

# RECORE *Newsletter*

## TRADING COMPANY, L.L.C.

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

## Is This the New Normal?

By Don Belisle, Sr.

In the past couple of years the automotive salvage industry in this country and elsewhere has undergone the most dramatic change of all time. Prices of every single commodity we sell have dropped dramatically. Never before has every single product



Source: en.wikipedia.org

dropped. Typically in years past one product would rise as the others dropped and vice versa. Not so this time. Sadly there were a few yards that didn't make the transition and are now gone. Whether they refused to change, got caught with a lot of material or went out for some other reason they are gone forever. The good news is (and there is good news) the yards that have adjusted seem to be doing OK. Yes they have dramatically changed the way they do things. Yes, they are working harder; but that is what it took and they were able to do it! We all know the negatives, so let me talk about the positives:

1- Junk cars and parts cars are readily available. It wasn't that long ago that we were talking about everyone having a very hard time getting cars. This is due to many factors some of which are - the exporters have backed off the salvage pools somewhat, the backyard scrapper is gone, the distant big time scrapper have not been invading our neighborhood paying ridiculous prices for scrap that should go to the local guy. No one I talk to is having trouble getting cars.

2- Junk car prices are way, way down. Yes, I know you get a lot less for your scrap but it is much cheaper to be in business today. Three or four years ago if you wanted to buy 20 junk cars it would cost you \$10,000.00, if you could get them. Today you can easily buy 20 junkers for \$3,000.00 to \$4,000.00. Required operating capital is way lower. I have even heard of a yard operator that is charging to pick up junk cars! Boy, that brings back distant memories.

3- There is much more information available to the yard operator as far as what the scrap is worth. You pretty much know before you buy what you will get for your scrap. We get calls and texts every day from yard owners saying "I'm looking at these particular cars. What can I expect for the converters, aluminum wheels etc.?" We gladly provide this info to our suppliers, especially on the converters. With more and more high dollar units out there, we gladly give this info to give our suppliers an edge.

4- Dare I say it? As I write this in early January, the markets seem to have stabilized somewhat. If this holds, this is very good news. Hopefully the days are behind us of buying scrap just to have the price drop before you can get it processed and sold. A stable market can be your best friend. There is no profit like a known profit!

These are a few of the pluses. I'm sure you have some of your own to add. I feel one of the biggest pluses is the cleansing that occurs when we have low scrap prices. When prices

PRSRST STD  
U.S. POSTAGE  
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FIVE MAPLES

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## Is This the New Normal? *Continued from Page 1*

are low, the back yard scrappers go away. This is great news. It is very hard to compete with unpermitted scrappers who have no overhead, do not pay to get rid of their hazardous materials, do not pay insurance, etc. The municipalities seem to have a difficult time controlling these illegals, so let's hope that prices will.

So if this is the new normal, it is not so bad, just different.



## Quit Worrying

By D.J. Harrington



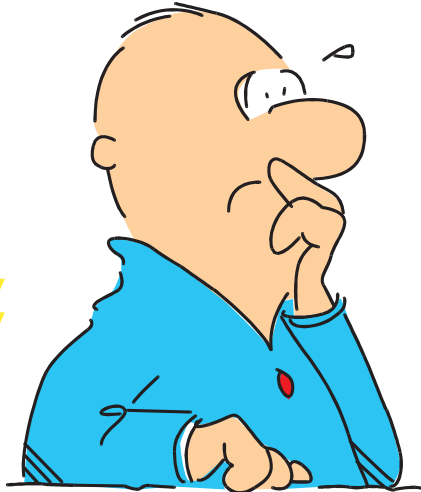
73% of what we worry about never comes to pass. You worry about having money for your car payment or mortgage, and somehow "You always have the money."

Instead of worrying, what we in this world need to do is just love what we

do have. Be thankful for your business, job or your family.

Tommy Lasorda, the famous Los Angeles Dodgers baseball coach, once said, **"Listen, if you start worrying about the people in the stands, before too long you're up in the stands with them."**

I have seen my share of people that are just paranoid, always stressed out and constantly worrying about nothing. It makes no sense to worry about things you have no control over because there is nothing you can do about them anyway. And, why worry about things you do not control



### SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

Recore Trading has the experience, the knowledge, the equipment and the people for buying and processing catalytic converters for maximum return. Selling to us cuts out all of the middlemen and we sell our finished product to an automobile manufacturer. Call us today to start maximizing your profits!



This is an environment where we can make a living as long as we don't say "I've been doing it this way for 25 years and I'm not going to change now." Those guys are gone!

As of this writing, we have not yet seen the double edged sword of heavy snow and ice here in the Northeast. Bad weather provides more wrecked cars but makes it much more difficult to work in this business! Whether it comes or not we will deal with what we get. That's what we do.

Yards are not the only ones who are having a hard time staying in business. There are very strong indications that some converter/core buyers are in trouble and face the possibility of closing. I only say this so the yard owners can protect themselves and avoid unnecessary risk. If you sell to someone else be careful. Today more than ever, it is important to do business with a company on solid ground. You can rest assured Recore Trading Company is in very good shape and we continue to expand our market share every day. So if you have been thinking about selling to Recore Trading, give us a call I would love to show you around and you will be paid, I guarantee it!!

in the first place?

Can you control the traffic in the morning? No! You can't control everyone at work. You can't control the thinking of all your family members. The constant activity of worrying will render immobilization. So, why worry at all? What I do, I learned from my Dad.

If I can't sleep at night because of something I am worrying about, I get up and do something instead of lying there worrying. It's the worry that gets to me... not the lack of sleep. My Dad was a wise man. Years ago at dinner one night, he told my eleven brothers and sisters and me, **"Worrying is like a rocking chair; it gives you something to do, but it gets you nowhere."** William Harrington was very successful in business and his life was like clock-work. He would set a time everyday to worry; between 6 o'clock and 6:20 every day on his way home from work. That was the time he would worry about things. He told me

he learned not to worry too close to bed time because if he did, then he couldn't sleep that night. The rest of his days were referred to as "a worry-free" zone. My family feels that I live most of my time in a worry-free zone. You should live "worry free" too. The phrase, "Let go and Let God!" helps me to do this. It dispels my worry time so I'm worry-free.

Quit worrying about how everything is going to turn out. Live one day at a time; better yet, make the most of this very moment. It's good to have a big picture outlook, to set goals, to establish budgets and make plans, but if you are always living in the future, you will never really enjoy the present.

You may feel there is a lot wrong

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# Elementary School Students Tour Allied Auto Wrecking

By Samantha Walton

David Wilusz, Samantha Walton and the dismantling crew of Allied Auto Wrecking gave a tour to Hillsboro-Deering Elementary School's Jr. Lego League (for kids age 6-9) on October 30, 2015. Celina Aucion Braun, one of the coaches for the Crush Masters had contacted Samantha Walton



Loading cars into Recore Trading's car crusher.

about bringing the kids for a tour and to see a car crusher in action. Celina and Samantha went to High School together at John Stark Regional High School in Weare, NH. Samantha was thrilled to invite the Crush Masters. Allied Auto had scheduled Recore Trading Company to drop off their Car Crusher for this event. The kids and coaches arrived at Allied Auto Friday, October 30, 2015 at 3:30 PM and Samantha gave all the kids safety glasses as they headed out for the tour. Samantha began the tour inside the garage with Wendell Green, Alan Martin and Jonathan Salisbury talking to the kids about the process the vehicle goes through for End of Life Status and before they can be put into a car crusher. The Allied Crew gave the Car Crusher's Lego Team a list of dismantling steps they follow and fill out for each vehicle that is processed for the loads before it is ready for the car crushing storage area. The kids then got to see where the waste fluids are stored and learned what fluids within the vehicles were recyclable and reusable. They also got a tour of the back yard and the car crushing area. This was the highlight of the whole tour. David Wilusz demonstrated the car crusher for the

Car Crushers and coaches. The kids and adults were then shown by David Wilusz how to operate the Car Crusher and each got a turn crushing an actual vehicle. One of the



David Wilusz explains to the students and adults how the car crusher remote control works.

kids was quoted saying "Today was EPIC"!

Samantha and David and the Allied crew were thrilled to get a Thank you card in the mail and to receive an invite to their Jr Lego League Expo on December 12, 2015 at the Hollis Brookline High School in Hollis, NH. David and Samantha surprised the coaches and kids on Saturday when they showed up to the Lego League Expo.

(All photos on pages 3 and 4 taken by Samantha Walton and the one with Dave and Samantha in it taken by Celina Aucion Braun!)



All of the students got a turn crushing an actual vehicle in the car crusher.



David Wilusz of Allied Auto Wrecking (kneeling) demonstrates how the remote control works to crush the cars in the car crusher.

## 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.



# Elementary School Students Participated in Jr. FIRST Lego

## League Expo *By Celina Aucion Braun*

This was the first year Hillsboro-Deering Elementary School participated in the Jr. FIRST Lego League Expo for kids ages 6-9. Here is a link to more information about the organization, event, theme etc. <http://www.juniorfirstlegoleague.org>

A parent who works for Dean Kamen, the founder of FIRST, approached Mark Campbell, HDES Principal, with the idea of having a team. Mr. Campbell had an initial meeting to see if there was any interest. The HDES library was full! With the overwhelming interest from both students & parents, Hillsboro sent 7 teams to the expo on Saturday, December



*Hillsboro-Deering Elementary School students pose with David Wilusz and Samantha Walton of Allied Auto Wrecking.*

## Quit Worrying *continued from page 2*

with you and that you have a great deal to worry about. I feel there is a lot right with you; so stop worrying. Take the time you worry and use that time to think of all your many blessings that you already have.

This is D.J. Harrington, the Car-diologist! See you next time.

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

D. J. Harrington is an author, journalist, seminar leader, international trainer, and marketing consultant. He works primarily with customer service personnel, and his clients include such world-class companies as General Motors, DuPont, Caterpillar and Damon Corporation.

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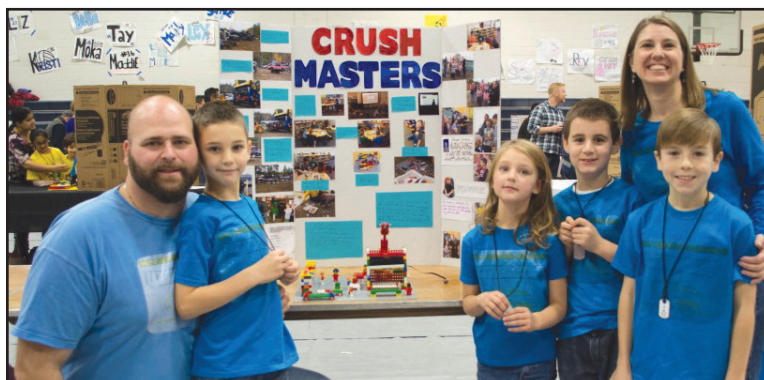
### HUGE VOLUMES OF WHEELS

Recore Trading buys a huge volume of wheels every month and dealing with the end user affords us the ability to pay the highest prices possible. Roll off container with pick up service available with immediate cash payment.

**Remember, you do not have to clean your wheels!**

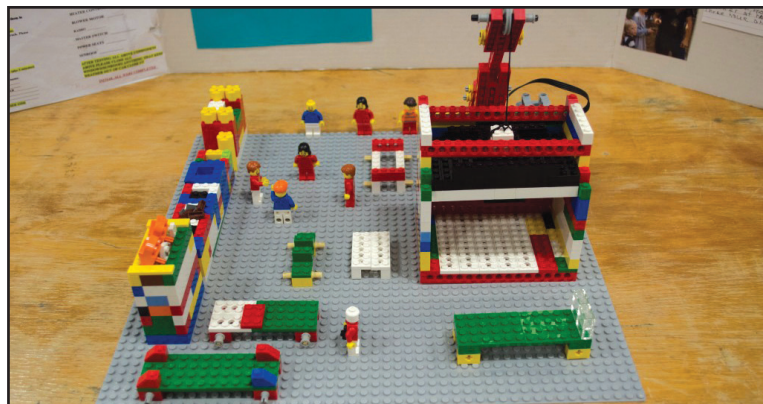


12, 2015! Teams had a couple months to come up with an idea for their model that fit this year's theme "Waste Wise". The teams had to research a topic that dealt with waste and recycling. Not only did they have to research the topic, build a model with a motor and at least one simple machine (pulley, gears etc.), they also had to create a "show me"



*Celina Aucion Braun (in back of students) along with another coach and Team Crush Masters pose in front of their "show me" poster.*

poster. The poster had to communicate to the judges what they had done for research, what they had learned, how their model worked and a little about the team members themselves. They also had to come up with a team name & T-shirt design. It was a great experience with teamwork!! All teams had coaches & assistant coaches to help guide them along the way. Team Crush Masters decided on researching auto recycling and were lucky enough to get an incredible tour of Allied Auto Wrecking & even got to work the car crusher!! Thanks to their newly learned knowledge, and Dave, Samantha & crew, the kids set out on building their own car crusher! They were excited to have David Wilusz, owner/president and Samantha Walton Operations Manager of Allied Auto Wrecking Inc. at the expo to show off their finished product to them, as well as present it to the judges! They walked away with an award for Most Efficient Building! For most kids, this was their first experience working with gears & motors! From the smiles on the kids' faces as they accepted their awards, we could tell they were already thinking about next year's event! And with the experience they will gain year after year, look out for Hillsboro-Deering in the FIRST Robotics Competition, an international event for high school students.



*Team Crush Masters display the model of their car crusher.*

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## Why Do The Phones Stop Ringing? By Jim Counts

Do you ever have times when sales are off and the salespeople are telling you that the phones are not ringing? You may then go look at the computer's salesperson report and find the number of lookups are

actually down. Do you automatically assume that the lack of calls is why the sales are down and that you can't change it? If so you may be missing a very important measurement and the real reason your phone calls are down.

One of the figures that you should know about your business is how many in-stock calls does it take to sell a part? By "in-stock calls", I refer to you looking up a part, and you have it in stock. You get this figure by dividing the number of in-stock lookups by your number of in-stock sales. The Hollander HYMS systems calls these "Activity In" lookups and "In stock sales" "Number of Parts". Divide your total "Activity In" lookups by your total "In Stock Sales"

"Number of Parts" to get a fraction, usually somewhere between .10 and .35. This means you sell the part somewhere between 10% and 35% of the time when you have the part in stock. The Checkmate and Pinnacle systems calculate and display this figure automatically on their salesperson report; they call it the "Close Rate". Now, let's explore what your Close Rate figure means. If the close rate is 10%, it takes your salespeople 10 lookups to sell a part. If it is 20%, it takes 5 lookups and if it is 30%, it takes 3 lookups to sell a part, etc. This alone is a good figure for measuring the effectiveness of

salespeople, but that is another article.

Back to the phones not ringing; obviously, when you have what the customer is looking for, the phone is going to ring more, and you will have more lookups. Why, because it takes from 3 to 10 lookups (as shown above) to sell a part when you have it in stock and only 1 when you do not have what the customer is looking for. The reason is the customer will not be calling back to order the parts you do not have. Not having what your customer's want can reduce your phone calls by as much as a third. This is especially true on sales to other recyclers. If you do

not show up on THEIR screen as having the part, you will not get the call to buy it. So the real reason the phones are not ringing may be the result of your buying instead of customer demand. Obviously, we have quirks in nature that can reduce calls and sales, like no snow or ice in the northern states and mild summers in the southern states. However, this is rarely the cause of the



problem when you actually check your numbers.

You should be tracking the Not-In-Stock ratio in your company so you know whether you are buying the right parts. This is the percentage of not-in-stock lookups (HYMS/Powerlink "Activity-Out) to total lookups. If your Not-In-Stock percentage is going up, expect your calls to fall off because you do not have what your customers need.

The other big factor in sales and phone calls falling may be that you have cut back on inventory purchases in the last few months. This will have immediate impact on sales since 20-45% of next month's sales come from what you buy this month.

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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.



# Motor Vehicle Recycling Facility MtBE Release

## Prevention Program By Samantha Walton

In November Allied Auto Wrecking, Central Auto Recyclers, Majestic Motors, Murray's Auto and Warren's Auto Body were all presented with brand new Gas Buggy's and gas tank drills through a program in the State of NH DES Auto Recyclers. This program is the Motor Vehicle Recycling Facility MtBE Release Prevention Program.

In 2003, to address MtBE groundwater contamination throughout New Hampshire, the Department of Justice (DOJ) sued gasoline manufacturers' and marketers for damages.



From left to right: Ed Dudek, Murray's Auto Recycling & NH ATRA Treasurer, Tara Albert, DES, David Wilusz, Allied Auto Wrecking & NH ATRA Director, Charles Hass, President NH ATRA and Majestic Motors, James Hyde, WEN Industries, Zach Phelps, Central Auto Recycling & Director NH ATRA, Gary Lynn, DES, and Warren Adams, Warrens Auto Body (Photo: Samantha Walton)

To administer settlement funds obtained in 2013 from the litigation, the New Hampshire Department of Environmental Services (DES) established an MtBE Remediation Bureau. The purpose of the MtBE Remediation Bureau is to investigate MtBE impacts on groundwater and drinking water, remediate existing MtBE release sites, and prevent future releases of MtBE.

One of the new Bureau's initiatives is to establish a Motor Vehicle Recycling Facility (MVRF) Release Prevention Program. The program will provide financial assistance to MVRF's for facility upgrades related to proper management of gasoline (i.e gasoline removal from vehicles, storage of gasoline, gasoline release prevention, etc). DES established a work group consisting of industry representatives to provide input on the current release prevention needs of typical recycling facility operation and to help develop this program.

All Licensed and Members of the NH ATRA program that filled out an application and asked for a gas buggy and drill are receiving these powerful tools to help in the prevention of MtBE's getting into the ground. We had a great day at WEN Industries in Merrimack, NH. We all enjoyed a Pizza lunch with Gary Lynn and Tara Albert from DES, James Hyde from WEN Industries along with the following owners David Wilusz, Zach Phelps, Ed Dudek & Warren Adams of the above mentioned yards.

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## December Man in High Heels Contest Winner

Cheryl Portella of Woonsocket Auto Salvage in RI. is the winner of our mystery man in high heels contest. She correctly identified the man in the high heels as Paul D'Adamo. I do need to clarify things a little here because we do not want to tarnish Paul's sterling reputation. Paul actually raised \$200 for the ARA Scholarship fund on a dare from his fellow recyclers by wearing a pair of women's shoes to the bar and back. As Paul said, "When it comes to raising money for the ARA scholarship, I will stop at . . . almost nothing."

## Laughter Is The Best Medicine

Sorry folks, more blond jokes, just change it to brunette, red head and everything in between if you like. A friend submitted them so I wanted to run them. Most are funny.



### Gas Prices

Two blondes were filling up at a gas station and the first blonde says to the second, "I bet these awful gas prices are going to go even higher."

The second blonde replies, "Won't affect me, I always put in just \$10 worth."

### Ironing the Pants

One day, Jill's husband came home from the office and found her sobbing.

"I feel terrible," she told him. "I was pressing your suit and I burned a big hole in the seat of your trousers." "Forget it," consoled her husband. "Remember that I bought an extra pair of pants for that suit." "Yes, and it's lucky for you that you did," said Jill, drying her eyes. "I used them to patch the hole."

### One Eyed Dog

Two blondes were walking down the road and the first blonde said, "Look at that dog with one eye!"

The other blonde covers one of her eyes and says, "Where?"

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