



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

Salvage Yards Help Cure Cancer!

By Don Belisle, Sr.

OK, that may be a bit of a stretch but not too far. Here's my rationale for the headline - Of all the platinum used, whether it be industrial, medical or for jewelry, most of it is derived from recycling. By far the largest recycler of platinum group metals (PGM's) is the automotive salvage industry. That's us! As I have discussed before, recycled PGM's are in much larger and more affordable supply than virgin material. Since these elements never wear out and can be used over and over again, our industry exists. What you may not know is that in more than 50% of cancer chemotherapies the precious metal, platinum, is used. This is and has been the norm for the past several years. We all recycle these precious metals in an effort to keep our environment as clean as possible and to help keep our bottom line in the black, so it is also gratifying to know that our efforts help beat cancer, even in some small way.

An interesting side note to this is the recent promising research into using iridium (the world's second densest metal) to treat cancer cells. Iridium arrived on our planet some 66 million years ago via an asteroid. Most feel it was this same asteroid that caused the extinction of the dinosaurs! Wow! Asteroid delivers cancer curing metal and wipes out dinosaurs at the same time. That's what I call special delivery.

Palladium, The Main Metal

In recent months, palladium (pd) has passed platinum (pt) in dollar value and has been flirting with \$1000.00 per troy oz. For quite some time, I have been saying watching palladium gives you a more accurate gauge for pricing scrap catalytic converters than does watching platinum. On average, converters coming through our doors contain twice as much pd as pt. This was not always the case. In the early years of converter production, pt was the main ingredient.



We have been flooded with 1,000's of catalytic converters. Thank You!

You Guys Are Paying Attention!

We at Recore, have been flooded with converters! It seems as though once pd approached the thousand-dollar mark, everyone decided that now is the time to move their converters. We have never seen such volume - ever. Many of the suppliers sending material now are sending lots of 1,000 to 4,000 pieces or more. This is great! Whether it's 100 or 1,000 converters, I love seeing our suppliers taking advantage of market prices and making more money. Our converter processing line and lab are running nonstop just to keep up.

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Salvage Yards Help Cure Cancer! *Continued from Page 1*

Our Hudson Location

Work at our new Hudson, NH location is moving right along. We have just received Planning Board approval for our new building that will house our new state of the art converter processing line. The new processing line will lessen the time it takes to process and analyze your converters. Our current line gets the job done far quicker than anyone else in the industry and the new line will be even quicker. We will also have greatly increased warehouse and office space. We have completed the installation of our 70-foot drive on truck scale. We hope to pour our outdoor concrete pad in the next couple weeks. The updates to the existing building are nearly complete. We have already moved the trucking/crushed car portion of Recore to Hudson. We hope to have everything built

and moved by May of 2018. Some have asked if Recore is opening a salvage yard. I emphatically say Absolutely NOT! My theory has always been to support our suppliers NOT to compete with them. Anyone calling Recore to sell junk cars is referred to one of our suppliers. We only buy crushed cars (ferrous flats) from licensed salvage yards.

Happy Holidays and Thank You

I want to wish everyone very happy holidays and a prosperous New Year! Most of all, I want to thank all of our suppliers for their loyal support of us at Recore. I pledge to continue to treat everyone with honesty and respect. I consider all our suppliers our friends and am very glad to have met, done business with and be friends with all of you.

Say, "Goodbye AOL Instant Messenger" and "Hello iCPM"



By D.J. Harrington

AOL Instant Messenger is shutting down after 20 years. The pioneering chat app that taught many of us to text is pulling the plug. On December 15th, AOL Instant Messenger will shut down after running since 1997. AIM dominated on-line chat in North America at the turn of the century.

Reason for writing this article is two-fold. One, some recyclers have not heard that AOL is very soon shutting down it's Instant Messenger (AIM). When December 15th rolls around, you will no longer use that instant messaging service. I know some of you still use this to talk with each other and even with your shop customers. However, NO WORRIES! My friends at Car-Part have got your back!



Car-Part's instant messaging program, iCPM, is designed especially for auto recyclers. iCPM has been around for years and already has over 10,000 users! With iCPM, you can connect with your fellow auto recyclers as well as aftermarket distributors, shops, and insurers. It's really easy to find and communicate with each other because your iCPM account is identical to your email address (like, "Roger@ForeignAutoSalvage.com"). In addition to the valuable instant messaging features, you can also buy and

sell with your fellow recyclers in iCPM'S Recycler Sales Rooms, and it's integrated with other Car-Part services like Trading Partners, Wheel Images, Car-Part Interchange, Checkmate, and Car-Part Pro. Plus, you can contact your Car-Part customer support reps with it so you don't even have to pick up the phone when you need help.

iCPM accounts are compatible with Google Talk, Trillian, and other instant messaging programs, if that's what you prefer to use. Furthermore, your shops can download their compatible software for free at Car-PartPro.com. So, don't panic if you're losing your AOL Instant Messenger service. There is a thriving auto recycling instant messaging community ready for you to join! If you want more information, call Car-Part at 859.344.1925 or visit <http://products.car-part.com/carpartmessaging/>

Here's another reason for me to write this article. During SEMA which lots of recyclers attended, Car-Part was awarded the "Electronic Commerce Company of the Year Award" by CIECA, which stands for Collision Industry Electronic Commerce Association. Jeff Schroeder, President and CEO of Car-Part.com flew from SEMA to ARA to speak to a group on "**Changes in The Collision Repair Industry and The Impact on Auto Recyclers**". My only wish was that there had been more people attending ARA this year. Jeff did a marvelous job laying out the future of the collision industry and what part recyclers can play in it. In his intriguing way, Jeff kept explaining and revealing to those attending that there is light at the end of the tunnel. If you didn't attend, then you missed some valuable information.

Later that night at the ARA Award Dinner, Car-Part received an award from the Automotive Recyclers Association Education Foundation. Inscribed on the award was, "**In Sincere Appreciation of Car-Part.com for contributions to ARA Educational Foundation and Automotive Recycling Industry.**" It was a mouthful, but it captured the gratefulness that ARA has for Car-Part.com's participation. Personally, I

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WE WANT TO EARN YOUR BUSINESS!

Whether you have 10 catalytic converters, 100 or 1,000's, Recore Trading Company is committed to and welcomes the opportunity to earn your business. We've invested the time and in the equipment to make sure you maximize your profits. You deserve this and nothing less!



Goodbye AOL Instant Messenger

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believe it was awarded because of their constant efforts in educating the industry on the value of using ARA Damage Codes and the importance of using ARA Part Grading that Car-Part.com has done for years.

Don't find out on December 15th that you can't use AOL's instant messenger, say Hello to iCPM now. Don't wait.

Contact your local rep or call me to start using the iCPM, Car-Part's Instant Messenger program.

See you next time.

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

Don't Create a Solution for a Problem that Doesn't Exist



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, after the first, takes a closer look at one of the tactics.

Too often, we create solutions for problems that don't exist or that aren't material. You know how you hate that one clause in your loan agreement with the bank or that one stupid rule that you encounter in your favorite store? You aren't the only one irritated because someone decided to solve a problem that wasn't really a problem, and did so without considering how a new rule would irritate customers or prospects.

Putting in unnecessary rules is a great way to lose customers. When I go to lunch, I often order ahead to save time. Not far from my office is a very good Mexican restaurant. I am a lunchtime regular; or, at least I was, until the owner decided he would no longer take call-in orders for patrons dining in. The hostess insisted she couldn't take an order until I was there in person. I asked her why the restaurant had changed its policies. She said, "Sometimes the person who calls ahead never shows up." Although I can appreciate the frustration of a no-show, the restaurant owner is solving a problem that really isn't significant.

The no-show was probably one among many paying customers who order ahead; for sure, he or she was only one of the hundreds or thousands of patrons the restaurant serves every month. The restaurant also began to require prepayment on all to-go orders. One customer out of one thousand had stiffed the restaurant owner, and he responded by inconveniencing a great many of his remaining customers to prevent a small loss.

For the restaurant, of course, the most likely real result is that some clients decide to take their business elsewhere, and the new rules cost the business many times more than just accepting the rare no-shows.

Whenever you contemplate adding a new rule in your business, ask yourself whether the problem you are solving

warrants the rule. Before you add a rule, consider whether it makes you easier or harder to do business with, and what the change may cost you.

Years ago, I used to compete against some auto recyclers who would not take credit cards or checks because they were afraid of not getting paid for parts. In my service area, I took cards and was one of the first yards to take checks (I know, I am dating myself to the Stone Age). Yes, I occasionally got burned, but the extra business I did by being easier to do business with more than made up for the tiny losses from very rare bad checks.

Of course, nowadays, every yard will take cards and more people pay using their phones than pay by check, but you get the point. As business owners, we need to stay focused on customer experience and stay focused solving the problems that really influence results. Pick your battles.

When you are facing a problem, think about whether it is really worth adding a rule or rethinking a process to prevent something

that happens rarely and isn't significant. Don't create rules that make it harder to do business to solve problems that really aren't problems at all.

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.

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ONLY AT RECORE TRADING COMPANY!!



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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!**

4 Don't Create A Solution

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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*.

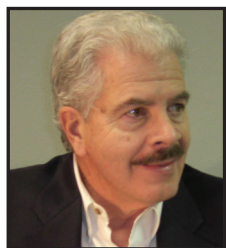
To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, rons@MrMissionPossible.com, 5940 Eden, Haltom City, TX 76117.



The ATRA of NH November meeting was held Wed., Nov. 1 at The Yard Restaurant in Manchester, NH. Don Watson and Tara Albert filled everyone in on the latest DES news. They also collected gifts and money for the State Employees Union Operation Santa Claus.

Family Member Caught with Hand in Cookie Jar

By Jim Counts



Question asked of Jim Counts: We just discovered that one of our close family members has been stealing money from the company. What they have done has put many others in prison. This has the potential of destroying our entire family if we do anything legal and it goes public, but

we don't want to do that! We are in shock and perplexed. I'm sure there are others who have gone through this and will benefit from your advice.

I wish I could tell you that this has never happened before, but unfortunately it occurs all too often. The sad thing is there are several situations where it has happened to the same company and owner more than once simply because they were too busy doing other things to stay on top of the money that went in and out. The worse financial hit I'm aware of cost the company well over \$500,000. About half of these thefts were done by relatives. I know of a few companies which have gone out of business as a result of the loss. Most of the time this is a non-owner relative



who "thinks" they should be a part of the ownership of the company so they justify the theft by "how hard they work and how little they make" compared to the owners. The moral of that story is be very careful about hiring relatives or friends, especially where they handle the company's money, sign checks, write credits or are authorized to obligate the company financially.

Don't kid yourself!

As to what you should do. Don't kid yourself that no one will know what happened. If more than one person knows about it, sooner or later the word will get out. I do wonder why you want to protect someone who steals from you. I guess you could try to sweep the whole thing under the rug and keep them in a job with no authority as you take an amount out of their check until the company is paid back. If you just can't allow them to stay, then you need to fire them immediately after they sign a confession and agree to restitution for the amount lost. If they fail to do either call the police; because they obviously don't care about you or "the family". Unfortunately, family businesses often fail to be run as a business. This enables bad work habits and they have different rules for family vs other employees.

This is always a bad decision!

Now let's discuss some of the reasons this happened in the first place. Obviously, you "trusted" them and thought they would look after your interests better than someone off the street so, therefore, did not double check their work. Attention, all readers, this is always a bad decision. Yes, it might ruffle some feathers if you want to balance the cash again and make sure the money got in your bank account and not theirs; but just that response would make me very suspicious. Here are some things to check for:

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PRECIOUS METALS KNOWLEDGE MEANS MORE CASH

Recore Trading Company has spent years analyzing 1,000's of cats in their 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 as much as 150% based on the precious metals content and on the PGM market when it was manufactured. Maximize your profits, sell your cats as precious metals, and get paid **MORE** at **RECORE**.

Hand in Cookie Jar

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1. You allow the person handling or balancing the cash drawer to write credits. They pick an invoice for a part that is just about out of warranty and has a credit and then take that amount out of the cash. Everything balances. Solution: The person who handles the money should NEVER be allowed to write credits or checks.

2. This is the absolute worst: when you don't balance the cash drawer to the inventory management accounting package. YOU ARE ASKING TO BE TAKEN.

3. You double check the daily balance and may even create the bank deposit slip but fail to match the bank's receipt back to the deposit slip and the employee changes the cash line on the way to the bank and takes the difference.

4. The person who handles payables creates a company such as "ABC Supply" and then the fake company sends statements to you which the payables clerk dutifully pays. When is the last time you verified that you received what you are paying for?

5. A salesperson comes to you or accounting and says we need to give this person a credit and here is their credit card number. Turns out the credit card is the salesperson's. This can also happen when you let the salesperson do their own credits. See #1 above.

6. The salesperson has a 'friend or relative' who buys parts from you and then they split the credits. Look for companies who have a high credit ratio.

7. You allow COD deliveries and then the salesperson writes a credit for the part which cancels the COD and the shop and salesperson splits the money. Folks, please, what part of COD (Cash On Delivery) do we continually have trouble grasping? Try to get UPS or FedEx to leave a COD package if you don't have the money. Please stop and think about ANYONE in North America who does not have a credit card. DEEAAAAD BEAT!!!!!!!!!!!!!!

8. You send parts out on the delivery truck(s) and don't match the parts they left with what they brought back or brought payment for.

9. You allow employees to work on their vehicles after work on your property. It's so much easier to steal if you will let them back their vehicle into the shop.

10. You allow salespeople to tell the warehouse staff it's ok to let a customer have the part without them having an invoice.

11. You allow the salespeople to send out a "replacement part" and don't have a system to make sure you get the "defective" one back. You just had a two-for-one-sale and didn't know it.

12. You give the delivery drivers a company card to buy fuel and don't check the mileage on their vehicle. Make sure they put the mileage on each of the daily route sheets, divide the credit card total by the average price per gallon.

Now divide the gallons into the miles driven and mention to the driver what the miles per gallon is. This way they know you are checking.

Poor checks and balances

There are more but I think you can see that almost all of these are the result of poor checks and balances. Normally this is because we allow the company to run us instead of us running the company. I know of a few situations where this happens because the owner just doesn't want to work. It's easier for them to let other people handle everything while they play on the computer, talk to friends, take three-hour lunches and in general are an absentee owner. Then they get all upset because someone stole money from them and act like they had no responsibility for what happened.

I'm very sorry you experienced this but you did take the initiative to ask for advice. Remember the term family business means the company is owned by a family and not that everyone in the family automatically gets a job there.

Hopefully you and others who read this will take the steps needed to keep this from happening again-or at all.



Correspondence regarding this article should be addressed to Jim Counts, 6379 Cactus Drive, Fort Worth, TX 76135. Visit our web site at WWW.CountsConsulting.com; email Jimcounts@USA.com or phone 817-238-9991.

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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.



Merry Christmas

*May the peace and blessings
of Christmas be yours;
And may the coming year
be filled with happiness.*

What to do About Negative Online Reviews By Mike French



While preparing an advertising piece for a client, I looked at their website and also at some review sites to get some information about them. I found two reviews posted, one was positive and the other was very negative. The negative reviewer ended their comments about their experience with the company by

saying that they would "never use this terrible company to buy parts from again!"

Ouch! If I had been someone looking for a company to buy parts from and read this scathing review, it would have seriously affected my decision to use them. This bad review probably cost my client some valuable business! Bad reviews do hurt business. Consumers do pay attention to reviews and are quick and easy to look up on smart phones.

Sadly, you really can't do much about a negative review. You can't remove it, and unless you can go back and make the person happy and they remove it themselves, it will continually show up every time someone looks up your company online.

An ounce of prevention . . .

If you do get a negative review, there are some things you can try to do and I will get to those things a little further along in this article. First, be sure you are doing everything you can to keep from getting bad reviews in the first place. I know of one business that lost well over a million dollars over one mishandled bad review fiasco that went viral. They would have been much better off had they made the customer happy, even at extra cost. Here are some suggestions.

- **Put strict quality control systems in place.** Make sure your parts are tested, clean and inspected with the name & phone number of the inspector on the part.

Describe parts correctly. If there is any kind of anomaly with the part condition, put it in writing and make sure your customer is in agreement BEFORE it is shipped. If you use a parts grading system, make sure your client understands and agrees to the graded part he's getting so there are no surprises upon delivery

- **Develop Shipping Preparation & Delivery Systems.** Make sure parts are prepared correctly for shipping so they won't get damaged during travel. Tell the customer how the part is being shipped and when he will receive it. Provide tracking numbers if common carrier is used.

- **Fix problems quickly and make sure customer is happy with the fix.** Ask them if they are happy and if there is anything else you can do for them.

- **Have a strong no hassle return policy** and a 100% customer satisfaction policy in place.

- **Train employees.** Teach them to always be professional and courteous no matter how the customer behaves. Empower them to fix problems.

What to do about a negative review

Fix the problem

If you get a negative review, act quickly to do everything you can to fix the complainer's problem. Ask what they want you to do to make them completely happy and then do it. After you've done all they ask, and if they still haven't removed the negative review, post a follow-up comment to their review, without using any negative words, saying that you appreciate their business and you are sorry you had messed up their order. You want them to be 100% satisfied so state

what steps you've done to resolve the problem and ask them again if there is anything more you can do. Even if they still don't remove the negative review, people will see you did everything you could to resolve the problem.

Bury them

Bury negative reviews with positive ones. If you have one negative review and ten positive ones, most readers will dismiss the negative review as an oddity. Current positive reviews will come up first and the old reviews will go to the end of the line. Warning; don't ever make any up!!! You will certainly get caught and have worse problems! To begin with, it's illegal and clearly unethical. Yelp, for instance, will post consumer alerts against you! You certainly don't want that message coming up every time someone searches for you online. Continually work to get positive reviews for your company. How do you get them? You must ask people for them. Each time a customer expresses a positive comment to you, ask them to do you a big favor by posting a positive review. By the way, if you are running your company right, you should regularly be getting positive comments!

Some hints and dos and don'ts

Do be proactive

Send a follow-up email after every transaction asking "How did we do? You will be able to catch and fix problems before they can get posted online as complaints. Be nice, kind and professional always! Don't call online reviewers

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MARKET WATCH EMAIL ALERTS!

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you informed via a blind group email. We keep an eye on the markets all day and when there is a significant change, up or down, we will let you know. This information can have a direct impact on your bottom line, so sign up today. It is absolutely free and there is no obligation. To get on our list, send an email to Pat at: sales@recoretrading.com.

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Negative Online Reviews

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bad names or expletives on your company Facebook page like the owners of a famous baking company did recently. Their bad behavior went viral and escalated the negative feedback far beyond where it started. It lost them a lot of business. Move the conversation offline to email or private postings. It's often more productive to have the conversation privately without fans jumping in with their opinions and sometimes even fanning the negative flames. Ask the person to amend their negative post once the problem is resolved to their satisfaction.

Everyone a potential reviewer

Always treat every person you do business with like a potential reviewer and understand they can praise you or trash you. Actually, it's simply a good philosophy of life!

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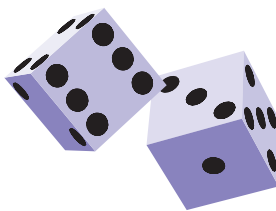
Laughter is the Best Medicine

A man and his wife were having a big argument at breakfast. He shouted at her, "you aren't so good in bed either." Then stormed off to work.

By mid-morning he thought he should call and apologize.

The phone rings and rings and his wife finally answers. He said, "what were you doing that it took so long for you to answer the phone?"

The wife replied, "I was getting a second opinion."



Two bored casino dealers were waiting at a craps table. A very attractive blonde lady arrived and bet \$20,000 on a single roll of the dice.

She said, "I hope you don't mind, but I feel much luckier when I'm nude."

With that she stripped from her neck down, rolled the dice and yelled, "Mama needs new clothes!" Then she hollered..."YES! YES! I WON! I WON!" She jumped up and down and hugged each of the dealers. With that she picked up all the money and clothes and quickly departed. The dealers just stared at each other dumbfounded.

Finally, one of them asked, "What did she roll?"

The other answered, "I thought YOU were watching!"

Moral of the story: Not all blondes are dumb.

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