

RECORE *Newsletter*

TRADING

COMPANY, L.L.C.

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

ATRA of NH

By Don Belisle, Sr.

The Auto and Truck Recyclers Association of NH has developed into what most consider to be the finest state group of recyclers in the country. This association hits the mark in every category bringing tremendous benefit to recyclers and the communities which they serve.

PRSR STD
 U.S. POSTAGE
PAID
 FIVE MAPLES

Let's look at what ATRA of NH does and the benefits we reap:

ATRA of NH has an excellent working relationship with all departments of the state, particularly DES (Department of Environmental Services) and the DMV. The spirit of cooperation and mutual respect has served both the recycler and the state extremely well. The net effect is that collectively we get things done in NH to the benefit of everyone.



Some examples include:

DES requests input from the recyclers when they are writing new legislation. This results in productive legislation that works. It has taken into account the problem, the most effective method of remedy and the real world of how to accomplish the intent. You can't ask for better than that. We invite DES to speak at our monthly meetings a few times each year. These meetings are always well attended and informative. We exchange ideas and talk about what is "coming down the pike". Often DES will tell us of federal regulations whether existing or coming soon. They will explain compliance and if we need to get ready. A few years ago, the state received a multimillion

dollar settlement from a major gasoline company. This was awarded based on the gas company's liability of MTBE's found in the ground getting into our wells (drinking water). DES wisely felt this money would be best served in the future prevention of MTBE's entering ground water. They developed a program where they fund improvements or equipment to recyclers to help gasoline and oil to be recycled properly. Many of us NH recyclers have received gas tank drills, gas buggies and concrete pads all FREE. And the process of getting the equipment is not bogged down with ridiculous bureaucratic BS. It is a one-page form, filled out, sent in and then a quick approval.

DMV also works with us much the same way here in NH. They speak at our meetings where we discuss title issues, temporary plates, inspection stickers, dealer and junk dealer plates. All this is done with mutual respect and a conscious effort to get things done the right way. And things do get done. Recently, many members were complaining about the state's reinspection process of getting repaired insurance salvage vehicles inspected. It seems the inspection process was not serving its original intent. Re-inspection required several attempts to pass and had little to do with the safety of the vehicle and more

continued on page 2

ATRA of NH *Continued from Page 1*

to do with harassing the repairer. We brought this to the attention of the DMV director who attended a meeting to hear our concerns. She investigated what was going on and worked on the issue. She attended another meeting, accompanied by two inspectors, where she explained what was federal mandate, what was local and what would change. In the end, the inspection process got much better and back to the original intent of the re-inspection. Win/win for everybody.

ATRA's executive director, Bruce Crawford, is a registered lobbyist who keeps a close eye on upcoming legislation. Bruce does a great job letting us know what's going on in Concord. A regular part of each monthly meeting is Bruce's report of what we need to watch, what we need to get involved with, etc. Bruce's contributions are invaluable. He does a great job on the newsletter, too.

All of this has not happened overnight and not without considerable effort. We have been blessed with some great leadership in the form of our ATRA NH presidents. When I joined about twenty years ago, Jeff Cantor was in charge. Jeff was always using his far-reaching contacts in business and government to provide us with great speakers' good information and group discounts. Jeff is the one who reached out to DES and established our relationship with them. After Jeff was Bob Phelps. Bob continued with Jeff's initiatives and brought in his insights dealing with federal



issues to us. For years Bob was our liaison to ARA and federal government agencies. If we had an issue at the federal level, Bob knew how to take care of it. When Bob had to resign for health issues it looked as though the association might dissolve. We could not get anyone to volunteer to be president. Jeff and Bob left giant shoes to fill and so I am not sure if that is why no one stepped up, but no one was putting their name in the hat. Then when it looked like we might be doomed, Charlie Haas volunteered. Many people credit Charlie with saving us from extinction. Charlie put in a tremendous effort during his tenure and continued and improved on Jeff's and Bob's work. When business demands forced Charlie to resign, Dave Wilusz took the reins. Dave has spent a tremendous effort in bringing our website and Face Book pages up to snuff. He has fortified our state relationships and brought a ton of enthusiasm to our group. Meeting attendance has never been better!

Do You Practice Gratitude?



By D.J. Harrington

It's easy to feel gratitude when you are at the Thanksgiving table. The atmosphere is perfect, food masterfully prepared, and everyone's usually on their best behavior. That's one of the beautiful things about that holiday.

Every year at our family thanksgiving celebration, before we even eat anything, everyone takes a turn sharing with the group what we're thankful for from the past year. Revelations coming from the hearts of the oldest down to the youngest are treasured memories we don't easily forget. Precious memories! You may



ask, with the obvious twists and turns of life, how can we continue to be grateful all year. Here's what I discovered one day while on a business trip.

While driving the roads in North Georgia, I saw a sign on the side of a store building that said, ***"It is not happy people who are thankful. It is thankful people who are happy."*** As I drove past the building, I gave that statement a second thought because there's an undeniable truism in it. Thankful people are happy! This holiday season, is extremely important to me. I say, "Merry Christmas" instead of "Happy X Mas". To me, there is a reason for the season. Here's an eye-opening story that might help you with your holiday stress and reaffirm that thankful people are happy no matter what happens to them.

A blind boy sat on the steps of a building with a hat by his feet. As he sat on the step, he held up a sign which read, "I am blind. Please help." There were only a few coins in the hat, just spare change from passerby's as they hurried past him. When one inquisitive but intuitive man was walking by, he took a few coins from his pocket and dropped them into the hat. As the young man said, "Thank you", the man took the sign from the young boy's hands.

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.



Recore Trading Company's Newest Employee



Jackie Copeland-Clarke

Please kindly help us welcome our newest employee Jackie Copeland-Clarke to our team at Recore Trading Company. Jackie has joined our sales and marketing department. Prior to her recent employment Jackie worked in office administrations, retail, and as a dental assistant. Among her many duties, she will be assisting with keeping up to date our website and social media content. She will also contact salvage yards to talk about making more money through selling their catalytic converters as precious metals. With her ten plus years in customer service we feel she will contribute positive and inventive new ideas to our team.

Recore Trading Company has been rapidly increasing business and our future new offices will be opening sometime this Spring. We will keep you posted with other updates on what is happening at Recore Trading Company.

Some Do's and Dont's of Business Email

By Mike French



Most people use email because it's a fast, easy and cheap way to communicate effectively with family and friends. Most business people use email for the same reasons, but they also use it to broadcast marketing messages to customers and prospects.

Email is great for communicating to

a large customer base instantly, to let them know about special purchases, new vehicle arrivals, sales and other things available for them.

But this doesn't mean you should instantly jump on the so called, "email band wagon" and start sending email blasts to large groups of people you have gleaned email

addresses for. If you do that, you could create some very serious problems for yourself and for your company. For instance, you could get all your emails marked as spam and then your email address could be blacklisted by all major email servers. People can instantly click one button to report your email messages as spam. This can happen if you've placed them on your marketing list without their permission. Your emails would then be put on international spam lists and suddenly all your emails would be automatically intercepted and not delivered, or channeled into people's junk email folders. Many people never check those folders so your messages sent don't get read. Even worse, you could face serious lawsuits and fines for violating spam laws.

continued on page 4

Do You Practice Gratitude

Continued from Page 2

As the man turned the sign around, he scribbled some more words on young man's sign. Then he put the sign back into the boy's hand so that everyone who walked by would see the newly written words. Soon the hat began to fill-up. It wasn't long before lots more people noticed and added to the growing heap of coins nestled inside the blind boy's hat.

That afternoon, the man who had changed the sign returned to see how things were going. The boy recognized the man's footsteps and asked, "Were you the one who changed my sign this morning? What did you write?" The man answered, "I only wrote the truth. I said what you said, but in a different way." "I wrote, ***'Today is a beautiful day, but I cannot see it.'***" Both signs spoke the truth but the first sign simply said the boy was blind while the second sign conveyed to everyone walking by how grateful they should be to see the magnificence of the beautiful day.

When your life seems full of troubles, it is hard to maintain an **"attitude of gratitude"**, don't you agree? When everything just seems to be going smoothly, we often take precious moments for granted. I know I do. Caught up in the bliss, comfort and familiarity of everything that the holidays can bring, we can sometimes forget to be thankful for what we truly have.

Simply put, gratitude is a learned habit. It's a way of

looking at the world and all the good things in it with a feeling of appreciation, regardless of whether or not your current situation is to your liking. Gratitude is a heart-centered approach to being at peace with yourself, your situation and with everything you have. When you practice a feeling of gratitude, it attracts even more things in your life for which to be grateful. Please try being more grateful. Think about what or who you have in your life to be thankful for this year. Possessing and demonstrating sincere feelings of gratitude in 2018 can help make it your best year ever!

See you next time!

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

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.



Do's and Dont's of Business Email

Continued from Page 3

Here are a few suggestions to help you have a more positive email experience.

Use your name in the "From" box and describe content in "Subject Line" box Most business people are busy and get hundreds of email messages daily so they won't bother to open and read an email message if it is not clear who sent it and what the email is about. They scroll through their email messages quickly looking for names of people they know and trust and read the subject line to decide if they are interested in the subject matter. So, always include your name in the "from" box and describe your email content in the "subject" box.

NEVER forward Viral Email messages from your business email account. Most use their business email for business purposes only, and do not have time for distractions and fluff. If you get known for forwarding junk, your business friends will stop taking you seriously and will stop reading your messages completely. There is also the potential problem of viral messages being Trojan horses for destructive viruses. No matter how cute, funny, or how clever they are, don't forward them!

NEVER send email advertisements without permission. It's called spam and it will get you into trouble! Always get people's permission prior to sending ad messages to them. There are many new spam laws being put into place and you could be asked to show proof you have gotten permission from those on your email list..

NEVER buy lists from so called email list providers. There is no email list provider trustworthy because all email lists must be opt-in and verified. Even though someone may have originally given permission to someone somewhere to email them, they did not specifically give *you* permission. In other words, people must give permission directly to the person or company emailing them in order for their email addresses to be used for valid email broadcasts. You simply cannot use a purchased email list from anybody, period!

Develop your own email marketing lists. It's perfectly acceptable to send email broadcasts to those who have signed up (opted in) and given you permission to include them in your email campaigns. Put in place some email gathering systems to build your marketing lists. The logical place to begin is with your own customers. Invite them to sign up to receive your company specials and/or newsletters. You can set up a form on your website

for people to give their permission and email address when visiting your site. You can create a simple form that says, "Yes, I'd like to receive email from you about your specials and offers. Please add me to your email list" (with a box there for them to type in their email address). Be sure to give them a good reason to sign up, perhaps to receive a free newsletter, special offers for customers only, and be included for special contests or drawings. If you do contests, be sure you are following the legal rules of your area or state. Train your staff to gather email addresses from customers after every transaction. When you send an email blast to them include a small sentence somewhere that says, "You are receiving this email message because you asked to be included in special mailings from us" (or something similar), to remind them that they chose to receive email broadcasts from you. Unfortunately, people sometimes forget they opted in and could report you for sending spam so they do need to be reminded.

Use the BCC Boxes for Small Groups. If you are sending some kind of message to a small group of people, perhaps to your club or to some association committee members you are working on a project with, don't put all their email addresses in the "To" box or "CC (Carbon Copy) box unless it's important for everyone on your list to know who you are sending to. If you do, all those email names and addresses will be seen by everyone you send to as well as to everyone else the email message gets forwarded to. Instead, put just one person, (perhaps your own email address), into the "To" box, and put the rest of them into the BCC (Blind Carbon Copy) box. This will guard privacy and keep those member's email addresses from going "viral".

Use an email service for large campaigns. Don't try to send to large groups using your regular email server because most email programs limit the number of email they allow you to send.. They will intercept and stop email messages sent above their limit. Use an email service that is setup for such campaigns. Many of them have free versions that will help you get started.

Give people a way to easily unsubscribe from your lists. Even if you have people on your list who've agreed to receive email broadcasts for you, still give them an easy way to unsubscribe from your list. People often forget that they opted into your list and may wonder how they got on or they have changed their mind and no longer want to receive your messages. All good email programs give you the option to set up your email campaigns so people can easily get off by selecting the "remove me" option at the end. Be sure to use opt-out option on every campaign.

Email, used to reach individuals or used to reach groups as marketing campaigns, can be very affective and trouble free if done correctly.

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The Do's



The Don'ts

PLATINUM GROUP METALS KNOWLEDGE

Recore Trading Company has spent years analyzing 1000's 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.



Scenes at the ATRA of NH Holiday Gala



Back row, left to right: Charlie Hass Director, Chuck Drew Vice President, Vic Solomini Director, Ed Dudek Treasurer, Brian Winslow Secretary, Rick Belanger Director, Dave Vailancourt Director, Bruce Crawford Executive Director and seated is David Wilusz President (left) and Eric Levasseur Director (right). Photo: Samantha Walton



Just a few of the many fantastic auction items.
Photo: Don Belisle, Sr.



More great auction items.
Photo: Jackie Copeland-Clarke



The winner of the \$500 Cash Raffle drawing was Ron Treantafel, a parts counter salesman at Hebert's Used Auto Parts in Goffstown, NH.
Photo: Samantha Walton



Dave Wilusz, President of ATRA of NH helps auctioneer Mike Little with auction items.
Photo: Jackie Copeland-Clarke



Great turnout for ATRA of NH December Gala.
Photo: Jackie Copeland-Clarke



Everyone had a really great time at the party.
Photo: Samantha Walton



Don Belisle addresses the crowd at the December Christmas party.
Photo: Jackie Copeland-Clarke



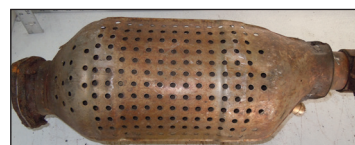
Dave Wilusz, President of ATRA of NH welcomes everyone to the Christmas gala.
Photo: Jackie Copeland-Clarke

The ATRA of NH December meeting was held Wednesday, December 6 at the Puritan Back Room in Manchester, NH. This was the annual Christmas party with the Gala auction which is a great fundraiser for the organization. There were so many wonderful items auctioned off from gift baskets, gift cards, tools and tool boxes, jackets, an hour plane ride and so much more. Plus a \$500 cash drawing which was won by Ron Treantafel Of Hebert's Used Auto Parts. There were a record number of people that attended this meeting/Christmas party.

Mike Little who donates his services was the auctioneer and did a fantastic job with the help of ATRA of NH President, Dave Wilusz.

CALL US TODAY TO INCREASE YOUR BOTTOM LINE

Maximize your profits at Recore Trading Company!! We do everything in house from de-canning, processing, milling and sampling, and precious metal lab analysis cutting out all of the middlemen. We also sell our end product to an automobile manufacturer for the making of new catalytic converters. Our customers are consistently seeing significantly higher returns for their product. You will get paid **MORE** at **RECORE!**



Tools for Success: Successful People Make Lots of Lists



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 takes a closer look at one of the tactics listed in that first article.

Are you a list maker? Try not to make too much fun of the person with a bunch of lists! Many studies have concluded that successful people make lots of lists.

Here are some kinds of lists you should make to be more productive:



Daily to do list – Yes, it may be almost the same as yesterday's list, but it refocuses and reprioritizes your day. Sometimes, I even put the amount of time by each item that I think it will take, so I have an idea how realistic the list is. Sometimes, I number item on the list or color code them, for priority. If I have a *stick-in-the-spokes* deadline, I circle it or make sure it's first in line. As I work through the list, I even remind myself that can't go to lunch until I do that hot item. Yes, I give myself rewards. Another article in the series talks about doing the hardest or most distasteful stuff first, a good technique when you can reshuffle because it lets you face the hard stuff with peak energy.

A master to do list—The dream list, everything but the kitchen sink. Things like working on my will. Who wants to do that? But you do have to get to it eventually, so having it on a master list makes me think about it.

My MBWA list—Manage-by-Walking-Around list. I keep it in my phone. People think "Jeez, he never misses anything!" No I'm not smarter and my memory isn't any better than most, but I write it all down. When I remember something I need to do or handle, I put it on that list.

E-mail List—I have an app on my phone, that with one button e-mails me. If I recall something I need to do,

I e-mail myself. This in conjunction with my policy of never deleting an e-mail until it's handled gets things done. You young'uns will want to text yourself, but you're unlikely to refer to texts to recall stuff you need to get done.

Outlook List—No, I guess it's not really a list. I use Microsoft Outlook's calendar to put reminders. When did you last change the batteries in your smoke detectors? When is your next oil change? When was your air compressor serviced? What about that loan maturity in 5 years? Will you wait until the bank notifies you, or start working on it 6 months in advance because it was in your reminders? And silly me, sometimes I snap a picture of the calendar item and e-mail it to myself. That assures it's handled. More often than not, these items will be delegated via e-mail, when I get to them in my inbox the next day.

The list of my lists goes on and on. I break big jobs into smaller steps, which are in a list. I am writing this article because it's in a list of articles that I keep adding to when I think of a topic. And I know you love your computer and Excel, but sometimes a good old #2 pencil and a big chief tablet are still the best way to get a list going. Or *Post-It* notes! If you wait until you are in front of your computer to add to a list, you forget half of it.

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get a list going. Or *Post-It* notes! If you wait until you are in front of your computer to add to a list, you forget half of it.

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.

YOU WILL GET PAID MORE AT RECORE!

The Recore Trading Company team is always looking for new, innovative ways to earn your business. Customer satisfaction is our utmost concern and we promise you prompt, courteous and friendly service based on our core values—honesty, trust and dependability. After all, most of our customers have become our long lasting friends. So if you've been thinking about calling us, give us a call today!



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Laughter is the Best Medicine

A sweet grandmother telephoned St. Joseph 's Hospital. She timidly asked, "Is it possible to speak to someone who can tell me how a patient is doing?"

The operator said, "I'll be glad to help, dear. What's the name and room number?"

The grandmother in her weak, tremulous voice said "Sophie Schwartz, in Room 302."

The operator replied, "Let me place you on hold while I check with her nurse." After a few minutes, the operator returned to the phone and said, "Oh, I have good news. Her nurse just told me that Sophie is doing very well. Her blood pressure is fine; her blood work just came back as normal, and her physician, Dr. Goldberg, has scheduled her to be discharged on Tuesday."

The grandmother said, "Thank you. That's wonderful! I was so worried. God bless you for the good news."

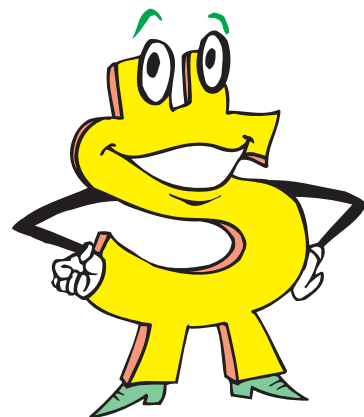
The operator replied, "You're more than welcome. Is Sophie your daughter?"

The grandmother said, "No, I'm Sophie in room 302. No one tells me shit."



Working people frequently ask retired people what they do to make their days interesting. Well, for example, the other day my wife and I went into town and went into a shop. We were only in there for about 5 minutes. When we came out, there was a cop writing out a parking ticket. We went up to him and said, "Come on man, how about giving a senior citizen a break?" He ignored us and continued writing the ticket. I called him a Nazi turd. He glared at me and started writing another ticket for having worn tires. So my wife called him a ****-head. He finished the second ticket and put it on the windshield with the first. Then he started writing a third ticket. This went on for about 20 minutes. The more we abused him, the more tickets he wrote. Personally, we didn't care, we came into town by bus.

Reaching the end of a job interview, the Human Resources Officer asks a young engineer fresh out of the Massachusetts Institute of Technology, "And what starting salary are you looking for?" The engineer replies, "In the region of \$125,000 a year, depending on the benefits package." The interviewer inquires, "Well, what would you say to a package of five weeks' vacation, 14 paid holidays, full medical and dental, company matching retirement fund to 50% of salary, and a company car leased every two years, say, a red Corvette?" The engineer sits up straight and says, "Wow! Are you kidding?" The interviewer replies, "Yeah, but you started it."



MARKET WATCH EMAIL ALERTS!

As the ferrous and nonferrous markets change, we will keep 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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