

RECORE Trading Newsletter

TRADING COMPANY, L.L.C.

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

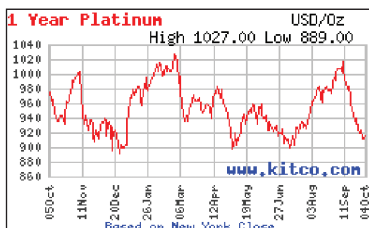
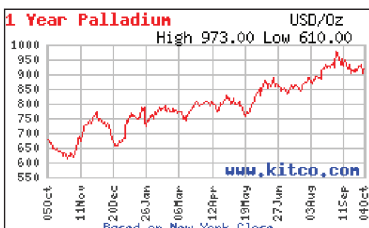
The Star of 2017

By Don Belisle, Sr.

To the surprise of most market analysts, palladium (PD) has been the best performer of the year. PD recently hit a 16 year high in price! As one of the three PGM'S (platinum group metals) used in the production of catalytic converters, its use in recent years has increased dramatically over the other

metals. With worldwide supply in recent years being basically unchanged, the increased demand has pushed the price of PD to great heights. Recently PD'S price actually passed that of PT (platinum). Their prices remain

Spot Prices Oct. 05, 2017 at 12:50 New York Time				
www.kitco.com Please Press Reload or Refresh to Update				
▲ GOLD	▲ SILVER	▲ PLATINUM	▲ PALLADIUM	◆ RHODIUM
1272.10	16.65	915.00	928.00	1115.00
-2.50	+0.09	+2.00	+12.00	+0.00



close today. It is refreshing to once again have the PGM markets react to supply/demand rather than investor's demand which occurs in more volatile times. In 2016 the worldwide difference between mined and demand of PD was a shortage of 163,000 ounces. In 2017 the shortage is expected to be 792,000. This alone should keep PD pricing strong.

Platinum's demand has been waning recently for a couple of reasons. First, the converters in gas powered cars have been changing the predominant metal from PT to PD for years. The PD can be just as effective as PT when used in the proper quantity for application. Second, Diesel Gate has caused a big drop in the sale of diesel cars worldwide. PT is the predominant metal in the treatment of diesel exhaust. As you may remember, VW was caught cheating. Their on-board computer was programmed to recognize when it was on a test stand and it would then limit power from the engine to meet emission standards. 482,000 VW cars in the US and 11 million worldwide are on the roads

producing unlawful amounts of emissions. This has had a negative effect on diesel sales.

We have just returned from the ARNE trade show. It is always good to see many of the suppliers we deal with regularly who we otherwise don't get the chance to talk with face to face. This year's show was a group effort of ARA NY, the NE yards and part of Canada. We had great expectations for this show. Overall, we were pretty disappointed by the turnout. Traffic on the trade show floor was very light at best. Attendance at the seminars was not much better. I spot checked a few and found as few as 4 people in attendance. Having exhibited at trade shows for years, we have found that they are not what they

482,000 VW cars in the US and 11 million worldwide are on the roads producing unlawful amounts of emissions.

used to be. The efforts by the organizers and exhibitors has not changed. But the attendees have realized they can get most of the information they want on line and save time and money by staying home. Perhaps the trade show will go the way of the dinosaur. Who knows?

It never ceases to amaze me the things we see and hear.

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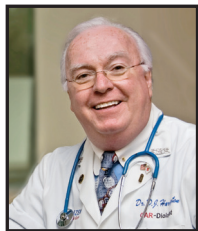
The Star of 2017 *Continued from Page 1*

Lately, businesses related to salvage yards now claim they are experts in converter recycling, have state of the art equipment, blah, blah, blah. Recore Trading has been in converter recycling since the beginning of the business. We invented many of the machines used in PGM recovery

and analysis. We are not trying to supplement our main business with converter recycling. Converter recycling IS our main business! Don't be fooled by glitz, glamor or cash in hand. You get the most from Recore. You get the BS from the Johnny Come Latelys!

Who Has Their Hand in Your Pocket?

By D.J. Harrington



At a recent meeting, we heard about fraud and how creative and undermining it can be within business walls.

Specifically, employee fraud or theft-by-taking. What causes this? Is it sickness? Greed? Jealousy? Addiction? To have an employee stoop that low, there must be a

change of the heart. They've rationalized that their fraud is somehow justified because the business is making lots of money. They may feel underpaid, debt-ridden, not respected, mistreated, or deserve it because of longevity and faithfulness to the business.

No matter what they're thinking, taking money or inventory off your shelves is stealing. As our conversation continued outside the meeting room, one recycler after another had a personal story to tell and the amounts of money and time it lasted seemed to grow with each story. It almost felt like we were comparing surgery wounds. Folks, your employees can do major surgery on your business, under your nose, unless you implement some checks and balances. The following are ONLY 6 WAYS some employees have stolen.

One person revealed that a female employee wouldn't take vacation. They had to insist. With cash going into the bank on a daily basis, she would shorten the deposit \$200-\$300 each day. Since no one noticed, she kept doing it. She was "underpaid". They had 2 RED FLAGS. One, she wouldn't take vacation. Someone might see what she was doing. Two, she made all deposits. To avoid another person putting their hand in his guy's pocket, he needed to adopt some checks and balances. Another recycler chimed in that hers involved distribution of keys. Only certain employees had

her keys. Always distribute keys that say "**DO NOT DUPLICATE**". Why? Anyone sent to make keys could duplicate keys that aren't supposed to be duplicated... specifically master keys. Her trusted employee had a master key. Riding through the area one Sunday, she noticed that someone was inside her lot. Sneaking in from the back, she found this employee repairing his car using parts from her inventory. He was going through a relationship breakup. As she finished her story, another recycler spoke up.

He had a long-time, faithful employee. In fact, this employee was so trusted and appreciated that she attended his family Christmas celebrations and summers around the family pool. Since she paid all bills, every time county taxes came due, this trusted employee would write the check for the business property taxes and include her property taxes too. No one paid attention because she wrote one check. No checks and balances! Imagine how you would feel if you found out the person that shared holidays and summers with you had her hand in your pocket for 9 years.

Another owner spoke up. His office manager and the manager's brother-in-law were caught selling transmissions that weren't yet inventoried. They would put transmissions outside the fence and retrieve them after hours. Another person would sell them. An audit of parts transactions and inventory surely would have revealed some discrepancies. Maybe a hidden camera would have helped.

Speaking of audits. This owner used gift and gasoline cards. Employees would use the gas cards to fill-up company vehicles at gas stations. Some employees would instruct family members to meet them at the gas station to fill-up. This owner said he also bought 100 gift cards at a time. Even the office lady would take several cards at a time for herself. He was easy prey because neither card was being monitored or audited.

My turn! Phone Logic is a training company and back in the day, I had a manager that I trusted explicitly. After being robbed of computers and equipment, the bank encouraged us to verify open checks. From the back of the checkbook, 3 checks were missing. Within 24 hours, a check cashing center called. Our "trust-worthy manager" was trying to cash the checks. To make matters even worse, we didn't know him by his real name.



CATALYTIC CONVERTER EXPERTISE

Recore Trading Company has been in the catalytic converter business since the very beginning of catalytic converter recycling. With over 27 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.



Making Money *Continued from Page 2*

I learned a valuable lesson. Know the person you're hiring. Check ID and references and don't apologize for it. A thorough background check should be standard protocol.

As we commiserated, the most important thing I learned was we can't be TOO careful. All of us are vulnerable because people are more creative today. It's hard to

Think Big to Do Big *By Ron Sturgeon*



"Teach less. Charge more." That was the advice I gave to a friend of mine who has graduated from college and been pursuing his career as a professional musician for a few years. He has moved to Nashville and has steady work as a session drummer and a touring musician.

Not long ago, he came to me and asked for some guidance about being more successful as a self-employed musician. We talked a little about where he is

earning most of his money (performing and studio work) and his ambition for his musical career. His true love is to perform, to play gigs, to tour. He is a talented musician. He has already been on a national tour and performed on Late



Night with Seth Myers. I respect him because he dreams big. When I asked his dreams, he said, "To be recognized as one of the best drummers in the world, to become famous as a drummer, and to be paid well for performing and touring."

When we talked about how he was spending his time, however, I learned he spent a chunk of most weeks teaching drumming. He was charging \$40 per hour. I asked how he arrived at that figure. He told me that was what most other drum teachers in Nashville charged.

I asked him if he wanted to teach drumming and he said that his first love was really performing. "So, you're not a drum teacher; you're a rising touring musician," I said.

I asked him what he thought it would cost him to get a great drummer who was busy touring and performing to come to his house to give him lessons. You know--a drummer with a four-year degree from a leading commercial percussion program--one who has toured nationally and performed on late night TV.

He got my point. The truly excellent touring musician on his way to being recognized as the best in his field probably wouldn't even respond to the request for lessons. I asked him to consider what he was really making when he factored in the time to find students, to set appointments, and the commute to and from their homes.

believe that people we trust could have their hands in our pockets. At the end of our conversation, the entire group decided the motto we heard that day was now ours, ***"It's not that I don't trust you.... I just don't trust you!"***

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

When you have a dream as big as becoming a world-famous drummer, you have to give up some small things to get there. You can't do little. You have to focus your energy on big, on what you really want.

You may or may not have big dreams for your business. Maybe you want to make enough money to be comfortable. Maybe you want to be the best in your city or state.

If you have a big dream, you can't do little stuff, but you also have to be willing to devote consistent attention to marketing. When I started doing small business consulting, I charged \$1000 a day. I liked sharing with others and helping them build their businesses.

I spoke at industry events. I wrote a monthly column for industry publications. I wrote several books to help small business owners be more successful. I created a website and regularly added content designed to attract people who needed consulting help. I sent press releases, did interviews, and had stories written about my auto-salvage consulting practice. I marketed my consulting.

You can't do little. You have to focus your energy on big, on what you really want.

You know what happened, right? My book got full. It got so full that I doubled my daily price to \$2,000 and still had more work than I could do. Then, I doubled it again and still regularly turn people away at \$4,000 per day because I have more consulting work than I want.

Once my drummer friend thought about what he really wanted, he understood why he needed to raise his lesson rate to \$100 an hour and to work on marketing himself as a performer. The higher price will help him reinforce the quality of his musicianship because he charges more than twice what

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WE ARE NOT A SALVAGE YARD!

It has come to our attention that someone has been floating a rumor that we are opening a salvage yard. There is absolutely no truth to this and our customers/suppliers have our solemn promise that we will never compete with them in any way shape or form. Period.

— Don Belisle, Sr., Owner of Recore Trading Company LLC



4 Think Big to Do Big *Continued from Page 3*

others charge for lessons.

Whatever you want to achieve from your business, get clarity on the goal. If it involves working less and charging more, make certain you market yourself. Do it right and you will get to the goal you set.

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.

To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, rons@MrMissionPossible.com, 5940 Eden, Haltom City, TX 76117.

Writing Customer Love Notes

By Mike French



A recycler called me recently and told I heard the story about a school teacher who had taught for more than 45 years, but had only received one note of appreciation from a student in that entire time period. That note was found folded up in her purse after she had died. It was worn and tattered from being read many times.

Anyone who reaches out to a customer to simply say "thank you for your purchase", and then, to express something positive they appreciate about them by means of a phone call, a personal handwritten note, or even by a text or email are in the minority. In fact, this is so rare that most people who get a "love note" like this never throw it away!

A few years ago, I attended a seminar given by Jerry R. Wilson, author of a number of great business books, including "Word of Mouth Marketing" (if you haven't read this one, go get it!). It was very inspirational as he reminded us through many examples of how the personal touch can revolutionize just about any kind of business. In a nutshell, he said that most people are starved for personal attention and appreciation but they get very little of it.

I got a thank you note a while back that really got my attention. It was short and to the point but really touched me. He wrote that he appreciated me and my staff and the excellent work we had done for him. He said our product worked great for him and that his phones had been ringing off the hook as a result. This was certainly received by me as a wonderful "love note" from his company to mine. Now every time I think of him or his company, I get a good

feeling. This is how good customer relationship building should work!

These "love notes" to clients work and are amazingly effective because your competitors don't use them so when you do, you are way ahead of the pack! Your prospects and customers need to hear from you a minimum of every 45 days... and ideally every 30 days. A study I read says that you actually lose 10% of your customer's emotional relationship with you every month they fail to hear from you, and after 10 months of not hearing from you, there is no emotional relationship with you left. At that point, they are sitting ducks for any competitor's marketing campaigns directed towards them.



How do you begin?

First, the logical place to start is put a system into place to thank your customers for doing business with you as they place current orders. You can get generic thank you notes from your local paper supply store or you can have some custom ones printed with your company logo and address printed on them. Use them yourself to thank those you appreciate and also give some to your sales staff to thank customers. These notes don't have to be complicated; a simple "It was a pleasure speaking with you on the phone today. Thank You for placing an order for (list item here). I really appreciate your business! Please let me know if there is anything else I can do for you." (Sign your name).

Another obvious place to begin is to thank any complainer. Only four percent of upset people take the time to speak out and you should appreciate them for it. It gives you the opportunity to fix problems effecting the silent majority and to make some needed improvements. Fix whatever the error is fast because bad news doesn't get better with age. Don't point blame because people do not care who caused the problem, they want it corrected. Blow the budget to repair the damage. Remember, it's cheaper to keep a customer than get a new one. When you fix a problem, you will fix the customer! After fixing the error and replacing the item, ask the dissatisfied customer if they are pleased with the outcome. Reassure them you are making changes to be sure the problem never happens again. Then do something extra and unexpected to reward them, like giving them a coupon for extra savings on their next purchase, or something really wild like a dinner and a movie. The size of the reward is

PLATINUM GROUP METALS KNOWLEDGE

Recore Trading Company has spent years analyzing 1,000s of catalytic converters in our precious metals 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 from \$70 to \$185 based on the precious metal content.



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OUR INSURANCE PROGRAM SMASHES THE COMPETITION



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Our specialized customer service team offers broad, comprehensive insurance coverage from "A" rated carriers for:

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6 Writing Customer Love Notes *Continued from Page 4*

determined by how big the problem was...Fixing a problem is only meeting expectations.

Be Positive and Uplifting

Writing great notes is easy when you remember to humanize their experience. Think about how people may feel, tired, angry, disappointed, cold, or hassled, and play to that. Work on eliminating any pain of being a customer - It equals being customer friendly. Be emotional, consider their feelings and emotions...Use uplifting stories (Chicken Soup type stuff).

Be benevolent, get customers involved in helping others. Tell and share stories of positive outcomes. Figure out ways to go the extra mile and even spoil them.

Do what others don't and won't. Then you can watch your business grow to the next level!

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Scenes From the Auto Recyclers Northeast Tradeshow



Representatives from all of the New England states, NY and Canada who organized the trade show. Photo by Samantha Walton.



Friday night dinner at the show. Photo By Samantha Walton.



Zac Phelps of Central Auto Recyclers with Don in front of the Recore booth.



Don with Bruce Crawford, Executive Director of ATRA NH in front of the Recore booth



People milling around the showroom floor. Photo By Samantha Walton

STATE-OF-THE-ART 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. Selling to us cuts out all of the middlemen and you will maximize your bottom line.



Michael Balicki Sr. and Michael Balicki II, stop by for a visit.

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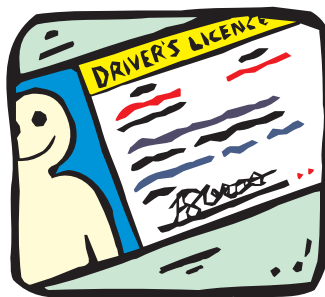
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Laughter is the Best Medicine

A drunk gets up from the bar and heads for the bathroom. A few minutes later, a loud, blood curdling scream is heard from the bathroom. A few minutes after that, another loud scream reverberates through the bar. The bartender goes into the bathroom to investigate why the drunk is screaming. "What's all the screaming about in there? You're scaring the customers!" "I'm just sitting here on the toilet and every time I try to flush, something comes up and squeezes the hell out of my balls." With that, the bartender opens the door, looks in and says... "You idiot! You're sitting on the mop bucket!"



A retired gentleman went into the social security office to apply for Social Security. After waiting in line, a long time, he got to the counter. The woman behind the counter asked him for his driver's license to verify his age. He looked in his pockets and realized he had left his wallet at home. He told the woman that he was very sorry but he accidentally left his wallet at home. "Will I have to go home and come back now?"



he asks. The woman says, "Unbutton your shirt." So he opens his shirt revealing lots of curly silver hair on his chest. She says, "That silver hair on your chest is proof enough for me." and she processes his Social Security application. When he gets home, the man excitedly tells his wife about his experience at the Social Security office. She said, "Why in hell didn't you drop your pants, you might have qualified for disability, too."



A blonde, redhead and a brunette die and St. Peter at the gates of heaven said "If you want to get to heaven you have to pass the 100 steps of jokes without laughing."

The redhead gets to the 24th step and laughs so she goes to hell.

The brunette gets to the 66th step and laughs (and goes to hell).

The blonde gets to the 99th step and laughs.

St. Peter then says "This was the worst joke and you were so close why did you laugh?"

And the blonde says "I just got the first joke!"

There is more money being spent on breast implants and Viagra today, than on Alzheimer's research. This means that by 2040, there should be a large elderly population with perky boobs, huge erections, and absolutely no recollection of what to do with them.

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.**



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