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Don Belisle, Sr.
 Owner of
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ATRA-NH and More!

By Don Belisle, Sr.

Here in New Hampshire, our state salvage yard association has been hard at work serving our members. Our monthly meetings typically produce about 50 members. Recently, the meetings have had truly

outstanding speakers. We have had presentations from the Fire Academy on the subjects and treatment by first responders of heart attack-CPR, first aid, burn treatment, trauma, stroke, Narcan and drug overdose, exposure to hazardous (deadly) things we find in junk cars and on and on. All of this education could save a life someday and is very relevant to the salvage yard environment. We are very fortunate to have had this training even though we hope to never have to use it.

In our May meeting, we had two presentations. The first presenter, NH Motor Transport Association, was invited by one of our members, Dave Vaillancourt, of Hebert's Auto Parts. Dave explained that he had joined NHMTA to take advantage of their workman's compensation program and he further explained that he was seeing significant savings over what he was previously paying. All of us in the salvage business have found workman's comp to be very expensive, with no let up in sight. NHMTA explained their program explaining that they actively work with us to keep our help safe through safety programs, monitoring company policies and literature. Their premiums are typically lower than we are paying now and nearly every year their policy holders get some premium money back! Dave seemed very happy with them and many of the members are looking into the program.

The second presenter was Rob Rainwater from Cornell Auto parts in Greenfield Center, NY. Our president, Dave Wilsuz, had heard Rob speak last year at the NYATRA Expo in Albany and thought our members would be well served to hear what Rob had to say. We were not disappointed! Rob told us what he has done as far as growth at a couple of the yards he has managed. The



Rob Rainwater of Cornell
 Auto Parts, Greenfield
 Center, NY speaks at the
 May ATRA NH meeting

numbers were truly amazing! Rob explained his policies on all aspects of running a salvage yard from dealing with employees to parts return policies. He outlined different ways to get and keep employees. He explained his method of letting employees know what was expected of them, how they were measured and what the consequences were. He went on to explain his performance-based compensation program for dismantlers and sales people which rewarded hard work and costs less for the coasters. Another subject of great interest concerned which and how many cars to buy to keep your yard thriving. This, of course, was a subject of great interest to many. Rob's answer was simple - "Buy more cars." He went on to explain how selling your own inventory was more profitable than being a locating service. One aspect many members were surprised by was Rob's endorsement of the Walmart return policy. Basically, he explained to take back any part without

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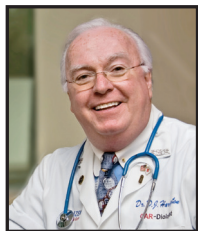
ATRA-NH and More! *Continued from Page 1*



The May meeting of ATRA NH was very well attended.

question and either replace or refund it with no questions asked. We saw many members asking lots of questions and getting answers which they can use right away. Rob's presentation was one of the best we have had because he put real, relative information into the hands of our members.

The Spirit Ride



By D.J. Harrington

While covering a story for American Towman magazine last week, I felt it necessary to share what I experienced. The focal point was the "Spirit Ride". No, Spirit Ride isn't a newfangled ride

in an amusement park or a patriotic theme. The mission of Spirit Ride is to raise public awareness of the "move-over" law as it journeys in Honor of Fallen First Responders. Since the Ride began last year, Spirit Ride has generated media coverage across America through TV, radio, newspaper, internet and social media carrying its message to millions who get behind the wheel. Here is something I did not know and bet you don't either.

According to the National Safety Commission, 71% of Americans have not heard of the



Our New Facility

Construction of our new facility in Hudson, NH is going along well. The crushed car side of our business is already operating in Hudson and going gang busters. Our Hudson yard acts as a transfer terminal where we bring in prepared crushed cars from our suppliers and then send them off to where we can get the best price. This ends up getting more money to our suppliers. We DO NOT buy junk cars from the public! We only buy prepped cars from licensed salvage dealers. We will not ever compete with our suppliers but only support them. The new building nearing completion will house our converter recycling operation. This will include our new converter decanning, milling and sampling line and our in-house lab for metal analysis. We will have storage of aluminum wheels, lead acid batteries and other products we buy as well. If all goes well we should have our complete operation in Hudson by mid-June.

"Move-Over" Law. I live in Georgia, and we have the Move-Over Law. It's evident that many Georgia drivers don't obey this law. Located on the back window of my car is a decal, encouraging people to move over one lane to let first responders work. Whenever you see flashing lights, from any emergency vehicle, please slow down and move over one lane.

The Spirit Ride draws attention to the dangers faced on the highway on a daily basis by men and women of the police, fire, emergency, medical and towing services. Hundreds of casualties a year are the result of cars and trucks passing too fast and too close, coming within inches from where work is being done on the shoulders or

closed-off lanes. Highway workers, such as the DOT, Utility and sanitation workers are also being struck. On an average, 100 first responders are killed every year while responding to emergencies. 60% of those fatalities are tow operators. Losing even one person is unacceptable. However, we can change this if more people are made aware.

During the Spirit Ride ceremony, the casket is placed right up front. It's a ceremonial casket with picturesque art work, depicting a state trooper standing near a wrecker during a recovery with a truck bearing down his back. On the lid of the casket there's a scene that shows representatives of police, fire, EMS, and towers standing together before their emergency service vehicles.

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SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

We have the equipment and the expertise to pay you based on the actual content of precious metals in your catalytic converters. With over 27 years experience in the metals business, Recore Trading has assay based knowledge to group similar metal content cats together and process them that way for maximum return. We pioneered small lot assay-based cat processing. You will get paid **MORE** at **RECORE!**



Tools for Success: Use Email and Texts When Efficient



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.

Emails are by far and away the quickest way to save minutes every day. Texts are likely even faster. I know, I know. You think that texts are only for the young un's. But it is what it is, even my dentist has a service that texts me to remind me of my appointment. Texting is a tool every business owner should use when it is just as effective and saves time.

This series of articles is written by an overachiever that understands he can't do it all by himself, he needs others helping, and there simply aren't enough hours in the day. First, you've got to come to that realization. Then, you can move to seeking ways to do more.



Admittedly, I likely go too far towards using e-mails and texts, as there is very little that can't be done that way. Frankly, I think of lot of folks just aren't that comfortable with

change, and that haven't come to the realization that even the small amounts of time they save can be put to use doing something else that will make them more successful. Several of the other articles in this series address topics like how properly delegate and how to squeeze an extra hour out of every day. Make use of the tools that save time, such as texting.

Is it less personal? Does that matter? Of course, but the question is how much does it matter, and is that all the time? Most matters are administrative. Not to mention that you can steal a minute when you want to, on your timetable, rather than waiting for others; there is no substitute for a sense of urgency.

Another tip is that you must have a good email client, like Outlook. You young un's that think you can keep and do everything on your phone are just wrong, though you can certainly steal time when only your phone is available to give an instruction clarification, or answer a question. Then someone isn't waiting for you. The cumulative effect of that is you speed tasks along to completion.

You need a good email client so that you can search emails, file and save the important ones, and, most critically, save all documents in document folders, not in the emails. The file structure for your email storage and document storage should be as close to the same as possible.

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The Spirit Ride *Continued from Page 2*

The solemnness of the ceremony really pulls at your heart strings while you solemnly bow your head in reflection.

Along with his wife, Llce, Mike Corbin, the singer and lyrist takes a ceremonial casket and a large RV all across the country. During each ceremony, Mike will sing three songs. His first song relates a story of a dad leaving his home one day, kissing his wife and children goodbye while reiterating how much fun they will have at their upcoming family's weekend activities. Unfortunately, Dad never returns. He was hit and killed by a passing car and never made it back home. Sadly, it will take a collective effort for this country to correct the driving habits of this nation. Most drivers are on a time crunch, in a hurry and usually impatient when it comes to getting where they need to be.

After the 25-minute, Spirit Ride ceremony was completed, the Police Chief spoke, Captain of the Fire Department, and then a mom of a tow truck driver whose son didn't return home to his wife and new baby. While Mike Corbin sang, I sat there with tears in my eyes. Knowing how fast some cars come flying down the road, some drunk and some distracted by a cell phone or conversation with a passenger in the vehicle, I was emotionally impacted with Mike's lyrics. If you don't do anything else, please, please let people know that they need to slow down and move over one lane so people can live. It's the law. Help me get

more people to attend a Spirit Ride ceremony when it is in your town.

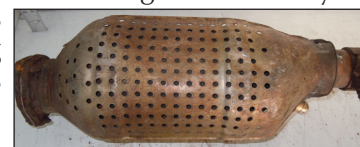
The first ceremony was held on June 1, 2017 in Havenhill, Massachusetts. In the first year alone, 140 cities, large and small, all across America were visited. By the time the Spirit Ride casket has crisscrossed the nation, it will have visited approximately 300+ cities with an escort of some 10,000 tow trucks. To learn more about the Spirit Ride or to find out when it will be done in your local area, go to www.ATspiritride.com.

See you next time.

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

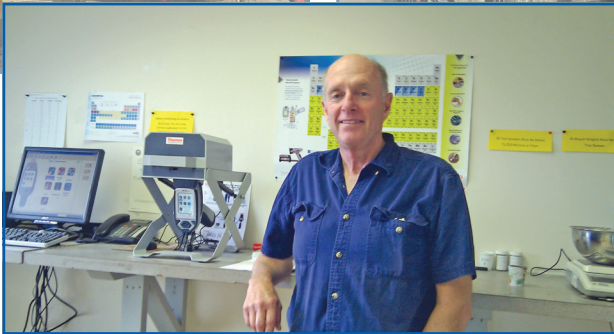
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- We pioneered assay based returns on small lots of catalytic converters.
- Everything done in house– precious metals lab, milling and sampling line, decanning and processing stations, and we sell our end product to an automobile manufacturer, cutting out all the middlemen.
- We offer roll off service.
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You Get More at Recore!

How to Write an Article for Publication By Mike French



While attending a recycler event, a fellow industry professional asked me how I was able to consistently write so many articles for magazines and industry trade publications. He had noticed my articles appearing in many of them over the years and wondered how I could manage to write so much

on top of all the other things I do. He told me he had been asked a number of times to write for publications about his field of expertise, and would like to do so, but unfortunately could not find the time.

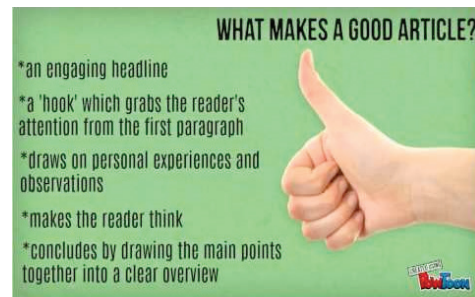
I pondered his question for a moment and then told him the key for me is to be writing something all the time in short bursts. I told him I only write about what I am truly passionate about and that makes it easy for me. In fact, writing about what one is passionate about usually makes the best articles.

The fact is I am continually thinking about topics to write about. I constantly keep my eyes and ears peeled for ideas and I receive inspiration from many places. Sometimes

they come from questions I get from customers and colleagues, from business workshops I attend, from books and from articles I read. I write about whatever inspires me in the field of advertising and marketing.

As soon as I think of something, I write it down as a headline. By the way, most of my writing these days is done on my smart phone using a writing app. This article, for instance, was written that way. I got the idea for this piece in a coffee shop when I happen to remember a question someone had asked me at a recycler event. As soon as I thought of it, I wrote it down and made a few notes. That's how I usually start. Then I will start writing about that subject under the headline, usually in short bursts of inspiration. I keep my smart phone in my pocket and grab it whenever inspiration strikes.

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Use Email and Texts When Efficient

Continued from Page 3

So if you have a folder for legal for emails, you should have a document folder named legal as well.



Also, critical to success with email, you must handle them, then move them on to a folder or delete them. This makes you very efficient. If it's in your inbox, it's not handled. If you've got more than 20 or so emails in your inbox, you simply aren't very efficient. Try cleaning out your inbox and making it a place where only pending items are kept. Less searching, less stress. Try it.

Also, make sure you always include an email address when you add a contact. I am always amazed the folks that only have a phone number, so of course they take 3 minutes to do something that could have been done, literally, in 10 seconds.

And make sure you have a full contact record for yourself in your phone, and know how to "share" it with others, instead of reading folks your phone number or email address to type into their phone.

Once you really start using emails and text more, others will soon learn that's the best way to reach you and that will give momentum to your new efficiency tool. One other thing, make sure you receive email on your phone as well as your desktop.

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.

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Recore Trading Company Sponsors Prize Drawings at MARA Spring Meeting

Recore Trading Company sponsored several drawings at the Maine Auto Recyclers Association Spring Membership Meeting and Dinner held on Thursday, April 12, 2018 at the Governor's Restaurant in Waterville, ME. Prize drawings were Recore bags which included 1 tee shirt with \$20 taped to it, 1 with \$50 and another with \$100 taped to it.

Bill Pullen of Freddie's Service Center in East Vassalboro won \$20. Alan Witham of Cam Auto Parts in Benton won \$50 and Alvin Dennison of AC Dennison, in Durham won the \$100.

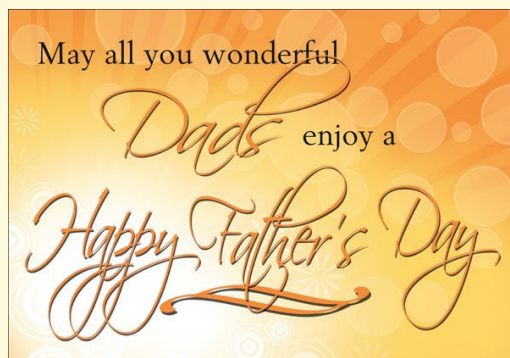
A special thanks to Bill Bell, executive Director of MARA for helping Recore Trading with the drawings. Congratulations to all the gentlemen who won!

Among other things on the agenda, the business meeting included the election of MARA officers for 2018-2019 and a discussion about how MARA members can be recognized for their hard work.



Left to Right: Bill Pullen of Freddie's Service Center won \$20, Alan Witham of Cam Auto Parts won \$50 and Alvin Dennison of AC Dennison won \$100.

Bruce Crawford, Executive Director of Auto and Truck Recyclers Association of New Hampshire attended the meeting and delivered the bags for the Recore Trading prize drawings.



***A good father is one of the most unsung,
unpraised, unnoticed, and yet one of the
most valuable assets in our society.***

--Billy Graham--

How to Write an Article for Publication

Continued from Page 5

The key is to be thinking about the subject in the back of my mind all the time and taking a few moments here and there to do research about it. I often Google the topic to see what others have to say on the subject. I am careful not to plagiarize from other's articles but I often borrow ideas and quotes from many different sources. If I like what others have to say I quote them and give them

credit. There is also a way to "reuse" news stories by using the "outline and retell" method. You start by making an outline of the story, reducing it to its basic facts, writing them down as a list and then retelling the story in your own words, being very careful to give credit for any direct quotes.

Finally, in my role as a publisher of many magazines and books over the last 30 years, I have had the privilege of working closely with lots of authors and I have become familiar with many of their writing habits and styles. The most successful authors say the same thing, "To be a good writer, you must be writing all the time." That brings me right back to my main point: "Be writing something all the time". That's what works for most authors, what works for me, and that's what will most likely work for you.

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MARKET WATCH EMAIL ALERTS!

As the ferrous and nonferrous markets change, we

will keep you informed via a blind group email. We keep an eye on the markets all day and when there is a significant change, up or down, we will let you know. This information can have a direct impact on your bottom line, so sign up today. It is absolutely free and there is no obligation. To get on our list, send an email to Pat at: sales@recoretrading.com.

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The brunette team rides in the bottom of the bus.

The blonde team rides on the top level.

The brunette team down below is living it up having a great time, when one of them realizes she doesn't hear anything from the blondes upstairs.

She decides to go up and investigate. When the brunette reaches the top, she finds all the blondes frozen in fear, staring straight ahead at the road, and clutching the seats in front of them with white knuckles.

She says, "What the heck's goin' on up here? We're havin' a grand time downstairs!" One of the blondes looks up and says, "Yeah, but you've got a driver!"



Fallen

An old priest became sick of all the people in his parish who kept confessing to adultery. One Sunday, in the pulpit, he said, "If I hear one more person confess to adultery, I'll leave the priesthood!"

Well, everyone liked him, so they came up with a code word. Someone who had committed adultery would say they had "fallen". This seemed to satisfy the old priest and things went well, until the priest died at a ripe old age.

About a week after the new priest arrived, he visited the mayor of the town and seemed very concerned. The priest said, "you have to do something about the sidewalks in town. When people come into the confessional, they keep talking about having fallen."

The mayor started to laugh, realizing that no-one had told the new priest about the code word. Before the mayor could explain, the priest shook an accusing finger at the mayor and said, "I don't know what you're laughing about, your wife fell two times this week."



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