

RECORE *Newsletter*

TRADING

COMPANY, L.L.C.

22 Manchester Road • Derry, NH 03038
www.recoretrading.com



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

Recore Trading Expands Into Hudson, NH

By Don Belisle, Sr.

Because of the strong support from our loyal suppliers we have outgrown our facility in Derry, NH. I remember back in 2006 moving to Derry saying, "Where are we going to get the product to fill this place?" Well, we did find the product through our ever-increasing supplier base, for which we are extremely grateful. Not only do we need more room for seemingly massive amounts of product, but the footprint of our converter processing lines takes up quite a bit of space as well. We have two separate converter production areas - the decanning room, where the precious metal infused ceramic substrate is removed from the shell and the milling/sampling line, where the ceramic is ground to a talcum powder consistency and then sampled for analysis. In addition to all this, we also have the lab, the sorting, grading and packaging areas.

Then there is the other side of Recore's business, the car crushing / trucking, roll off operation. This takes up a lot of outside parking space and some inside maintenance space as well. As any of you who have been to our Derry location can attest, the property is not ideal for parking several semi's, a car crusher, a loader, several roll off containers, a low boy, and box trailers, etc. We are moving the trucking portion of Recore to Hudson now. The new site has 5 acres open space and a nice truck repair building. This will serve the trucking side of Recore very well. We are also working on town approvals for a new warehouse/production



building. This building when completed will house all converter processing as well as warehousing other products. We were really long overdue in seeking more space to efficiently process the products we handle, but like many of you, I am also somewhat resistant to change. Not just that, but one needs to be sure you are making the right

move and we are not on the brink of what we all saw in 2008 and 2009. I really feel business is only going to get better, as long as we all adapt to the times and operate our businesses responsibly. There is a definite need for our suppliers (auto recyclers) and metal recyclers like Recore.

The question I hear most is "Don are you crazy"? They go on to say "You have a successful business. You are in your mid 60's, so why don't you just ride it out and take it easy?" There are a couple of reasons I am expanding now.

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Recore Trading Expands

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First my theory has always been that if you are not moving forward you are moving backward. Recore has been the leader in our field for many years and I don't want that to change. There are many things we do that no one else in the country does. I am committed to leading our industry and not to being a follower. Secondly, like most of you I have worked hard my whole life. I think if I "retired" I would go crazy. I really love what I do and enjoy coming to work each day. I am blessed with great help who allow me to take time off whenever I like. Exciting times for sure! As I write this article at 6:00 AM at the kitchen table, I'm glad I'm done writing and now it's time to go to work!



Fire, Fire in the Yard! By D.J. Harrington



Every time I hear about a fire at a tow yard or recycling center, I cringe. With so much inventory sometimes stacked closely together, it could be a disastrous and devastating situation if there was a fire. Personally, I've heard witnesses describe, "flames that were high as the sky", "a facility on fire with rising black smoke seen for miles around", or "loud bangs with explosions resulting from ignited oil cans and popping tires." When such a fire happens, we feel badly for those experiencing it. Hopefully they can make some changes so it doesn't happen again. However, careful planning could have helped them maintain the damage.

After reading a piece written by Mark Gamble, I want to share with you Mark's ideas on how to cut down the risk and avoid major tragedies. Mark described a fire that happened in the dismantling bay at Bessler Auto Parts facility in Kentucky. It was a normal day at Bessler. Everyone was working until the staff yelled, "FIRE!"

Instantaneously, two workers put into play their plan. One opened the garage door while the other retrieved a fire extinguisher. While the fire extinguisher was doing its job, the vehicle was being lowered. Someone else called 911 and the phone was handed to another employee to communicate their address. As the vehicle hit the garage

floor, another worker had bordered a loader, ready to remove the vehicle from the bay. The vehicle was removed to an area away from inventory in the open air. The only sustained damages were to a smoke detector, the wiring leading to the smoke detector and the insulation on the ceiling above. How could a plan work so quickly, you ask?



It was a working plan. Earlier this year, this facility had attended fire training and planning classes that could help them in such dangerous situations. This facility had installed a safety training program and performed monthly safety drills so they could be prepared for any situation inside the shipping and dismantling area. They had also been performing similar, quarterly drills inside the sales area. What a testament to proactive training and planning! Having a plan and working the plan resulted in quick response with minimal damage and no injuries.

When asked why they were able to sustain minimal damage without any injuries, workers unanimously agreed that it was their continuous fire safety training that helped them maintain the fire. They didn't have to think because they had a plan. As a business owner or manager, are you prepared if one of your employees says, "**Fire, Fire in the Yard?**" It's a simple question. If you answer "No", then you might have compound problems later if you don't implement such a program at your business. If you do have safety training in place at your facility, when was

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Fire, Fire! *Continued from Page 2*

the last time you actually had a drill? Would your people work together to avoid major damage like the workers did at Bessler Auto Parts? There are companies that can help you be prepared.

I know for a fact that Bessler uses Mike James and E-Comply for their training on safety and environmental compliance. Lots of yards use Mike for storm water permits, now for little money, \$50 a month, that can solve your environmental compliance problems. Call me if you want to train your people to be safe.

Not sure if training is necessary, ask yourself how much is your facility worth to you? Or, how much is a life of one of your team members worth to you? I really want everyone

to leave home in the morning and come home safe and sound at night. I'm sure you do too.

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.

He may be reached at 800/352-5252. E-mail: dj@djsays.com. 52 weeks a year, we are as close as your telephone. Visit www.djsays.com to order my books ~ "Your Prescription for Life" and "Mastering the Art of Success".

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How Much Does Procrastination Really Cost Us? **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 of the articles takes a closer look at one of the tactics listed in that first article.

In another article in the series, I talk about having a sense of urgency. This article is about the flipside of urgency, *procrastination*. It's easy to rationalize putting off something you know you should be doing to build your business. It is particularly easy for entrepreneurs because we're busy and the day-to-day work of getting and keeping clients often gives us the perfect excuse to ignore projects that have strategic payoffs.

One of my favorite sayings is that you don't know what you don't know. It certainly applies to procrastination. Some years back, I served on the board of an internet gaming company in which I was an investor. This firm had *big* plans. It intended to grow and to become the dominant player in its segment of historical air warfare games.

The company had a good game and the game's creators understood the technology necessary to make game play seem realistic. The technical people assured the board and investors that the firm's system was robust enough to handle 500,000 players, even though they had only between 2,000 and 5,000 players on any given day at the time.

"Don't worry. It will scale," they said. However, we didn't know what we didn't know.

At the time, Microsoft featured a computer game on their home page every day. One day, they chose our game! That day, 100,000 players arrived to try our game in the space

of an hour. Our server went down and stayed down until the following morning, when our usual 2,000 to 5,000 players showed up.

We had our big day to shine and we were not ready because we hadn't prepared for success. The company limped along and eventually failed, but it could have been

very different had the team not put off testing whether our systems really would scale.

Recently, I was helping another business owner. I had been trying to get him to focus on updating his website because online presence is a crucial part of marketing in his industry. He was always "working on it," but he never seemed to reach the goal posts. A year passed and he still had the same dated site up.

One day, this owner received the sort of surprise business owners dream about. He was booked to appear as a guest on national television. The show has a nightly audience composed of millions of customers interested in what he sells. He had a week to do what I had been asking him to do for more than a year and couldn't get it done.

How much did the procrastination cost him? It's hard to

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Whether you have 1,000 pieces or 100 pieces, you can get paid for every ounce of precious metals your cats contain with final payment in 7-10 days. **Get paid MORE at RECORE!**



Procrastination *Continued from Page 3*

know. Certainly, the appearance gave him the opportunity to get as much traffic in a day as he had gotten in several years. Not being ready cost him the chance to shine.

How can you ensure you will be ready to take advantage of life's opportunities? The simple answer is to have a sense of urgency in all you do. Had this businessperson broken down the web project into its component steps and set a goal with a deadline for each, he would have had a beautiful site done when opportunity arrived.

A goal without a deadline is a dream. It's fine to dream, but take the goal-setting steps and practice urgency so that you can make the most of your share of golden opportunities. When you are working on goals, you can always make course corrections. If you miss, so what. Adjust the deadline and keep right on driving for the goals that matter.

Much of the success that I have had in business and life comes from knowing that I don't have to do it perfectly. You don't either. You only need to do enough to win and very often focusing 50% effort in the right areas is enough to get you 80% or better of the way to victory. Sometimes, details matter, but other times they only slow you down.

A plan that is 80% right and gets implemented and adjusted based on real-world results is much better than a plan that never gets off the ground because the person trying to make it happen insists of having the perfect plan before taking action. Don't let your desire for perfection

stop you from starting. After all, you can't win unless you play.

Think about the strategic initiatives that are in your "I'll finish it someday" pile. How many of them could you get to an 80% level if you broke them down, set deadlines, and accepted some imperfection along the way?

Whatever the project or initiative you're dreaming of set some deadlines and get it going. Set a date NOW. Cycle back and check on it, fine tuning if necessary. LATER.

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.

The 7 BIGGEST advertising mistakes and how to fix them

By Mike French



A recycler handed me a copy of the flyer he had designed and printed for his company at a "design and print website". He was very proud and wanted me to see what he had done. I looked it over and noticed immediately that he had broken many of the basic rules

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The 7 BIGGEST advertising mistakes *Continued from Page 4*

for making a marketing piece effective. He had already printed and mailed thousands of them. After looking it over I'm sure that most of the flyers went directly into the trash without being looked at or responded to. I wish he had shown it to me before he went to press with it. It was obvious to me that he didn't know what he didn't know. He could have gotten a pretty good response if he had included the right things.

Below are some of the mistakes I see made most often and how to fix them.

1. No headline. This continues to be the number one mistake I see in automotive recycler ads. Typically, the offending ad has only the company logo or the name of the company, such as, "Billy Bob's Auto Parts". In typical yellow pages you will see entire pages of ads designed that way. It's virtually impossible for a reader to know who to call when only logos or company names are shown. Any ad that used a powerful, response pulling headline would gain the selling advantage.

2. No offer. I see this second mistake almost as much as the first one. Remember, if there is no offer, there will be no response! It's as simple as that.

3. No call to action. Most recycler ads don't include a call to action. If you don't say what you want them to do, most people won't do anything at all! Use a strong call to action on every ad such as, "Call us Now!" or, "Stop by today and ask for Gary!" or, "Visit our website right now and type in code number 123XYZ to start saving now!"

4. No coupons. They add value if they are on something

that comes in the mail. People sort their mail over the trash, so a money saving coupon will catch the eye and make the piece a keeper. A coupon also causes a person to act immediately to an offer, especially if it includes an expiration date. Make coupons look like coupons or people sorting mail over the trash may not see them. You can put a dashed line around the coupon with an icon of scissors near the edge.



Sample of A Good Advertising Idea!


5. Nothing for free. The word "Free" is still the most powerful word in advertising, yet many recyclers fail to offer anything for free as a part of their advertising projects. The good news is that "free" doesn't have to cost you much. You can offer free local delivery, free parts counsel or expertise, free parts locating, free time limited warranties, free imprinted promotional items, and so much more. Always shout your free stuff in every ad you design. It will grab your reader's attention, and help drive sales.

6. No staff photos or bad photos. People usually prefer to buy from a human being. A staff photo connects people to a real person who is there to help them. Some of the staff photo mistakes I see made most often are people who look unhappy, messy, distracted, or look like they've been lined up against a wall for a mug shot. Be sure to tell your staff to look right into the camera and give a million dollar smile that says, "I'm a friendly person and I'm ready to help you".

7. It's boring. Probably the mistake that leaps ahead of all the rest is that most do-it-yourself ad designs are not exciting or interesting. There is poor layout, design and color are wrong, no photos or very poor photos or illustrations are used, and it looks amateurish. Remember, you don't get a second chance to make a good first impression. Your advertisement must represent your company well. Your entire company will be judged instantly by the look of your ad.

Of course, there are many other things that can be done to improve just about any ad. But if you fix these seven biggest things, you will find your marketing piece responded to in a much more positive way.

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Laughter is the Best Medicine

The Golden Saloon

A guy comes home completely drunk one night. He lurches through the door and is met by his scowling wife, who is most definitely not happy. "Where the hell have you been all night?" she demands. "At this fantastic new bar," he says. "The Golden Saloon. Everything there is golden. It's got huge golden doors, a golden floor, the works - heck, even the urinal's gold!"

The wife doesn't believe his story, and the next day checks the phone book, finding a place across town called the Golden Saloon. She calls up the place to check her husband's story.

"Is this the Golden Saloon?" she asks when the bartender answers the phone.

"Yes it is," bartender answers.

"Do you have huge golden doors?"

"Sure do."

"Do you have golden floors?"



"Most certainly do."

"What about golden urinals?"

There's a long pause, then the woman hears the bartender yelling, "Hey, Duke, I think I got a lead on the guy that peed in your saxophone last night!"

The Hillbilly and the Game Warden

A hillbilly went hunting one day in Oklahoma and bagged three ducks. He put them in the bed of his pickup truck and was about to drive home when he was confronted by an ornery game warden who didn't like hillbillies. The game warden ordered the hillbilly to show his hunting license, and the hillbilly pulled out a valid Oklahoma hunting license. The game warden looked at the license, then reached over and picked up one of the ducks, sniffed its butt, and said, "This duck ain't from Oklahoma. This is a Kansas duck. You got a Kansas huntin' license, boy?" The hillbilly reached into his wallet and produced a Kansas hunting license.

The game warden looked at it, then reached over and grabbed the second duck, sniffed its butt, and said, "This ain't no Kansas duck. This duck is from Arkansas. You got an Arkansas license?"

The hillbilly reached into his wallet and produced an Arkansas license. The warden then reached over and picked up the third duck, sniffed its butt, and said "This ain't no Arkansas duck. This here duck is from South Carolina. You got a South Carolina huntin' license?"

Again, the hillbilly reached into his wallet and brought out a South Carolina hunting license. The game warden was extremely frustrated at this point, and he yelled at the hillbilly "Just where the hell are you from?"

The hillbilly turned around, bent over, dropped his pants, and said "You tell me, you're the expert!!"



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