

# RECORE *Newsletter*

## TRADING COMPANY, L.L.C.

4 Bridle Bridge Rd. • Hudson, NH 03051  
www.recoretrading.com



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

### What a Year!

By Don Belisle, Sr.

As we are midsummer and one year into our new facility, some observations come to mind. The move to our purpose-built facility in Hudson has been extremely positive in all areas. I have always held efficiency as a top priority so this is the defining objective in all areas of Recore.

When we designed the warehouse and converter processing lines, many hours were spent with scale drawings of the proposed building along with scale cutouts of all the equipment. This same system was used in the layout of the buildings and the yard. Special consideration was made with regard to truck scale location movement of semi and other trucks. We considered many different concepts, played with each to finally arrive at what we feel is a great solution.

Some of our factors in design were:

Maximum use of space, no wasted areas, every square inch used to maximum potential.

An efficient flow of products with the idea that nothing gets handled more than once if at all possible.

Security was a big concern as well so we installed the latest technology of camera and alarm systems.

We wanted to make our employees' jobs as easy as possible while still maintaining maximum efficiency.

Having a very visually presentable facility for our neighbors and the town was very important.

And hundreds of other things! Recore is blessed with great



managers and employees right down the line. This was a tremendous asset in allowing me to spend nearly all my time at the new facility knowing things were operating as normal at the old building. As many of you who have done this know, this process can be daunting.

So here we are a year later and we are thrilled with the results. Just about everything has worked out as planned. Of course, I don't think the project will ever be done and there always seems to be something that can be improved.

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

*continued on page 2*

## What a Year! *Continued from Page 1*



If you would like a tour just let us know. We love showing suppliers what we do here.

We've heard from some potential suppliers that they need money right away so they sell to a dealer/core buyer who comes by with cash in hand. Suppliers who sell to us remain satisfied customers because they get more money at the time of

sale and then an additional assay balance check ten days later which provides significantly more return than what a dealer/core buyer can provide. We hear "Wow! I wish I'd switched before. The price difference really is amazing!"

At Recore, we do our best to make it easy to become our customer. We pay cash, check or pesos! We can conveniently come to you or you can deliver to us in Hudson or ship them to us- whatever is easiest for you. Call us today and we will get it done. Don't cheat yourself by settling for less.

Try us - you'll like us!

## Mark Your Calendar *By D.J. Harrington*



Yes, I mean it! Mark your calendar right now for September 26th – 28th 2019. I know you're saying, "DJ, come on...it's July!" True! However, September 26th – 28th is right around the corner. This will be the largest show in the Northeast. Here's why! The Automotive Recyclers Association of New York (ARANY) along

with PRP-NE are teaming up to create one, major trade show. Their goal is to increase attendance, provide great support opportunities for vendors, and offer a diversified platform for networking. Those two groups working together will provide a stellar trade show like no other you've seen.

This exciting concept is called ARNE. It will be called ARNE Education and Exposition for 2019 with a huge focus on Training and Education more than ever before. ARNE is held in Albany, New York at the Capital Center and Renaissance Hotel. What will it be? It will be the LARGEST TRADE SHOW of its kind in the Northeast. It will be the path to the future of Auto Recycling. It can be your path to the future as well. Come for the training. Come to hear about the Next Generation Sessions. Yes, there is a Thursday Night "Kick-off" Street Party. The "Kick-off" keynote speaker will be addressing the group from 6PM to 7PM just before the street party. On Friday and Saturday, the Expo Hall will be open.

With many classes to choose from, some of the classes will cover: "Hiring the Right People" or "Your U-Pull-It Forums on Profitability". For the 6th Annual Summit of Auto Recyclers, go online to [www.ARNE.Pro](http://www.ARNE.Pro) like I did, and

you can learn all about this monumental experience. Maybe you are a vendor and want to exhibit or sponsor a portion of this show.

You can by calling 1.800.944.7278 or email them

at [ARNE@caphill.com](mailto:ARNE@caphill.com). I believe once this information gets out, you will see recyclers attend from all parts of Canada. More importantly, I feel there will be recyclers attending from across the USA, particularly recyclers that need to be around the MOST POSITIVE RECYCLERS in the country. Where can you find the MOST POSITIVE RECYCLERS? In the Northeast, of course!!

Oh, before I close this article, there will be updates from Hollander, URG, Pinnacle and my good friends at Car-part.com.

See you next time.



### 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.



### WANTED



Looking to buy Sandy Herrick Built Forks.

Please contact Rick Belanger at

Ponderosa Salvage

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## My Memory Trick 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.

Everyone thinks I never forget or miss anything. Boy, do I have them fooled.

I have a *terrible* memory. In the earlier days, I propped it up with a pocket notepad. Today, it's my iPhone. I send myself an email every time I think of something that needs a look, an action, or a follow up. I send myself, on average, 10 emails per day.



Now it's important to point out that I don't send myself a text. Everything revolves around my e-mail and the way I manage my in box. If it's in my inbox, it's not handled. So, every time I open my inbox, I get all my little reminders. If there's a common thread to my stories and success, it's the evolving use of technology and constant learning. You will find stories about how I have adopted and adapted the tools of technology to reach my goals in many of my articles.

Sometimes, I use my iPhone to take a picture of something, like an advertisement for something I am interested in, or I send myself a web link when I find an article on a business topic that I want to read later. Sometimes I point my phone's camera at a clothing tag for a shirt I want to research or buy or I grab a picture of a marketing piece that I want to copy. I might send a dozen emails of things from a trade show, including pics of business cards to save. Today, I use an app that reads the picture of the card and puts all of the information in my contacts, after I add key words so that I can access the card when I need it.

I forget when or where I stumbled on this little trick, but I am sure it was at a seminar or convention. You simply must have a mantra of openness to using technology to improve the processes that are part of making you a successful businessperson.

Even if your memory isn't perfect, a good system and good tech can make you the guy or gal who seems to never miss or forget anything.

## 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.

*God bless America*

HAPPY  
4<sup>TH</sup> OF  
JULY

And no matter how you celebrate  
our country's birthday;  
please, if you drink, don't drive!

### MARKET WATCH EMAIL ALERTS!

As the ferrous and nonferrous markets change, we will keep

Spot Prices Dec 13, 2018 at 11:53 New York Time				
www.kitco.com <span style="color: green;">Please Press Reload or Refresh to Update</span>				
▼ GOLD	▲ SILVER	▼ PLATINUM	▼ PALLADIUM	▲ RHODIUM
1242.60	14.73	793.00	1237.00	2370.00
-2.40	+0.01	-9.00	-6.00	+0.00

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.**

# How To Plan A Successful Event Part One By Mike French



A few years ago, I got a call from a friend of mine who was serving on the board of directors of a large automotive recycler organization. He was upset because their executive director had made a huge mistake while planning their annual convention. He had forgotten to arrange the shipping of several large pallets of

conference supplies and materials to their annual event that was being held several states away the very next day! What should have shipped at ground shipping rate now had to be sent overnight at an incredible expense to their organization.

This is an extreme example of what can happen with poor event planning, but as seasoned event planners know, it's usually the little things forgotten that causes big problems, like forgetting to confirm a keynote speaker who then does not show up, or forgetting to finalize details for a food vendor, so no lunch meal is available for event attendees.

Coordinating and planning a successful event can be a daunting task for anyone who has never done one. But a successful event can be very rewarding to your group or association. It can help drive membership, be a positive platform to introduce new staff or programs, create fresh membership enthusiasm, and even breathe new life into existing programs.

To make an event happen without problems takes a lot of careful planning and hard work to ensure that all the important steps and details come off correctly. Without exaggeration, any event's success is in the details and they must be tended to and followed up on in order to make an event successful.

## What to do before your event

Set your event dates and theme early. Establish and announce your event dates as early as possible so that potential attendees will mark their calendars and save your dates before something else comes along and fills them. It will also let other event planners know when yours is scheduled and prevent conflicts. Make sure you don't schedule too close to holidays, or important business dates such as tax time or popular vacations times. If

you have an annual event, have your following event dates, theme, and location in concrete and ready to announce at the end of your current event. This will enable you to take advantage of the momentum and enthusiasm of your current event. Allow sponsors, vendors and attendees to sign up for your next year's event on the spot at an early bird savings to them.

## Develop a financial plan for your event

You need to know how you are going to pay for your event. Events are paid for a number of ways: by sponsorships, vendor booths, internal marketing budgets, by attendee ticket sales, or a combination of all of them. You will need to determine how much money you can realistically raise from each area. Before you do too much of anything, it's good to sign up sponsors and vendors and as well as sell advance tickets to get working capital. You will need money for early promotion. Make a comprehensive list of expenses and highlight areas where sponsors can contribute by offering something "in kind." Work with other brands and partners to host your event and save money.

## Create a Marketing Plan for Your Event

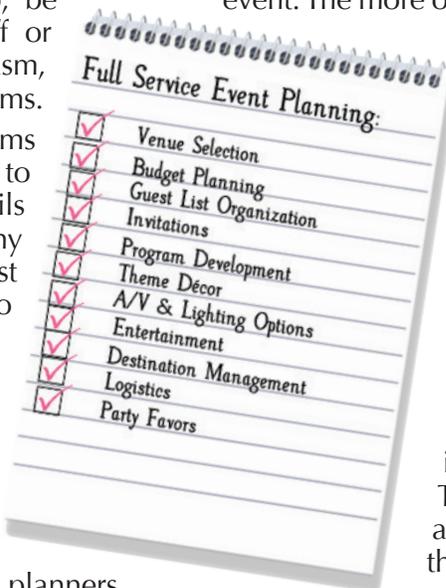
You will need a detailed marketing plan to promote your event. The more organized it is the better. Use all the free (or almost free) forms of advertising, such as

email broadcasts, all forms of social media such as Facebook, Google Hangout, LinkedIn, and Twitter. Twitter is a great tool for event promotion by creating an online sense of community for the event. Set up a unique Hashtag as soon as possible. Search Twitter to make sure it's not already being used. Put the hashtag on your event website and use the Tweet button for sharing on the site. Work the Hashtag into the premade verbiage so when people tweet, it promotes the event automatically on Twitter. Use direct mail marketing as well as electronic kinds because many folks in the industry will be missed if social media and email are the only means of reaching out

to them. Use the phone and call important people in your industry you want to be there. Use the media by sending out news releases as well as placing ads in recycler newsletters and industry publications. Have your organization's website up-to-date with conference information and downloadable registration forms. Make it possible for people to register easily online and pay by credit card. Whatever you do, advertise as early as possible and continue to send notices and announcements to keep up the momentum.

## Choose the right event planning style for you

There are different kinds of event planning styles to choose from depending on the type and size of the event being planned. Small events can usually be planned by one or two people but it takes a larger team to plan something big or complicated. There is event planning software available to help you plan and keep track of every step of your event.

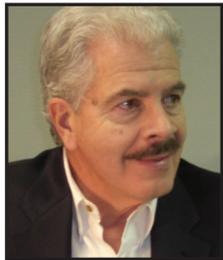


## CALL US TODAY TO INCREASE YOUR BOTTOM LINE

Maximize your profits at Recore Trading Company!! We do everything in house from de-canning, processing, milling and sampling, and precious metal lab analysis cutting out all of the middlemen. We also sell our end product to an automobile manufacturer for the making of new catalytic converters. Our customers are consistently seeing significantly higher returns for their product. You will get paid **MORE** at **RECORE!**



# What Will Auto Recycling Be Like in a DRIVERLESS FUTURE By Jim Counts



Will accidents stop when all vehicles become equipped with accident avoidance technology? What will a recycling company look like in a driverless future? How do we prepare for future possibilities? Will auto recyclers still be needed? All very good questions, but honestly, I don't think anyone knows what the future holds. All we have as a reference is the technology changes of the past and a logical and realistic look at the difference between what we hear and what really happens.

## Things to consider

### Things will continue to fail

I remember when we changed from the points and condenser in the distributor to solid state ignition and from the carburetor to fuel injection. Then we went from the two-speed transmission to the three-speed, then four-speed and now up to eight-speed. There was talk back then about how engines and transmissions would last longer than the vehicle and recyclers would not be able to stay in business.

However, we still sell both of those parts plus many of the electronics that have been added to the vehicles. I feel confident that all the new technology needed to make a vehicle able to avoid a collision will be very expensive and fail just like everything else fails.

### More mechanical and electronic parts will fail

Body panels have become less and less important to recyclers since aftermarket companies have duplicated more and more of the parts on vehicles. So, assuming they do in fact make collisions impossible, which I doubt, we will still win because the vehicles will stay on the road for a longer time. That means more of the mechanical and electronic parts will fail, which creates customers for us.

### Collision avoidance is not idiot avoidance

Companies will be hard pressed to avoid the driver who follows too close, or tries to pass without sufficient clearance, or grabs the steering wheel and overrides the computer in an emergency. Or the driver who runs a stop

sign because a UPS truck was just ahead and, on the right, so the computer doesn't see the stop sign or stop light. What if the car hits an icy or oily spot and spins into the oncoming lane? On TV they make all this sound so easy and likely to happen any day, but believe me when I say, the devil is in the details. While I do know the technology helps, since I have some of it on my vehicles and it has saved me from a rear end collision, it will be a good many years before all vehicles have the currently available features installed. Here in North Texas, where we don't have rust, I constantly see vehicles on the road which are 20 to 30 years old. How will the new technology keep those drivers from running into your new high-tech vehicle?

### Millions of vehicles take time to replace

Even if there was a true mass produced all-directional collision avoidance vehicle available today it would be years before they would replace the millions of vehicles currently on the road. Plus, this new technology will add to the already high cost on the showroom stickers. (As of last year, the average cost of a new vehicle is more than the average person makes in a year.) Also, the features outlined



in the first consideration above and rust prevention undercoating has caused drivers to keep their vehicles longer and longer.

Please keep in mind that we have seen amazing changes in our industry in the last thirty years and the recyclers who stay up-to-date and move with the trends just keep getting bigger and bigger. I can remember when we were amazed at any recycler who grossed \$100,000 in sales in a month. Now there are many who do over one million in sales per month and countless salespeople who do well over the \$100,000 per month in sales. Personally, I believe the industry is very strong and I don't see any major threats to its survival on the horizon.

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## How To Plan A Successful Event

The best programs are expensive, but could be worth it depending on your situation. You can find them online by typing "event planning software" into your search engine. Read the reviews and ask to speak to some of their software users. If they offer a free trial, try it out before buying. More next month on choosing an event planning style; you will need to choose one that is right for you.

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*Continued from Page 4*

### GIVE US A CALL TODAY!

The Recore Trading Company team is always looking for new, innovative ways to earn your business. Customer satisfaction is our utmost concern and we promise you prompt, courteous and friendly service based on our core values—honesty, trust and dependability. After all, most of our customers have become our long lasting friends. So if you've been thinking about calling us, give us a call today!



AUTO RECYCLERS NORTHEAST

# ARNE

EDUCATION & EXPOSITION



...we are bringing together Automotive Recycling Leaders from across the Northeastern States & Provinces!

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- ♻️ Thursday Night Kickoff Street Party
- ♻️ 6th Annual Summit of Auto Recyclers
- ♻️ Friday Expo and Networking Social
- ♻️ U-Pull It Forums on Profitability
- ♻️ Next Generation Sessions
- ♻️ Multiple Industry Leaders in Attendance
- ♻️ ATV or \$10K Grand Prize Drawing
- ♻️ Largest Trade Show in the Northeast!

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## ROLL OFF CONTAINER AND PICK UP SERVICE

This service is available throughout the Northeast and beyond for all the automotive scrap Recore Trading purchases. We offer prompt, courteous service, immediate cash payment and our truck drivers are some of the best within the industry.



## WHAT SETS US APART?

HERE'S HOW RECORE TRADING IS DIFFERENT THAN ANY OTHER CATALYTIC CONVERTER BUYER!

1. IN HOUSE PRECIOUS METALS LAB!
2. ASSAY BASED KNOWLEDGE TO GROUP SIMILAR METAL CONTENT CATS TOGETHER AND PROCESS THEM THAT WAY FOR MAXIMUM RETURN! NO ONE ELSE HAS THIS!!
3. IN HOUSE DECANNING!
4. IN HOUSE MILLING AND SAMPLING!
5. WE SELL DIRECT TO THE MANUFACTURER!
6. IN HOUSE CONVERTER PROCESSING WITH RESULTS IN 7 TO 10 DAYS ON ANY SIZE LOAD!

RECORE TRADING COMPANY IS THE ONLY CATALYTIC CONVERTER BUYER WITH EVERYTHING DONE IN HOUSE, CUTTING OUT ALL OF THE MIDDLEMEN.

EVEN ON SMALL LOADS OF 100 CONVERTERS WE CAN PROCESS THEM BASED ON RETURN AND PAY YOU FOR EVERY GRAM OF PRECIOUS METALS CONTAINED. EVERY SUPPLIER THAT SELLS THEIR CATS TO RECORE RECEIVES MORE MONEY!

WE UNDERSTAND THAT OUR SUCCESS IS YOUR SUCCESS,  
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### Laughter is the Best Medicine

#### That Will Be \$20

A little old lady was walking down the street dragging two large plastic garbage bags behind her. One of the bags was ripped and every once in a while, a \$20 bill fell out onto the sidewalk.

Noticing this, a policeman stopped her, and said, "Ma'am, there are \$20 bills falling out of that bag."

"Oh, really? Darn it!" said the little old lady. "I'd better go back and see if I can find them. Thanks for telling me officer."

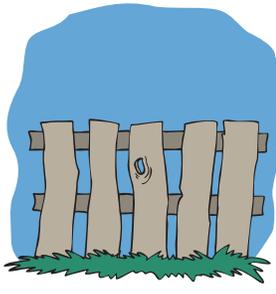
"Well now, not so fast," said the cop. "Where did you get all that money? You didn't steal it, did you?"

"Oh, no, no", said the old lady. "You see, my back yard is right next to a golf course. A lot of golfers come and pee through a knot hole in my fence, right into my flower garden. It used to really tick me off. Kills the flowers, you know. Then I thought, why not make the best of it?"

"So, now, I stand behind the fence by the knot hole, real quiet, with my hedge clippers. Every time some guy sticks his thing through my fence, I surprise him, grab hold of it and say, "O.K., buddy! Give me \$20, or off it comes."

"Well, that seems only fair," said the cop, laughing. "OK. Good luck! Oh, by the way, what's in the other bag?"

"Not everybody pays."



The next day, the FBI agents descend on Billy Bob's house. They search the shed where the firewood is kept. Using axes, they bust open every piece of wood, but find no marijuana.

They swore at Billy Bob and left.

The phone rings at Billy Bob's house.

"Hey, Billy Bob! Did the FBI come?"

"Yeah!"

"Did they chop your firewood?"

"Yep."

"Happy Birthday, Buddy!"



#### Bottle of Merlot

A Texas gentleman asked a waiter to take a bottle of Merlot to an attractive woman.

The waiter took the Merlot to the woman and said, "This is from the gentleman seated over there," indicating the sender.

She regarded the wine coolly for a second, not looking at the man, and decided to send a reply note to the man. The waiter, who was lingering for a response, took the note from her and conveyed it to the gentleman.

The note read:

"For me to accept this bottle, you need to have a Mercedes in your garage, a million dollars in the bank, and 7 inches in your pants."

After reading the note, the Texan decided to compose one of his own in return. He folded the note, handed it to the waiter and instructed him to return this to the woman.

It read:

"For your information, I have a Ferrari Maranello, a BMW Z8, and a Mercedes CL600, a Porsche Turbo, Toyota Prius and Matrix, in my garage, beautiful homes in Aspen, Colorado and Miami and a 10,000 acre ranch in Texas.

There is over twenty million dollars in my bank account. But, not even for a woman as beautiful as you, would I cut three inches off.

Just send the bottle back!!!



#### Marijuana

I'm calling to report about my neighbor Billy Bob Smith! He is hiding marijuana inside his firewood."

"Thank you very much for the tip, sir."

**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 the money in the equipment to make sure you maximize your profits. You deserve this and nothing less!



PROUD MEMBERS OF:



**WE WELCOME YOUR COMMENTS** Please know that any article or information in our newsletter is the expressed opinion of the writer. If you are enjoying our newsletter, we'd love to hear from you and if for any reason you are not, just let us know, and we will remove you from the mailing list. Contact us at sales@recoretrading.com.