

RECORE *Newsletter*

TRADING COMPANY, L.L.C.

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Don Belisle, Sr.
Owner of
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Commodities' Markets and More!

By Don Belisle, Sr.

With the Dow reaching the 18,000 mark today, you would think our markets would be through the roof. Not so much. The commodities we all deal with can't seem to get going pricewise. Ferrous metals have seen baby steps up in recent months but

the threat today is cuts are coming. Sources report that the East coast exporters are being hit the hardest. Tell us something we don't know. With most of our ferrous going to Turkey and the problems the Turks are facing, it is no

Spot Prices Jul 08, 2014 at 09:19 New York Time				
www.kitco.com Please Press Reload or Refresh to Update				
▲ GOLD	▲ SILVER	▲ PLATINUM	▲ PALLADIUM	◆ RHODIUM
1322.10	21.09	1497.00	869.00	1105.00
+2.10	+0.04	+6.00	+4.00	+0.00

wonder things are having a difficult time getting traction. Just this morning there was a report of a car bomb going off in Turkey's largest city killing 50 people. With problems like this you can understand why the steel industry in that country cannot get going.

With all this, local recyclers have adjusted their buying and are moving material and making money. I know Recore's trucks that haul the crushed cars seem to get busier every week.

The precious metal market has been behaving kind of like



what we expected. Although the fundamentals are in place for strong prices, the market is hampered with investors pulling out and moving their money to the booming construction markets. This, combined with the investors who hold large amounts of PGM's selling off every time the market jumps up, is keeping gains modest. Most "experts" feel the PGM's will recover very slowly over the next few years. Like the crushed cars, the volume of converters coming through our doors has been increasing steadily. I agree with our suppliers in that waiting 2-3 years for a potential gain that may or may not happen is not the best move. There is a lot to be said for turning your money and using it to further your business.

Looking at the positives of being an auto recycler today:

Cars are readily available, and sellers have adjusted to pricing.

The "Backyard scrappers" have been flushed out of business. Yay.

Most of the recyclers I speak with have laid off their problem employees and kept the good ones. It's certainly easier working with the cream of the crop than the problem makers.

Most of us have good working relationships with the towns and states we work in. After many years, it seems

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Commodities' Markets and More! *Continued from Page 1*



future of the smaller recycler looks promising. Someone has to do what we do. Scrap cars need to be recycled and recycled properly. Scrap metals need to be recovered and sold back into the mainstream. The recyclers who are surviving are showing the giants how it is done. I believe after this cleansing of the industry, the survivors will be in a great position. Also with elections being 5 months away, there is great potential to have a return of a government that is friendly to business and actually wants you to survive. Wouldn't that be great!



as though the municipalities understand the need for our industry and in most cases work well with us.

All in all I'm positive on the future of what we do. With the giants of the industry, who at one time appeared poised to take over most of us little guys, having their issues, the

Ride 2 Recovery Fundraiser *By Don Belisle, Sr.*



Some of the riders talk with New Hampshire senator Kelly Ayotte.

On June 4th, I participated in the annual Ride 2 Recovery benefit bicycle ride in Nashua NH. This charity supports our veterans on many levels and is a great organization with over 90% of money raised going directly to the vets!

The turnout was great with over 600 bike riders pedaling to raise dollars. The course I signed up for was 30 miles in length with challenging terrain (hills). I had been training for over a month for this event and really looked forward to it. Starting a bike ride with 600 other bikers was truly amazing. At the end of the day I had to throw in the towel after 23.5 miles. My 64 year old knees could not go any further. All in all a great day and sense of accomplishment by all. The riders raised over \$424,000.00 for the veterans. Great Day!!!



EXPERIENCE

As buyers and processors of catalytic converters and a leader within the industry, Recore Trading is celebrating over 26 years in the business. We have specialized in catalytic converters since the very beginning of cat recycling.



Step Up and Meet Recycling Growth By Pat Finnell



Paul D'Adamo



Lynn D'Adamo

Paul D'Adamo and his wife Lynn started to create the foundation for their new business Recycling Growth in the fall of 2015. D'Adamo had recently finished his employment at Pick-n-Pull in Cumberland, RI and he knew he wanted to stay within the auto recycling family and spread his passion, experience and knowledge of the business to others.

After 27 years in the auto recycling industry, he had gained a great deal of knowledge and experience. But many people don't realize that prior to working with his in-laws at Bill's Auto Parts in RI, D'Adamo had a career in training and education. He worked as a computer trainer for a fairly large Boston, MA corporation for over five years making a 3 hour commute every day.

Initially, he started out organizing the vehicle inventory into a database at Bill's Auto Parts and would later work full time when he and his wife started their family. Being only 20 minutes from home was a lot better than the 3 hour commute to Boston.

D'Adamo said once he started full-time in the business there were a number of people who offered him much needed encouragement and hope! First and foremost were his wife Lynn and his in-laws, Arthur and Carolyn. "Bill's Auto Parts was a complete dump when we took it over so encouragement and hope were welcome in whatever form they came in," said D'Adamo. "Ray Cerrito from Cerrito Brothers was the first outside person to give us some guidance and then meeting people in the Auto Recyclers Association of Rhode Island which then led to ARA which led to URG. Jim Pinault, my longtime Manager deserves recognition for being the "Go To Guy". Without his integrity, desire to succeed, and ability to execute a plan, Bill's Auto Parts would not have achieved the success that it did. The list of vendors and industry leaders who became friends and trusted advisors is too long to mention," he added. He also said he would be remiss if he didn't mention industry consultants like Ron Sturgeon, Jim Counts, Robert Counts, and DJ Harrington who laid out a blueprint of best practices through their speaking and writing. "Because I came from outside the business, it was easy to distinguish what was broken in my business and what needed to be changed, all I had to do was listen", D'Adamo commented.

So to combine their experience in the automotive recycling industry with their training background as Consultant/Coach and Trainers was a natural fit.

D'Adamo highlighted several strengths that also made this the perfect business for him. First and foremost is his ability to recognize talent and build a team. Second, he is extremely organized and persistent which lends itself to turning around an old school business. Third is his technical expertise in small business software i.e., Word Processing, Spreadsheets, Database Development, and Desktop Publishing which were critical in creating systems and processes that made Bill's Auto Parts efficient, and ultimately profitable. And his fourth strength is his communication skills which he said are the underlying foundations of his career . . .being able to effectively communicate a vision and directives to create a culture of change and results.

"As the owner of a start-up consulting business, my daily routine is completely different than when I owned Bill's Auto Parts," D'Adamo noted. "At Bill's I was very regimented with my time to ensure that I could allocate time to 'Owner' responsibilities while also providing tactical support to my team to create continual change and improvement in the business," he added. "In the beginning years, I would often find myself with a crew schlepping tires and debris into containers. You must be able to get in the muck with your crew sometimes", D'Adamo said. He also pointed out that prioritizing, decision-making and execution of plans are the most difficult and the most important when running your own business.

"Allocating resources as owners—time, labor and money are extremely important for achieving success. You can't buy cars and sit back and let the business run itself. You need to be on your game in every phase of the game; HR, Safety, Inventory, Dismantling, Sales, Shipping/delivery, Technology, and Financial Management," he said.

"Clearly we are in the midst of a paradigm shift in terms of Electric Vehicles and Smart vehicles. In a country of 300 million, we will always have transportation needs. The question is how do we fit our model of creating value from wrecked vehicles. We have lasted this long because we are survivors, adapting to new technologies and finding the financial value in "mining for gold" in the inventory that we buy, whether it be for cores, scrap or parts," he pointed out.

When asked what he offers that no other company like his does and what makes his business so special to stand out from any other competition, here's what D'Adamo had to say. "My priority is to provide my clients with a long term

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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. We have the expertise to sort your cats into categories of similar precious metal content to maximize return. Then de-cann and process them in house, analyze in our lab and pay you for every gram of precious metals you sold us. Doing everything in house cuts out all of the middlemen and we sell our product to an automobile manufacturer.



ATRA NH June Meeting By Don Belisle, Sr.

The June meeting of ATRA NH was divided into 2 segments. The first was the annual election of officers. There were no surprises here in that all the people who offered to be officers were elected to do so. We are very fortunate that people within our industry stand up and volunteer to the benefit of all. The accomplishments of ATRA NH are truly amazing.

The second segment was the state of NH reporting on what they were doing regarding the re-inspection of salvage vehicles. Last month at our meeting many of our members expressed having difficult and unrealistic issues with these reinspections. Priscilla Vaughn was joined by Elizabeth A. Bielecki who is the director of motor vehicles in NH. Part of the problem is that the state has adopted a nation wide guideline for the re-inspection of salvage vehicles. The national guideline is clearly designed for states that do not require safety inspections. Our members



reiterated that all of our NH salvage vehicles will be safety inspected (as required by law) before being sold. A second safety inspection at the time of the salvage inspection is not needed. The original intent of the salvage inspection was to document the repair and the source of the parts involved. Recent guide lines impose undue strain on the repairer and the state inspector. The state reported they were working on the problem and will have some changes implemented soon. Overall, I think the members were impressed with the state being so receptive to our concerns. The director has requested a representative from our organization be named

and be able to work with them on the upcoming changes. Charlie Haas volunteered to represent us. With that, ATRA NH will be on summer break and not have any meetings till September.

Step Up and Meet Recycling Growth Continued from Page 3

relationship that is beneficial to their business. I am a strong believer in building the right team. Helping business owners develop systems in which their staff can execute daily and strategic plans would be one of my strengths. With the right staff in place, the sky is the limit. This is a big industry and I hope to carve out a niche for myself and never forget that my client's needs are priority #1.

By nature, Consulting/Coaching businesses are inherently unique because of their owners. My background and education make me unique in not only what I communicate, but how I communicate that information.

Recycling Growth's business motto is Engage, Learn, Share and Grow and their mission is to help fellow auto recycler's define and reach their goals.

Both Paul and Lynn want people to know that they love this business. They feel they have always been treated like family and after great careers as up and coming business

owners, they hope to be able to "give back" to the industry.

They also love getting involved in their community whether it is soup kitchens, food banks, blood drives, scholarships and other philanthropic endeavors. Paul said he was the nut that started making custom T-Shirts for the IT Auction, which raised approximately \$8,000 over a span of 10 years.

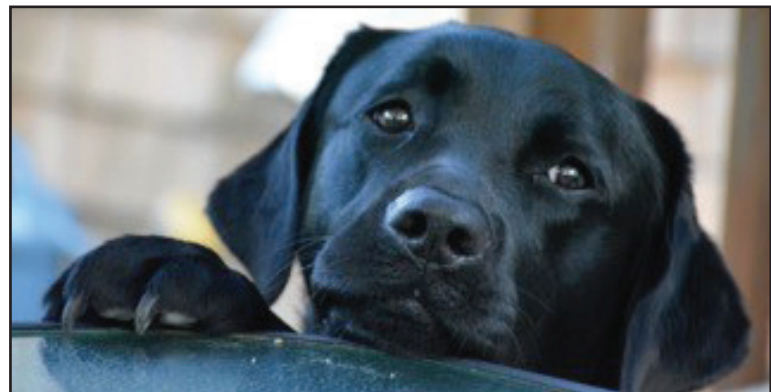
Paul also founded the Dave Lemire Scholarship Trust in Rhode Island and has distributed \$10,000 to 13 students of families within the auto recycling industry.

As witnessed at the last ARA trade show, Paul is also shameless when it comes to raising money for charity even volunteering to wear women's shoes on a dare for the ARA Scholarship.

For more information on Recycling Growth visit their website at www.recyclinggrowth.com. If you think you may need some assistance with your business, call 401-458-9080 or email Paul at paul@recyclinggrowth.com.

PRECIOUS METALS KNOWLEDGE

Recore Trading Company has spent years analyzing 1,000's of cats in our lab and have proven time and time again that no grading system will maximize a customer's profits. The value of just one cat from the same year, make and model vehicle can vary dramatically from \$70 to \$185 based on the precious metals content and on the PGM market when it was manufactured. Selling your catalytic converters as precious metals and getting paid based on the return of the precious metals is the only clear, transparent way to maximize your bottom line.



Emma, the newest member of the D'Adamo family is a beautiful black lab puppy.

Experiencing Change for Rebirth By D.J. Harrington



Where I live in Georgia, Allatoona Lake is a favorite, relaxing and busy spot for the locals, especially during a holiday weekend. Memorial Day weekend was finally here, and several outings had been planned for the grandchildren. We were anxious to watch them play in the lake for the first time. After we boarded

our boat, we traveled to the farthest side of the lake to a shallow cove and dropped anchor.

As preparations were being made to enter the water, we couldn't help but notice a large, majestic eagle swarming above. Not sure what he was after, we decided to keep an eye on him. Several other boats had anchored close by. One even had a four-legged friend on board. Sporting his special life jacket, the brown terrier jumped into the water without any hesitation. His determined leap into the water assured me that he had done this before. The eagle took notice too.



While everyone was still settling in, the eagle continued to watch all three boats from above. The family with the terrier kept watch on their special family member who seemed to thrive in the water. The little dog swam from their boat over to the shoreline and started his trek back to the boat. We watched but commented that the eagle was definitely watching too.

So we continued our watch over the grandchildren as they jumped into the water with their mom and grandma. Secured by their life jackets, we were sure they would be okay but still needed to keep an eye on that eagle. Within a few minutes to our surprise, the eagle swooped down to catch an unsuspecting fish in his mouth and climbed high into the trees to devour his prey. It was a quick capture! That's what an eagle does. However, was he satisfied? An eagle is really an amazing creature.

Did you know that the eagle has the largest life span of its' species and can live up to 70 years? An eagle is a predator. He's usually not prey. The eyesight for an eagle is unsurpassed by any other creature because it can see a small mouse poking his head from inside a hole up to 2 miles away. An eagle has perfect vision. So obviously, the eagle had no problem seeing this, small dog and my grandchildren in the water. No doubt, he was assessing, "Should I? Or, should I not?" Without alarming the children, all three boats signaled to keep watch over the children, the dog and the eagle. Everyone continued to have fun in the water. While watching the scene unfold, I couldn't help but remember details of what an eagle experiences during its' lifetime. I recalled that it can live up to 70 years of age. However, to reach that age the eagle must make a very hard decision.

In its' 40's, its' long and flexible talons can no longer grab

prey which serves as food. To an eagle, that's a death sentence. On this particular holiday, we didn't take the time to ask the eagle his age. However, by the way he was behaving; he didn't have that problem. When an eagle turns 40, his long and sharp beak becomes bent while his "old-aged," heavy wings become stuck to its' "thick feathers". This process makes efforts to fly very difficult. The eagle above us wasn't having any problems flying. So he either wasn't that old yet or had already been through his "change".

When an eagle experiences "thick feathers" it has only 2 options. He must decide to die or go through a painful process of change which lasts 150 days. If he chooses to live, then he must choose change. The eagle must fly up to a mountain top and sit on his nest. The eagle knocks his beak against the rock until it plucks it out. The eagle must wait patiently for a new beak to grow back and then it will begin plucking out its' talons.

Whenever the talons have been re-formed, the eagle starts plucking its' "old-aged" feathers. After this process which lasts for 5 months has been completed, the eagle once again takes a flight of rebirth and lives for another 30 years. Due to completion of this long, arduous process of change, the eagle has been granted more time.

As I recalled the rebirth process an eagle endures, the magnificent creature circling above Allatoona Lake fled to the trees tops with his catch of the day. At the same time, I noticed that the family had retrieved their spunky terrier from the water and were leaving the area. Not certain of the eagle's next move, we did the same and found another location on the other side of the lake to continue our fun in the water. The kids didn't know what really happened that afternoon. They thought we were changing locations.

Like the eagle in the sky, sometimes change is a necessary part of life and sometimes it means going in a completely different direction from where we've been. Occasionally, in order to survive in this life, maintain our business, or our self-respect, we have to start a change process that we're not prepared to make. Sometimes it means getting rid of old

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PEOPLE

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. Whether you want to sell 10 catalytic converters, 100 or 1,000's, we welcome the opportunity to earn your business. We look forward to your call.





Since Competitors are Fishing in your Customer Pond, You Better DO Something! By Mike French

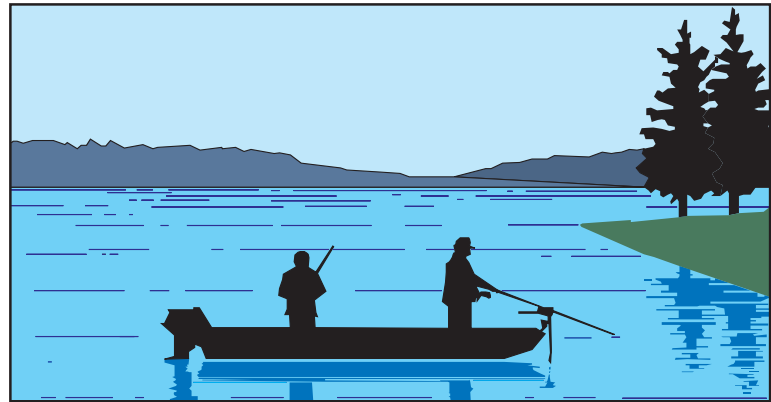
Competitors are fishing in your customer pond. They're using high tech "lures" and delicious "bait," attached to barbed hooks of modern marketing strategies that are designed to snag your best customers. This is an irrefutable fact in today's world of automotive recycling. Your competitors are after your customers! To deny it is crazy. To do nothing about it may be business suicide!

The good news is that you don't have to stand idly by and let it happen! The right kind of customer-friendly advertising will fix the problem and keep your customers safe from competitor attacks. I will explain this - but the key is to get around to doing something before it's too late. The problem with most recyclers is that they procrastinate too long! Don't let this be the case with you!

Truthfully, most recyclers tell me they really do *intend* to do "some advertising" for their company. But good intentions aren't enough. It reminds me of a story of three frogs sitting on a log. One of the frogs decided to jump. The question is, then, "How many frogs are left on the log?" Although most people answer "two," the correct answer is actually "three." Just because the frog *decided* to jump off the log doesn't mean it *actually jumped*. In reality, many companies *decide* to put an advertising program into place at the beginning of the year. However, most of them put it off and don't get around to it. They intend to advertise, but it isn't a priority and it gets put off indefinitely. That's why I tell people they must do something. Anything! Anything is better than nothing. But to get results, something has to be physically done.

Most recyclers don't do anything to maintain contact with their existing customers other than send them a statement when something is purchased. Because they don't maintain contact, their customers are easy targets for a competitor who uses any kind of marketing strategy, no matter how lame, to attract them. And the great marketing now being done by some of your competitors is especially deadly to your business! Studies have shown that for every month your customer fails to hear from you, you lose ten percent of *their* emotional relationship with you! After ten months of not hearing from you, there is no relationship left. Your customer no longer feels any loyalty to you. A competitor fishing in your customer pond can easily snag your customer at this point.

This is dangerous to the success of your business! I warn companies to consistently maintain a good connection and build lasting friendships with their **Continued on Page 7**



Experiencing Change for Rebirth **Continued from Page 5**

memories, habits and other past traditions so we can free ourselves from past burdens and take advantage of the new opportunities before us. Change just might be around the corner for us within the automotive recycling industry that will start a rebirth in our business. If this happens, always be ready and embrace good change when it does happen.

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!



Wishing you all a very happy and safe 4th of July weekend and remember if you drink, please don't drive.



Since Competitors are Fishing in your Customer Pond, You Better DO Something! *Continued from Page 6*

customers or they will surely lose them. At least spend time and money to communicate well with your top customers! Remember the 80/20 rule of business? Eighty percent of a company's business comes from twenty-percent of its customers. Make a list of your "twenty-percenters" and then do special things to show them how much you appreciate them and their business.

Another way to build stronger customer relationships is to include them in every ad campaign you do. Some companies make the mistake of doing advertising projects solely to reach new prospects and leave their regular customers out of the loop. If they do a direct mail campaign, for instance, they are careful to remove all their current customers from the mailing list because they don't want them to take advantage of the moneysaving coupons or specials. They are afraid their customers will use coupons intended for reaching new prospects. This is wrong thinking.

Think about it. If you don't reward your customers for doing business with you, they will be more likely to respond to others who do entice them with attractive coupons and offers. I always suggest that existing customers be included in all advertising campaigns aimed at getting new customers in order to maintain, strengthen and build a relationship with them.

Another reason you want to include them in your campaigns is because they already know you and will be the first to pick up the phone when they see your ad. They will help you pay

for your campaign. Besides, that little extra you may give away to them will pay you back over the long haul in rock solid customer satisfaction, loyalty, and lifetime customer value. Keep in mind that you can design your ads to reward both prospects and customers. You can include first time customer offers as well as deals and coupons for current customers to enjoy.

Remember, the very worst thing of all is to simply do nothing to contact the customers in your "pond." Someone has said, "If you continue to do what you've always done, you'll continue to have what you've always had;" or, in this case, you may have less and less.

Are you happy with what you have always had? If not, you should use advertising to promote positive change.

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ROLL OFF CONTAINER AND PICK UP SERVICE

Recore Trading Company offers roll off container and pick up service throughout the Northeast for all automotive scrap they purchase. They provide prompt, courteous service with immediate cash payment by some of the best people within the industry.



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Laughter Is The Best Medicine



Blonde in a Swimming Race

A blonde, brunette and a redhead have a breaststroke race across the English Channel. The brunette comes in first, the redhead comes in second, and the blonde never finishes.

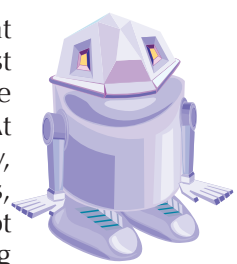
In the lifeboat, the blonde says, "I don't want to be a tattletale, but the other two used their arms."

There was a blonde woman on a plane to Detroit. She was in the economy class, but after takeoff she saw an empty seat in first class and moved there. An attendant saw her and said, "Excuse me, ma'am, but you have a ticket for economy class, not first. You cannot stay here." The blonde replied, "I can and I will." The attendant told the copilot, who came and talked to the woman. "Ma'am, we really can't have you staying in this seat, your ticket was for economy." "You can't make me move." The copilot told the captain, who tried to talk her out of the seat but it didn't work. Finally, a man who had heard what had been going on told the attendant to let him have a go at getting the woman

out of the seat because he was married to a blonde too, so he knew how to deal with her. After a quick chat with her, she moved. The shocked attendant asked him how he did it. The man replied, "I told her first class wasn't going to Detroit."

Politicians and diapers have one thing in common: they should both be changed regularly... and for the same reason.

A man buys a lie detector robot that slaps people who lie. He decides to test it at dinner. He asks his son, "Son, where were you today during school hours?" "At school." The robot slaps the son. "Okay, I went to the movies!" The father asks, "Which one?" "Harry Potter." The robot slaps the son again. "Okay, I was watching porn!" The father replies, "What? When I was your age I didn't even know what porn was!" The robot slaps the father. The mom chimes in, "Haha! After all, he is your son!" The robot slaps the mother.



Since Competitors are Fishing in your Customer Pond, You Better DO Something! *Continued from Page 7*

One of the most logical things to do to keep in touch with customers is to mail them something on a regular basis. If you have a small list, maybe a list of those twenty-percenters, you can probably afford to send them something with a first class stamp. If you have a larger group to reach, you can mail something at bulk rate. But again, you need to actually do SOMETHING physically to get any results. It's as simple as that.

Finally - most companies do hardly anything in the way of advertising. So, most of the time you are way ahead of most of your competitors if you do ANYTHING. To put it even more plainly, there is one reason, and one reason alone that competitors are able to "fish" your customers out of your "customer pond." They can fish in your customer pond because of inaction on your part – like the frog that was still deciding to jump, but didn't.

Again, DO SOMETHING to let your customers know you're glad to have them.

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OUR DOCK IS OPEN MONDAY THROUGH FRIDAY

Recore Trading's dock is open Monday through Friday from 7:30 AM to 4:00 PM for drop off with professional buyers available for immediate cash payment.



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