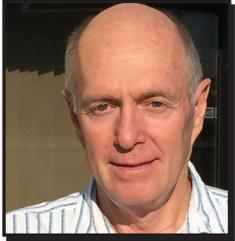


RECORE *Newsletter*

TRADING COMPANY, L.L.C.

4 Bridle Bridge Rd. • Hudson, NH 03051
www.recoretrading.com



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

Highs and Lows

By Don Belisle, Sr.

Historically, platinum group metals (platinum palladium and rhodium), as they relate to automotive catalytic converters, have travelled the ups and downs of the commodity markets mostly together. When one went up the others usually followed and vice versa. The fact that pd and pt (in different quantities) will have the

same chemical reaction with exhaust gasses in gasoline powered engines gave manufacturers the ability to change the chemical makeup of converters on the fly as

Spot Prices Mar 12, 2019 at 10:03 New York Time				
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▲ GOLD	▲ SILVER	▲ PLATINUM	▲ PALLADIUM	▲ RHODIUM
1297.70	15.40	834.00	1526.00	2970.00
+4.80	+0.12	+18.00	+12.00	+20.00

market prices changed. In the beginning, new converters were built using mostly pt. The pt effectively converted hydrocarbons and carbon monoxide to water vapor and carbon monoxide. As the price of pt went up, they realized that they could use pd (although more quantity was required) and get the same effect at a lesser cost. This went on for years as the price of one metal went up, they would use the other, trying to keep build costs as low as possible while still meeting emission standards. In the recent past, pd has passed the price of pt and continues to climb. What has not happened is builders switching back to using pt to keep costs down. This has been somewhat surprising. The situation we now have is pd at an all-time high of over \$1500 per ozt and pt at a 10 year low of \$790 per ozt. This greatly affects the price of scrap converters. If you are scrapping cars that are 10 years old or less, the prices of the converters you are selling are through the roof. However, if you have been saving converters for 20 years as your nest egg, their value is dropping like a rock! The difference in value of recently built and the 20-year-old exact same converter (application wise) is astonishing. In some instances, the newer one is worth double or more than the older one. The other trend we are seeing is that instead of having a pre-converter to get the gasses hot and then using a single main converter, they are building cars with 4 or 5 smaller converters in series. All of these smaller units have high to very high concentrations of pd

(although less quantity) with little or no pt. The total value of the 4 or 5 units is still very high. Now more than ever, assay based payment of scrap converters is the only way to get the fair and accurate value for your converters!

Averaging

We are still seeing yards being cheated by unscrupulous converter buyers claiming higher prices by averaging. I have written about this before, but we are seeing a few yards still being fooled. The short explanation is that the buyer claiming the high average price paid "forgets" to count all the converters. It is easy to do and doesn't take too many "missing" units to drastically affect the average price paid. There are many converters that appear to be one unit but in fact contain two converters inside. This tactic combined with calling the small and pre-converter halves really makes the average look good but cheats the yard! Today, more than ever, any converter buyer using the average price method is cheating the seller.



PRSR STD
U.S. POSTAGE
PAID
FIVE MAPLES

Phoenix Core closes in NH **By Don Belisle, Sr.**

I had heard through the grapevine that Phoenix Automotive Core was closing its NH operation. Since this business never has a shortage of rumors, I did not take the news too seriously. A couple of days later I received a call from Nathan Loughlin who was the manager of Phoenix/NH, he explained that the rumor was indeed true and that he was now working at their AZ location. Nathan and I have always been in contact and had a competitor/business relationship that was always cordial and positive. We in fact had a few suppliers that would alternate selling their converters between Phoenix and Recore. Nathan went on to say "since I've never heard a bad word said about you or Recore and I know you treat your suppliers fairly" I would

like to refer our former Northeast suppliers to Recore. I very much appreciate Nathan recommending Recore and look forward to servicing any former Phoenix suppliers that decide to give Recore a try. Welcome! And thank you Nathan.

Free Market Watch Emails

If you want to keep up with metals prices sign up for Recore Trading's free Market Watch, where you get an email notification when the market moves. We cover the converter related metals, scrap car, aluminum wheels and scrap batteries. This is totally free with no obligation, just send us an email to sales@recoretrading.com.

Great Speakers Set for URG **By D.J. Harrington**



URG's Theme for 2019 is "Expand the Possibilities". Their premier conference is slated for April 11th - 13th in the inviting, sunny and warm state of Florida. Leave behind snow and cold weather for tourism of Orlando to hear the best speakers in our industry. I'm quite certain you're familiar with speakers like, Ryan Falco from Midway Auto Parts and Rob Rainwater from Cornell's Auto Parts. While in Orlando, you'll hear J.C. Cahill, who lights up the room when he speaks. Don't forget this informative duo, Chad Counts and his Dad, Robert Counts. Both are great presenters.

Also presenting from Profit Team Consulting are Mike Kunkel and Lee Worman. Another widely-known speaker within the industry is Tom Bessler from Bessler Auto Parts. I'm sure you'll "second" my statement that Tom is a phenomenal presenter. Additions to this year's speaker list are Roger Schroder and Theresa Colbert from Car-Part. I know you've heard Roger before and will want to hear him again. Theresa is one of the best speakers in our industry. I, for one, will be sitting in Theresa's class with lots of people already named here—that is, if they don't have to speak during her time-slot. Theresa is that good!



Let me share with you Friday's lineup. Friday, keynote speaker is Andy Latham from the U.K. Everyone needs to hear Andy, including the exhibitors. Andy will teach us how to save a life. The life saved just might be your own. As an

expert in safe handling of electric and hybrid vehicles, Andy is an excellent speaker. If you miss his keynote on Friday, then you've missed important, life information.

With the lineup that I've mentioned so far, you're probably wondering if there's anyone left for Saturday? Without a doubt there is! URG's Saturday keynote speaker is Mike Hourigan. Mike will be delivering a mind-challenging topic, "What Does Change Have To Do With Sales?" Also, on Saturday, George Avery's section will focus on customer service when he covers the segment, "Anyone Can Give Good Customer Service When You Feel Like It."

Michael Clay, another guy who gets big bucks to speak to Google and other top marketing companies, will have 2 breakout sessions. If you miss either session, you'll be sorry. Mike owns Clay Digital. By the way, Richard Flint is back. Hear Richard as he reveals "How to Expand Your Possibilities". Make sure all your team members get a chance to hear Richard and other speakers. Since Hollander Solera and IAA are the main sponsors, they have many classes that you should attend. So does CCC Pinnacle who's a key sponsor.

Make sure you mark down a new name, Brian Riker. Brian is associated with Mike James at e-Comply. Brian is also a good presenter. I've learned a great deal from Mike and Brian. Yes, also speaking this year are Mike Lambert and John Johnson of Buddy Automotive Innovations. During the same time slot as the Panel Session are Mark Gamble from Team PRP, my dear friend, Bo Wroten with RCD and Jim McKinney with Midwest Runners. The panel discussion they will focus on "Features and Qualifications of Joining a Trading Group."

As you can see, there will be so much material, techniques and industry learning available to everyone that attends the URG Conference in April. The only way you'll miss getting this vital information is by skipping the conference. If you don't care about getting better at what you do, then URG's conference isn't for you. However, if you want to improve your bottom line and expand your possibilities, you will find a way to be in Orlando between April 11th and the 13th.

Remember, you do not have to be a member of URG to attend this conference. See you there.

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

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!



Tools for Success: You Can't Make it on Your Own! 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.

You are unlikely to achieve maximum success on your own. You need people to like you and want to see you do well. When others like you, they can buy into your goal, and you get everyone pulling on the oars at the same time, the same way. Your results will be catapulted to success, because you will use the leverage of others. When others are bought into your goal, and like you, you can delegate to them, which allows you to work on other initiatives or new ideas. The ability to work on initiatives concurrently allows you to do so much more. My friends used to say that I threw 100 ideas at the wall, and only a few stuck, but they were humdingers. Having others helping you will free your mind to be more creative and teach you to be more collaborative.

But it's not just about the leverage of people working for you; you need others to like you. If your banker really likes you, he's more likely to loan you money. It's almost a certainty that you won't have enough of your own money to reach your goals; you need leverage. You need your attorney to like you so that he takes your call and does documents for you on a Saturday for a Monday last-second deadline.

The list goes on and on. You need a reputation for being fair, generous, transparent and honest, while being direct. People appreciate directness with some diplomacy. My old employees at the company I sold have told me many times they wish I was back there, because they always knew where they stood with me, versus the public company where they don't feel as valued or as well informed. I always chuckle and remind them that they've forgotten how many times I changed commission plans or made new work rules they didn't like.

And one other thing, you will struggle to reach financial success unless you stop being cheap. You should be a bootstrapping entrepreneur and be prudent with your money. But no one likes someone who is cheap. We've all got one of those friends who tries to get the last nickel out of every deal. Make sure that you always buy the Girl Scout cookies from the mom who works for you or make a donation to the kid's softball team.

And I have a Ron's rule 101 for those who believe I owe them money. If they say I owe them money, (perhaps I disagree because they didn't do a job as agreed or they are just

trying to rip me off by manipulating a misunderstanding), so long as it's not a large sum (say, less than \$10,000), I will pay. My rule is I would rather pay you what you say I owe you, and always be able to say you cheated me, than to ever have you be able to say I cheated you. If it is a dispute over a significant sum, we may have to meet at the courthouse to resolve it. Most disputes, however, are about small amounts of money. I also am quick to point out, as I pay, that we will no longer be doing business, but I have paid you everything you said I owed.

Little things can haunt you, so take care of people, and they will be on your team forever.

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.!

TEAMWORK
coming together is a beginning
keeping together is progress
working together is success

- Henry Ford

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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!**

Is Direct Mail Dead? By Mike French



A few short years ago, before the Internet and social media gained popularity, direct mail was marketing king. In fact, the common complaint from most people was about the huge onslaught of junk mail landing daily in their mailboxes. But, the reason why there was so much of it back then was because it worked very well. The first direct mail campaign I did for a salvage yard in 1982 just about swamped the business with the amount of phone calls they received from it. The sales people could not keep up with the amount of calls!

Things have changed a lot since then. Today a lot less so-called "junk mail" is going into the mail because businesses began switching away from direct mail when they discovered that people responded well to electronic type marketing methods, which is virtually free. That worked very well for a time.

Now it seems we have come full circle and history is starting to repeat itself. As the great Yogi Berra used to say, "It's Déjà vu all over again!" People are now complaining about electronic marketing the same way they once griped about getting so much junk snail mail. It's getting harder for businesses to achieve positive results from electronic marketing campaigns because consumers are becoming blind to it.

It appears that electronic advertising has evolved not as positively with all the new invasive ways of targeting and exploiting the buying habits of everyday consumers. People are feeling threatened and putting up defenses to it. New sophisticated spam filters are recognizing and eliminating electronic advertising before it even arrives in in-boxes.

Back to our questions, "Is direct mail dead?" To reference a Mark Twain quote, reports of the medium's death have been greatly exaggerated. Direct mail is very much alive. Let's look at the evidence.

According to Market Scan, "the figure for available e-mails is around 20 percent of postal addresses, meaning that by



avoiding direct mail you could be missing 80 percent of your target market." People who regularly use e-mail have become savvier at blocking sales messages with advanced filters. People also discontinue email accounts and create new ones about once every year, making solid leads suddenly disappear.

A study done by the Direct Marketing Association found that the response rate for direct mail to an existing customer averages 3.4 percent, compared to 0.12 percent for email.

Here are a five reasons to use direct mail:

1. Less competition. With less "junk mail" arriving these days, your marketing piece is most likely to get noticed by your prospect.
2. You are putting something into your prospects hands. Studies have shown that 50% of humanity is "tactile," meaning they respond best with something in their hands.
3. Guaranteed address. You are sending to a guaranteed address. This isn't always true with email because most people, especially businesses, have a number of email addresses and you don't know which one they are checking. Many also change their e-mail address every year. When they do, you can lose contact with them permanently. Not so with direct mail.
4. Long shelf-life. Newspapers last a day and radio and TV messages are over with instantly. Consumers hang onto direct mail and refer to things which interested them, often. They can be posted so they will see your map, phone number and coupons.
5. Can be personalized and targeted. You can send to the correct person and even have their name printed on the piece.

The answer is: direct mail is not dead! It's alive and well and working hard for those who use it correctly!

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ATRA NH Board of directors at work in Concord NH at their monthly meeting. Discussed were a variety of topics ranging from pending legislation, general meeting locations, next year's Christmas party and raffle and the upcoming Auto Recyclers Northeast (ARNE) Convention and Trade Show in Albany this September.



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**.

Education is Key to the Advancement of Automotive Recycling



By Sandy Blalock

Protecting our Industry with Education will be one of the biggest challenges our industry will face in the future. If we are not leading the charge in assuring that we have a great educational protocol in place to hire, keep and train our employees, we will lag behind most

other industries. Even more than that we must engage in our communities to assure there are educational resources available to encourage people to enter the auto recycling industry.

This will not happen without each of us assuming our role in the future of automotive recycling. Education should be at the forefront of our industry. It should be in a constant state of change to keep abreast of the many challenges our industry is seeing today. The future of auto recycling demands that we stop being complacent and engage at much higher levels to assure that our workforce is adequately trained before and during their tenure with our companies.

Imagine a world where automotive recycling is a desirable career path for students. We like many industries have a lot to offer potential new employees. We just need to find a way to remove the stigma of our industry. I hope to see our industry take the lead in making this happen. Imagine the vast training opportunities that we could offer along with the various stakeholders in our recycling network. We could not only train salespeople, dismantlers, inventory specialists, and buyers but all the additional support staff our facilities utilize today.

Our future workforce will have to be smarter and better educated than ever before just due to the evolution of the vehicles we are now seeing in our facilities. We are seeing the impact in our facilities right now as are other automotive industries. I read a few years back that one of the hardest positions to fill in the US was for automotive technicians and I'm quite sure our industry was not even in the mix. I believe that with the influx of the coming generations like Millennials we will see a changing dynamic that will influence not just our industry but many industries. They will bring a different attitude towards their work environment that I personally believe will be an improvement. They will challenge our basic theory of how a business functions and how our employees fit into their roles within our operations. It will have to be diverse and flexible.

These changes will require a concerted effort by all. It will not be something that we can do alone. Our associations and business leaders will have to support the initiative and bring resources to the table. We live in a time where information must be easy and readily available. We will thrive or die if we do not accept this fact. Education should be the cornerstone of everything as an industry that we stand for, now and in the future. We expend so much of our energy fighting for salvage vehicles that we forget

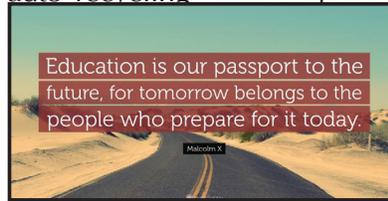
that if we do not have a qualified staff to process and get those parts to the marketplace in an acceptable state it will all be for naught.

We have a great industry, and should all be proud to be a part of who and what we are. I know so many of you operate your facilities at the highest of industry standards but at some point, in time we must share some of our successes with others in a way that will continue to promote the industry and push it to the top. I would love to see the day when a young man or woman tells their parents that they would like to pursue a career in the automotive recycling industry and they welcome it with open arms because they understand the importance and value of what we do as recyclers. We have a lot to offer and we need to assure that the viability of recycling continues. We must invest in our futures by making sure that all the educational resources are in line with what potential and

existing employees need to have a successful career.

This is not a new idea and we have for many years tried to build on our educational resources (ARA University) however, until we decide to prioritize education and the advancement of our industry through robust educational programs we will continue to struggle. Of course, all it takes is money – right? Yes, but that is not all it takes. We have some brilliant business people who are thriving, and they are because they understand the importance of an educated workforce. We need to bring these minds together and start formulating a plan for our futures. What I love most about our industry is how we don't hesitate to share. We just need to bottle that in an organized way that will become part of the advancement of recycling.

I always believe there is room for everyone, but the better we all look, act and conduct ourselves the better we all will be in the future. The best competitor is one who keeps you on your toes always seeking out the next best tactic to advance a business. Complacency people is sadly often what I see in my many travels around the world and not just in recycling but many businesses. We are seeing alarming rates of businesses shuttering their doors. Many of these are just part of the changing dynamic of how we shop. The old attitude that I know what I need to know is not going to continue to apply as we move into the future. Sadly, we really don't know enough sometimes so we must have established resources to garner that information at our fingertips. Sandy is the Executive Director of ARA; email her at Sandy@a-r-a.org.



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.



ATRA NH March Meeting

The ATRA NH March meeting was held Wednesday, March 6 at the Puritan Backroom Restaurant in Manchester. The speakers for the evening were Mike Juranty and Josh Whipple from the NH DES MtBE Remediation Bureau. They spoke about the future of the MtBE program and asked for suggestions/ideas from the attendees. They explained how any idea that would improve someone's operation and property to prevent spillage of gasoline into the environment would be considered.



Guest speaker, Mike Juranty addresses the attendees about the Mtbe program.



David Wilusz, President of ATRA NH introduces the speakers for the evening, Mike Juranty and Josh Whipple.

Open Invitation

Just a reminder at our ATRA NH May meeting on Wednesday evening May 1 we will have Mark Caffarey of Umicore as our speaker. Mark will speak to us on the technology, proper handling and recycling of all types of batteries. ATRA NH is inviting any and all salvage yard owners from neighboring states to attend. You will have to pay for your meal (\$30.00), other than that this is free. Contact Bruce Crawford to reserve your spot atraofnh@gmail.com.

SAVE THE DATE!! MORE INFO TO COME!



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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Laughter is the Best Medicine

THE BEST PUB FOR FREE DRINKS

A Scottish man, an Englishman and an Irishman sit in a pub and discuss the best pubs around. The Englishman says, "There's a pub in the West Midlands where the landlord buys you a drink for every one that you buy." The Scot is not impressed and says, "That's nothing! In the Highlands, every time you buy a drink, the landlord buys you five." The Irishman, totally unimpressed, says, "That's nothing. In Dublin there's this pub where the landlord buys your drinks all night, and then when the bar closes, he takes you into a room and makes love to you." The Scot and Englishman are well impressed and ask if the Irishman goes there a lot. He replies "No, but my sister told me all about it."

MY SON THE VETERINARIAN

One Sunday, in counting the money in the weekly offering, the Pastor of a small church found a pink envelope containing \$1,000. It happened again the next week! The following Sunday, he watched as the offering was collected and saw an elderly woman put the distinctive pink envelope on the plate. This went on for weeks until the pastor, overcome by curiosity, approached her. "Ma'am, I couldn't help but notice that you put \$1,000 a week in the collection plate," he stated. "Why yes," she replied, "every week my son sends me money and I give some of it to the church." The pastor replied, "That's wonderful. But \$1000 is a lot, are you sure you can afford this? How much does he send you?" The



elderly woman answered, "\$10,000 a week." The pastor was amazed. "Your son is very successful; what does he do for a living?" "He is a veterinarian," she answered.. "That's an honorable profession, but I had no idea they made that much money," the pastor said. "Where does he practice?" The woman answered proudly, "In Nevada..... He has two cat houses, one in Las Vegas, and one in Reno."

LEARNING TO CUSS!

A 6 year old and a 4 year old are raking the yard. The 6 year old asks, "You know what? I think it's about time we started learning to cuss. The 4 year old nods his head in approval. The 6 year old continues, "When we go in for breakfast, I'm gonna say something with hell and you say something with ass." The 4 year old agrees with enthusiasm. When the mother walks into the kitchen and asks the 6 year old what he wants for breakfast, he replies, "Aw, hell, Mom, I guess I'll have some Cheerios. WHACK! He flies out of his chair, tumbles across the kitchen floor, gets up, and runs upstairs crying his eyes out, with his mother in hot pursuit, slapping his rear with every step. His mom locks him in his room and shouts, "You can stay there until I let you out!" She then comes back downstairs, looks at the 4 year old and asks with a stern voice, "And what do YOU want for breakfast, young man?" "I don't know," he blubbers, "but you can bet your fat ass it won't be Cheerios!"



OUR DOCK IS OPEN MONDAY THROUGH FRIDAY

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

Brand New Chevy Colorado take off aluminum wheels 18 available \$30.00 each or trade for scrap converters



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