

RECORE *Newsletter*

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

The Tariffs and the Scrap Business

By Don Belisle, Sr.



Like most items in the news today, the proposed tariffs on incoming steel and aluminum are causing quite a bit of controversy. There always seem to be “experts” on both sides of every issue screaming that their position is absolutely correct and their opponents are uninformed, are idiots, or are politically and/or monetarily motivated.

The one truth is that it is extremely difficult to get unbiased facts on just about any issue today. One must do their own research and form their own opinions. My thinking is that these tariffs will be good for the country and are long overdue. This country’s manufacturers have been operating (or trying to) at a tremendous disadvantage for way too many years. In recent years, the ferrous scrap business in the Northeast has been primarily selling to the export markets. This has been simply a matter of logistics. We are located near the ports where scrap could most easily be loaded on ocean going vessels, so this made the most economic sense. With the help of the new tariffs, the domestic plants should be able to pay more for scrap thus making domestic destinations more viable. Of course, we won’t know for quite some time what the effects on us will be; however, we will take advantage of market swings as they occur. I am optimistic. The thing I find very interesting is how the steel/aluminum tariffs are affecting the precious PGM markets. These markets have always had knee jerk reactions to most any headlines.

Obviously steel and aluminum prices will affect new car prices and sales, and sales create demand for all metals, ferrous, nonferrous and precious PGMs.

We are certainly working at our businesses in interesting times and it is definitely a time to keep your head up and to respond quickly to changes.

Is Free Ever Really Free?

Recently, I opened an email received from a competitor which was obviously not intended to be sent to me. This core company sends out these blanket emails to just about everyone in the business. I have checked with many of my colleagues in the trade and they shake their heads as well saying they get blasted with these emails as well. The offer in the email asked readers to sign up and receive 10 free tee shirts and 10 free baseball caps (all imprinted with the core company logo). It went on to suggest a photo of the reader’s employees wearing their swag be sent in to be eligible for prizes. At first I thought “Interesting marketing approach. Maybe it will work for them. Maybe it won’t.” Normally I would have left it at that but it just so happened that at the time I was reading the email, our company mechanic came in the office and said we could use some rags in the truck maintenance shop. The light bulb lit up and I thought “I’ll take advantage of the free offer and get 10 tee shirt/rags for the shop and have a laugh over it.” I started to fill out the form to get my free rags/tee shirts on the way but paused when I got to the privacy policy box to be

PRSR STD
U.S. POSTAGE
PAID
FIVE MAPLES

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checked. For some reason I decided to read the policy. Now I'm not some computer/legal savvy whiz kid. In fact, I fall more in line with the old dinosaurs, but what I read really shocked me! It seems that if you check the privacy box, ("Privacy" sounds good, right?) you give the core company permission to collect information about your computer device and all the web sites you visit and the date and time that you visit them!!! Holy cow! For a few trinkets, the core company gets to know everywhere

you go on your computer! They know who you deal with, who you bank with and all personal info you do on your computer. Sounds like a good deal for them but definitely not for you. This sounds like a tremendous invasion of privacy and should be illegal, right? Wrong! You give them permission to look at all your data by checking the "privacy policy" box. WOW!

More Hands in My Pocket



By D.J. Harrington

Remember when I wrote the article, "Who Has Their Hand in Your Pocket"? Instead of writing about employees, I'm now referring to buyers who have malicious intent. After helping a family friend who had to move up north, I was

blessed with a white-washed, Henredon Armoire. After trying antique and consignment stores, a thoughtful friend suggested, "try Craigslist". That statement started a seller's dream. Within 30 minutes of being published, my ad had 5 firm offers which quickly seemed like a nightmare. Here are 3 of them. Which one is best?

Offer from CA: "I'm interested in buying it, I will pay you via PayPal and I will have my shipper come pick it up but I can't get cash across to my shipper directly because I am out of state for work and they don't use PayPal so I will add extra money to the payment for my shipper so that you can pay my shipper on my behalf. Do you have PayPal account for the payment?" This enthusiastic buyer certainly understood value, but what about this one from H.H.?

Offer from H.H.: "Hi. I am interested in your furniture. Do you still have it available for sale? I answered, "Yes, but only local, our bank will not take out of state checks, they have had too many bad certified checks. Thanks!"

H.H. persisted, "Your asking price is quite reasonable & affordable considering others I've seen lately. I'll take it. I won't be able to come for the pick up due to my work. I'll arrange for pickup and delivery with a shipping agent. I'll make the payment through PayPal for the safety of both of us. Also, I'll add the shipping fee to the payment so that you can pay them in cash on my behalf. I'll need your

name, the pickup address and your PayPal email address for the Payment.

Offer from Bride's Mother? "Cheers for the prompt responses! Please consider it sold and cancel every other appointment regarding it. I am buying it for my daughter who is getting married and moving to a new home. I am ready to pay your full asking price. I have read through the advert and I'm totally satisfied with it, and I will be glad if you can get back to me with some pics if available. Sadly, I won't be able to come for the inspection and pick up due to my disabilities. I lost my hearing and being in a wheelchair, but I have a courier agent that will help me to pick it up at your preferred location. Regarding the payment, I can only pay via PayPal at the moment, and I will be responsible for all the PayPal fee/charges on this transaction kindly get back to me with your PayPal email and the postage location and your mobile number so that I can inform my daughter about it now? Awaiting your reply soon." ...not replying.

Receiving 5 offers within 30 minutes raised a red flag. So, I decided to dig into internet buying scams. Articles and websites gave specific details as to exact verbiage crooks will use. From the convenience of their homes, they used similar verbiage on me...almost verbatim. However, the 3rd buyer deserved an award for creativity!



Are you aware that a certified check can take weeks to process only to discover it could be fake? If it is, your bank will deduct the money you might have already spent and charge processing fees. They might be able to charge you with passing a fraudulent check. Don't forget that the shipper was also paid with your money. Meanwhile, your merchandise is gone. For those of you who do sell over the internet, you're probably aware of stories I've described. Good news! Since we changed the ad verbiage, we're getting better responses.

Here's my advice. When meeting someone for the first time, insist on a public meeting place like a cafe, bank, or shopping center. Do not meet in a secluded place or invite

CATALYTIC CONVERTER EXPERTISE

Recore Trading Company has been in the catalytic converter business since the very beginning of catalytic converter recycling. With over 28 years of precious metals experience, we have assay based knowledge to group similar metal content cats together and process them that way for maximum return.



Tools for Success: Building a Network List



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.

I know this sounds trivial, but it's got to be in my top 10 most important secrets of my success. You see, no matter how smart you are or how hard you work, you simply can't achieve maximum success without help. Many of my articles talk about how you need others to help you, using leverage, delegating, being efficient, on and on. Many of those tactics require mastering this seemingly trivial tool.

When I was 30, I was saving business cards. I started using a pocket electronic rolodex in the 80s, which everyone made fun of me for. This was long before iPhones or PDAs (Can you say Treo or Palm?). If you had a lake house, I knew the phone number. I was everyone else's phone directory. All my friends used to say, "Sturgeon's got the number; ask him."

I'm not sure when I truly realized the value of keeping a database of contacts, sometimes in the 90's I reckon, I just knew it made me more efficient and saved me time (another article in this series covers tactics to find an extra hour per day). I had a protocol for entering contacts though. I always entered your full name, phone, and mailing address. And keywords. This was important. If I met you at a business meeting, I got your card and entered what you did, and keywords like met at *Kiwanis Club May 1993*. When I did my first private stock offering I had over

2,000 contacts. Today, its 4,000. Today, I put them in categories also, for further sorting.

It takes me a minute or so, but it has paid off in spades. Need an SBA loan consultant? I've got 3 in my phone. Plumber? I can type the word plumber in the keywords, and 12 of those folks pop right up. I recently had a friend hit a young boy on a bicycle and kill him. He needed a criminal attorney. I've never needed one but had 3 refer-

rals. The list goes on and on. I use the list. If you and I were business friends, you would regularly hear from me by mail. Today, I email mostly but the principle of building contact list is the same.

I've got every reporter who ever wrote a story about me. Every banker that I met or who has made me a loan. Every attorney, real estate professional, and folks that do obscure things like land survey, phase-one environmental reports, CAD drawings, or transportation cost audits. Imagine all the folks that you've met that you later you wished

you could remember when the time comes.

Today, it's about email. In a flash, as fast as you can say keep a list, I can reach out to that guy I met 5 years ago who does asbestos remediation reports. That's efficient! I just scan my Outlook contacts for the word asbestos and I am on it!

Now, about that stock offering. They say one out of 10 private stock offerings gets to document stage, and one out of 50 actually funds. That's one-in-500 odds. I sent my first one out to my list in 1998 (they are called friends-and-family offerings) and oversubscribed it in 2 weeks, raising \$1 million. I've done 4 since, all oversubscribed. Many have asked me how to do it, but they don't have a list; they haven't kept it through the years. My magic list also makes party invitations and Christmas cards a breeze.

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**Tools
For
Success**

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strangers into your home. Don't apologize for checking if money is real. Be especially careful buying or selling high value items. Tell a friend or family member where you're going and take your cell phone. Consider having a friend accompany you. Always trust your instincts. We did!

Some wise articles and information that helped us were posted on the following websites: <http://www.staysafeonline.org/>, <http://www.onguardonline.gov/>, <http://getsafeonline.org>, <http://wiredsafety.org>. Enlightening!

If I sell anything to a buyer that won't accept my terms, it's okay. I'll still have my stuff, and they won't have their hands in my pocket either.

See you next time.

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

STATE-OF-THE-ART EQUIPMENT

Recore Trading Company is the only catalytic converter buyer throughout the Northeast and beyond with a state-of-the-art in house precious metals lab, milling and sampling line and de-canning stations. Selling to us cuts out all of the middlemen and you will maximize your bottom line.



Should or Can You Change Your Logo? By Mike French



"Should or shouldn't I change my logo?" is a question I get occasionally. It usually comes from someone who has had the same logo for many years and thinks it looks dated, or perhaps they're just tired of it. Sometimes the question is from someone who has purchased a company with

an existing logo and they want to give it a new look to represent the new owners. Sometimes a company's market focus has changed and they wish to bring their logo in line with the new market focus.

Can you change your established logo?

Yes, you can. Are there inherent risks? Yes, there are. I don't recommend changing an established logo without first carefully considering the pros and cons. Here are a few things to consider before you do.

Have valid reasons. Make sure you have valid reasons for making the change before you change your logo. It may help you to understand a little about human nature if your reason for changing your logo is mainly because you are tired of it. Everyone gets tired of things and loves what is fresh and new. In other words, your logo may actually be very valid even though you are tired of it. Don't do something rash that you may regret simply because you are tired of your logo.

How will it affect others? If your company is small, changing your logo may only affect you. But, if you are a large company or association with members, it could have a major impact on them. I know of one group that changed their long-established logo and it made a huge

financial impact on their membership. The change meant that member invoices, business cards, brochures, websites, signage and company vehicles all had to be redone to reflect the change. It was a major expense for the members; and the mother group did not pay for it even though they required the change. If you have any members who are on the fence about retaining membership, this may be the tipping point where they decide to bail.

Consider branding value. Before you change your logo, consider its branding value. How much did it cost you for its current branding value and recognition? How may it affect your business if you change it? Know that you will have to start completely over with some of these. Logos can have branding value that may have taken many years and great expense to achieve. Companies like Coca-Cola® and Nike® (with its famous swish) are just two examples of companies who have logos with instant brand recognition value. These companies have spent a fortune for this value and will fight to retain it.



Consider your trademark. Some companies have trademark protected their exact logo *continued on page 6*

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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

SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

Recore Trading Company as buyers and processors of catalytic converters and a leader within the industry has specialized in catalytic converters since the very beginning of cat recycling. Maximize your profits at Recore Trading by selling your cats based on the return of the precious metals they contain. Our customers consistently see significantly higher returns for their product.



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.

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image and changing it in any way could mean that it is no longer protected. Make sure you know the legal status of your logo before you change it in any way. Understand what you can or cannot do and what you may need to do to protect your new logo.

Completely change, tweak or update? Yes, sometimes it is necessary to completely change a logo. For instance, if you purchase a company with a not-so-good reputation, a new name and logo could give a fresh new image.

Be careful. Changing your logo a little or a lot should not be determined by your feelings about your logo but instead by your market's understanding, acceptance of it and the amount of value and recognition you've managed to build with it.

Sometimes you can tweak or update an existing logo and still retain the basic shape or look of it, so that it remains recognizable, retaining its original branding value. Apple® has done this when they changed their rainbow colored apple icon to a classier solid version, and Windows®, who changed their classic Windows® icon to a simpler but very recognizable version of it. They both just modified their logos without totally getting rid of the look.

Modifying Ideas

If you have a well-established logo and plan to change it, there are advantages to doing it slowly with small changes over time. One advantage is you can continue to use up your existing office supplies without having to throw out

and replace. It also gives the marketplace time to adjust. The following are some things you can do.

Simplify it: Keep the basic shape or recognizable character or symbol of it but remove anything that is extra and not needed such as drop shadows and shading.

Tweak or change the font: Tweak or change the font. This is especially applicable if the name of your organization is a part of the logo. But do this carefully because some logos are recognized by the actual font style, such as with CocaCola® and Fender® guitars.

Use different ink colors: Sometimes a logo can retain its recognizable look yet look updated by utilizing different ink colors.

Use as silhouette: Use your known logo as a white object shape silhouette against a solid background color background. You easily retain your recognized logo but give it a brand new look.

In conclusion, there may be some good reasons for you to change your logo, but be very careful before you do. It is always best to do so after much careful planning, execution and diligent consideration of the many pros and cons.

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Whatever plans you have to celebrate this Memorial Day—a barbecue with family and friends, enjoying your local parade or heading to the beach, we hope you will take time to honor those who have served and those serving in our military today. Have a happy and safe holiday weekend and remember if you drink, please don't drive.

GIVE US A CALL TODAY!

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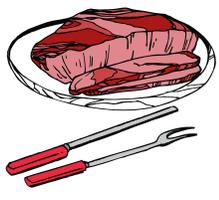
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Laughter is the Best Medicine

The Lawyer

A lawyer's dog, runs around town unleashed, heads for a butcher shop and steals a roast.



An angry butcher goes to the lawyer's office and politely asks, "If a dog running unleashed steals a piece of meat from my store, do I have a right to demand payment for the meat from the dog's owner?"

The lawyer smiles and answers, "Absolutely."

"Then you owe me \$8.50. Your dog was unleashed and stole a roast from me today."

The lawyer, without a word, writes the butcher a check for \$8.50. The butcher, having a feeling of satisfaction, leaves.

Three days later, the butcher finds a bill from the lawyer: \$100 due for a consultation.

Catholic Ladies

Four Catholic ladies are having brunch together. The first one tells her friends, "My son is a priest. When he walks into a room, everyone calls him 'Father'."

The second Catholic woman chirps, "My son is a Bishop. Whenever he walks into a room, people say, 'Your Grace'."

The third Catholic woman says smugly, "My son is a Cardinal. Whenever he walks into a room, people say, 'Your Eminence'."

The fourth Catholic woman sips her coffee in silence. The first three women give her this subtle "Well.....?"

She replies, "My son is a gorgeous, 6'3", hard bodied stripper. When he walks into a room, people say, 'Oh my God...!'"



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