire but every now and then can still keep audiences on the edge of their seats.

Another author who's also a masterful trainer and consultant is Marty Coates. Marty comes from the automotive industry. He is the person who brings it altogether in dealing with today's customer. As Co-Founder and President of

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Tools for Success: Never Underestimate the Value of an Hour!



By Ron Sturgeon

The first article in this series listed more than 25 tactics to increase your business success, all of them based on my experience. I started with nothing and didn't get to college, so I know you can achieve maximum success, regardless of your education. E-mail me to

get the first article (or any of the other articles) in the series. Each takes a closer look at one of the tactics listed in that first article.

Time, our most precious commodity. There never seems to be enough. But maybe there is more time than we think? Don't think about your time in hours. Think minutes. Even seconds.

How do we gain a few extra minutes here and there?

- **Delegate** - I know, I know, you can do it in the time it takes to delegate it. That's likely true on the first time and half true the second time. There are things we can delegate that will save 10 minutes a day. But we won't



invest the 30 minutes it takes to teach someone else to do them. Maybe even a few teaching sessions. So that failure on our part costs us 10 minutes a day **FOR THE REST OF OUR LIVES**. That's a lot of 10-minute segments, folks. Think about EVERYTHING you do. Could someone else do it with some training? You will be surprised how many things you will find to delegate.

- **Kick your inner perfectionist to the curb** - I know, you think no one else can do it as well as you. You are likely completely correct. But if they can do it 90% as well, and that's good enough. If it will free you to do more important things, then it's a win. Stop being a perfectionist. Competitors used to ask me, "Sturgeon, how can you find 150 employees you can tolerate, and I can't find 5?" I tell them to

look in the mirror; it's all about hiring, training, mentoring, leading, and, err, err, tolerating *mediocrity*. I know it's an ugly word, but let's keep it *real* folks, not everyone is equally smart, skilled, qualified or experienced. Get over it.

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Really? DJ Has a New Book? *Continued from Page 2*

Waymaker Learning Corporation, Marty is a notable, best-selling Author of numerous books listed on Amazon.com. One of his National Award-winning books is Roadmap to Quality. A wonderful read!

Taylor Byrd is another author who participated in Race to the Finish Line. That's right, the son of Tim Byrd from Virginia. Taylor is one smart guy! After graduating Cum Laude from college commissioned as a 2nd Lieutenant in the Army ROTC program, Taylor became Vice President of Dealer R.E. Today, Taylor teaches that there is always room for improvement. I can hear Taylor saying, "The enemy of great is good." Taylor will challenge you to strive to be great and differentiate yourself from your peers. At the end of his chapter, you will better understand and love your customers more to continually win their business.

Steve Matthews, the President and Owner of Matthews Motors, located in Clayton, Goldsboro and Wilmington, North Carolina has made truckloads of money. In turn, Steve has given away lots of money to charities located throughout the Carolinas. His team helps nearly 700 families each month with food, clothing, and financial assistance for heat and electricity bills. In his contribution to Race to the Finish Line, Steve will teach you how to treat your customers like family so one day you'll give back to the community where you are located.

Our next author, Lori Kahre is the Director of Industry Events and Trade Shows at NextGear Capital. Lori may have a challenging, fast-paced job but does it with finesse. Why? Lori understands the power of reading shoppers. From Lori's chapter, she'll unveil how she reads the woman shopper by using her personal keys to success.

Our millennial writer is Cody Healey. As National Sales and Marketing Director, Cody refers to himself as the "tech-obsessed sales hacker" for his family's business. Cody will teach you about uses of Facebook, email blasts, inventory websites, and direct mailer campaigns for more sales. You'll enjoy being a sales hacker too. After you've read Cody's Chapter, you will know "what social media is today."

Do yourself a favor, get a book for each of your counter people. Make it a "must" read for every employee. Packed with tips and strategies from 8 successful writers, each chapter will help improve your bottom line. The book is priced at \$21.95 plus \$2.95 shipping and handling. If you buy 5 copies for \$100, I will pay the shipping cost.

See you next time.

D.J. Harrington can be reached at 800-352-5252, email: dj@djsays.com, website: www.djsays.com.

ONLY AT RECORE TRADING COMPANY!!



With our in house precious metals lab, over 5 years ago we pioneered assay based returns on small lots of catalytic converters.

Whether you have 1,000 pieces or 100 pieces, you can get paid for every ounce of precious metals your cats contain with final payment in 7-10 days. Get paid **MORE** at **RECORE!**

You Must See Things from the Customer's Viewpoint By Mike French



People see what they're interested in and you can use this important fact in your advertising

What does your customer see? Knowing the answer to this question will be profitable to you! Many business owners fail at doing this which is a

mistake, especially when they are preparing their advertising to sell effectively. What does your customer really want? You might think the answer is obvious. Sad to say, business owners rarely think things through from their customer's viewpoint and it costs them.

Know the answers

In order to sell effectively, it is important to get involved with the conversation already going on in the mind of the customer. How do they see things? What moves them to buy? What do you have that is the answer to the problem that keeps them awake at night? Knowing the answers to these questions will help you know how you should



prepare your ads.

One mailer or two?

I was asked recently by a client to design and print two separate mailers, one to reach body shops and one to reach general repair shops. The person requesting the two mailers was told by an expensive consultant expert that a single mailer would not do and would be confusing if you sent to both body shops and repair shops. He was told that two mailers must be designed, one mailer to show only metal parts to body shops and one mailer to show only mechanical parts to general repair shops.

Doing two separate mailers would be very expensive compared to just one. There would be two separate setups, and each printing would be smaller because they would be going to only part of the list. Designing and printing only one mailer would involve only one setup and the larger combined printing quantity would make the per-piece cost less which would make a big difference in overall project cost.

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Never Underestimate the Value of an Hour! Continued from Page 3

• **Know the answer to this question** - What is your time worth? It's not the same for everyone. But there is a number at which you can hire someone to do your job as well as you do, or it's what you charge the company for your services, or it's what you want to make. It's more than \$10-\$20 per hour for sure! Now, why did you stay home to wait for the cable repair guy last Thursday, missing 3 hours of work? Why are you washing your truck? Think big to do big. Hire others to do things you *shouldn't*, *can't* or *won't do*. Now there's a catch here, you don't do this so you can play golf, generally. REALLY use the expensive time. Study your financials, work on the marketing plan, go through the bids for new equipment, or maybe work on your will! (Yes, it was in another article in this series about keeping lists, and prioritizing, and as bad as it sounds, working on your will, which you simply haven't had time to do, is more important than washing your truck.)

If you use the tools here I've discussed, I guarantee you can find an hour per day. That's 5 hours per week, and 260 hours per year that can be used to make you smarter, more effective, and likely make you more satisfied with what you get done daily, and then HAPPIER!

Remember only you can make business great!

Ron Sturgeon, Mr. Mission Possible, has been a successful business owner for more than 35 years. As a small business consultant, he can deliver wisdom and advice gleaned from an enviable business career that started when he opened a VW repair business as a homeless 17-year-old and culminated in the sale of several businesses he built to Fortune 500 companies.

Ron has helped bankers, lawyers, insurance agents, restaurant owners, and body shop owners, as well as countless salvage yard owners to become more successful business people. He is an expert in helping small business owners set the right business strategies, implement pay-for-performance, and find new customers on the web.

As a consultant, Ron shares his expertise in strategic planning, capitalization, compensation, growing market share, and more in his signature plainspoken style, providing field-proven, and high-profit best practices well ahead of the business news curve. Ron is the author of nine books, including *How to Salvage More Millions from Your Small Business*.

To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, rons@MrMissionPossible.com, 5940 Eden, Haltom City, TX 76117.



PRECIOUS METALS KNOWLEDGE MEANS MORE CASH

Recore Trading Company has spent years analyzing 1,000's of cats in their lab

and have proven time and time again that no grading system will maximize a customer's profits. The value of just one cat from the same year, make and model vehicle can vary as much as 150% based on the precious metals content and on the PGM market when it was manufactured. Maximize your profits, sell your cats as precious metals, and *get paid MORE at RECORE.*

How to Keep Payroll in Line with Sales By Jim Counts



In most businesses the employees determine how much work can be done during a day and NOT MANAGEMENT!

Questions about employees

- Did you ever notice that no matter how many stops your delivery drivers have they show up just before you close?
- Do you hire parts pullers and then have to buy radios so you can find them?
- Do they then FORGET to take the radio with them or LOSE it in some vehicle?
- Do days or even weeks go by before you can get vehicles inventoried?
- Are parts laying around waiting for someone to "Get Around" to putting them in the rack?

- Do you lose sales because you just can't get the parts off soon enough?
- Do you have to work on Saturday to catch up on unfinished or half-finished jobs?
- If the answer to any of these questions is "Yes", then you are obviously paying your employees by the hour!

Hourly Employees

Hourly employees get paid for the HOURS they are at your business, not the work they do. They have no reason to catch up, because if they do, you give them more work to do. However, if they get behind, you will either pay them one and a half times their regular pay (overtime) to do the job, or hire them extra help to do the work. Either way, they win and you lose.

Another way to look at it

Now let's look at this problem from another angle. Recyclers
continued on page 6

See Things from the Customer's Viewpoint Continued from Page 4

My answer was different than that of the expert consultant. It's based on understanding how the customer sees things. Take a few seconds to envision a wrecked car that was hit in the back in an accident. What do you see? Probably, if you are an automotive recycler, you see a damaged vehicle with lots of good parts you can sell. That's because you're looking at the wrecked vehicle from your standpoint as a parts seller.

But, if you were to show the same wrecked vehicle to a five-year-old child, what would he see? He'd probably say, "Oh, what happened to that car? It's all messed up!" He would never say, "Wow, look at all the great parts on that wrecked car that I can sell!" It would just never occur to him to think that way. He is a child and he'll see things as a child sees things.

Now, if you show the same wrecked car to a body shop man what would he say? Well, he'd say, "That wrecked car has a perfect front end with lots of perfect metal parts." He sees the metal parts because that's what he's used to thinking about all day long. That's his perspective.

Finally, if you show the car to a mechanical repair shop person, he'd say, "That car is wrecked in the back, it still has a great engine and tranny." It's highly unlikely that he'd think about the hood or fenders. He's a mechanic, and he'll think about mechanical parts.

In other words, people see what they're interested in. Take a bunch of teenagers to the beach and the guys will notice the girls, and the girls will notice the guys. It's all common sense and very important to understand.

Now, my answer about whether you should do two separate mailers rather than one is to do only one mailer! If designed correctly, it will bring excellent results from both kinds of shops, body shop and general repair shops. It will be less expensive and each type of person will see what they want to see when they look at it.

Therefore, always look at your ads through your client's

eyes and try to see what they see. This will make your ads more effective and may also save you some money.

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WE'LL GO THE EXTRA MILE!

Because Recore Trading Company treats others how we want to be treated, we are known for our prompt, courteous and friendly service with immediate cash payment. And most of our customers are not only our suppliers, they are our neighbors and have become long lasting friends.



53 foot office trailer, good condition, 2 exterior doors, 3 inside offices and potential bathroom. Being currently used in Hudson, NH. Available for pickup May 1 (no delivery), inspection anytime. Has 3 axles with decent tires. \$3000.00

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Connecticut Auto Recyclers Meeting By Don Belisle, Sr.

NH ATRA president Dave Wilusz from Allied Auto Parts was nice enough to join me on the trek to CT to attend the CAR (Connecticut Auto Recyclers) quarterly meeting. CAR's new president Billy DeBacco ran the meeting and by all accounts, he did a great job. The meeting was well attended with good food and good information. Bill solicited input from the members for any issues they want



Billy DeBacco, President of CAR helps Don Belisle with the drawing of the Recore door prize.



Don Belisle congratulates Kevin Legace of R & M Recyclers as the winner of the Recore door prize.

their association to address, the annual golf tournament was discussed, there was a report from the associations legal rep concerning up coming legislation, and an informative presentation on recalled airbags.

We at Recore provided a door prize containing a Recore Trading sweatshirt with a one-hundred-dollar bill in the pocket and some other swag. The Recore door prize was won by Kevin Legace of R & M Recyclers.

Bill's father Greg passed out a list of current members and a list of members from 1960. Most including me found the comparison very interesting, particularly the fact that there were more than twice as many members in 1960!



CAR Association's legal rep speaks at the meeting

This really brings to focus that a lot of our brothers have gone out of business. How many of us will be here in 10 years? We are certainly in a time where owners have to be heads up to the changing business environment. One thing for certain if you are the guy that says "I've been doing it this way for 20 years, I'm not changing now", you will not be here much longer!

President Bill has agreed to reciprocate and join our NH ATRA meeting on March 21, on that day Bill plans to come to NH early and get a tour of Recore Trading's state-of-the-art catalytic converter processing facility. A good time was had by all.

How to Keep Payroll in Line with Sales Continued from Page 5

buy inventory with the money that is left, after they pay the bills. If the bank account is low or empty, many will cut back on the purchase of inventory. This causes sales to drop in an upcoming month. Therefore, if we can set up a method of keeping your payroll expenses in direct proportion to your sales, you will have more money to invest in inventory. The added inventory will then create more sales, and payroll would go up as the sales go up, and down as the sales go down. Hourly employees love a month when your sales are down and hate a month when your sales are up. This is completely out of line with what you need. You need the employees to want more sales, so they can make more money.

More questions to consider

- When is the last time one of your paid-by-the-hour parts pullers went to the salespeople and told them they need to sell something so they will have something to do?
- When is the last time your paid-by-the-hour dismantlers came to you and asked if you had bought any vehicles at the auction because they are about to run out of work?
- How often does your delivery driver get back early and ask if you have any more deliveries they can do that day?

If paid by the job

Now consider what they would do if they were paid by the completed job and were running out of work. Don't you think they would have a greater interest in your sales? When

you have a great month, they have a great month. When you have a poor month, they have a poor month.

If you ask your paid-by-the-hour employees if they need extra help, what is the answer? Now consider if they are paid by the job. Do you think they want an additional person to come in and start dipping into the money pool? Not likely, they would likely want the extra money. For the first time in the history of your company you may find the employees acting more like partners, than employees. They want more inventory, sales and deliveries because it means more money for them. Everyone wins when sales are up and everyone is concerned about fixing whatever is causing sales to be down. Simply stated, it changes the thinking process of everyone in the company. You can run your business with less people who you can then afford to pay more, and as sales increase, you will find that the current staff is more than happy to handle the increase in business as long as they can.

30-50% more per week!

My first Pay For Performance experience was in 1985 when I invited my five dismantlers into my office and asked them to help me develop a system where they could make more money if we did more vehicles. They were skeptical about the idea because they NEEDED to make a certain amount of money each week to meet their bills. I assured them that this was about paying them more money, not less, but I simply

continued on page 8

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Laughter is the Best Medicine

Catholic Hospital Bill

A man suffered a heart attack while shopping in a store. The store manager called 911.

The paramedics rushed the man to the nearest hospital where he had emergency open heart bypass surgery.

He awakened from the surgery to find himself in the care of nuns at the catholic hospital. A nun was seated next to his bed holding a clipboard loaded with several forms, and a pen. she asked him how he was going to pay for his treatment.

"Do you have health insurance?" she asked.

He replied in a weak raspy voice, "no health insurance."

The nun asked, "do you have money in the bank?"

He replied, "no money in the bank."

Do you have a relative who could help you with the payments?" asked the irritated nun.

He said, "I only have a spinster sister, and she is a nun.

The nun became agitated and announced, "Nuns are not spinsters! Nuns are married to God."

The patient replied, "Well that's perfect, because she has no money, you can send the bill to my brother-in-law.



Ticket Please

A flight attendant was stationed at the departure gate to check tickets.

As a man approached, she extended her hand for the ticket and he opened his trench coat and flashed her.

Without missing a beat she said, "Sir, I asked to see your ticket, not your stub."

How to Keep Payroll in Line with Sales *Continued from Page 6*

had to process more vehicles because we did not have room to put in another dismantling bay. We agreed, that if the time to pull certain parts on the pay sheet we developed proved to be out of line, we would try to make them fair for both parties. The result was that we did 30-50% more vehicles per week, almost immediately. Then I started looking at what it really cost me to do jobs. Before Pay For Performance, we pulled ALL of certain parts and warehoused them. When I realized what this cost and looked at how many of them I sold to the core buyer, I started making a lot better decisions about what to pull. Worthwhile surplus parts went directly to the core box instead of on the shelf. I discovered that some of the parts we were selling as overstock sold for about what I was paying the dismantler to pull them, so I stopped pulling those parts.

This system was not without problems

For one thing we were getting parts off so fast that I could not get them racked in a timely manner. The reason of course was because my paid-by-the-hour parts pullers were supposed to put them up when they had time. You know how often that happened. So, I went to the three dismantlers (two dismantlers had left by now and the work was picked up by the remaining three) who had already proven to be good managers of their time, and made a deal for them to put the parts up as they finished each vehicle. This worked great. We could now find the part because they went directly from the vehicle to the rack, usually the same day.

Correspondence regarding this article should be addressed to Jim Counts, 6379 Cactus Drive, Fort Worth, TX 76135. Visit our web site at WWW.CountsConsulting.com; email Jimcounts@USA.com or phone 817-238-9991. Copyright in 2016. All rights reserved. Do not copy or reproduce without prior approval.



2008 Mac 3 axle live floor trailer. One axle has air lift. Overall good condition, works great, can be put into use right away. \$25,000.00

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