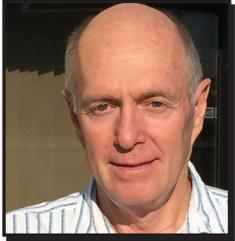


RECORE *Newsletter*

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.

A Guess List

By Don Belisle, Sr.

A guess list is the more accurate name of a price list when used for the purchase of scrap catalytic converters. Price/guess lists and code numbers are the methods used by some converter buyers to guess at a value of your material. Unfortunately for the seller (the yard) these methods

are far from accurate and favor the buyer greatly. Converters from the exact model cars having the same code numbers vary greatly in value; the buyers know this and average prices to cover their investment. Recently I asked a rep of the largest converter building company in the world the significance of code numbers on converter cans; He said the number only identifies the outer metal can, the contents can and do vary by as much as 50%! So, a buyer's guess/price list with 10,000 numbers on it means nothing! I'll take it a step further, bring me any two converters you consider the same we will do individual assays on them, if they come out exactly the same, I'll pay you ten times their value! If they are different, I keep them and pay nothing. Having done thousands of assays on individual converters I can say and prove that I will win every time there is NO way price lists can work. Ask the converter buyer who uses lists how he sells, by price/guess list or assay? At Recore we constantly monitor the precious metal content of converters produced by salvage yards. We analyze the content of several units of the same code and consistently find there are no two alike. Manufacturers change the chemistry content of converters on the fly! In gas powered vehicles platinum and palladium will have the same chemical reaction with exhaust gases; however different quantities of the metals are required. Variable number one is the constantly changing prices of the precious metals. For years platinum prices were significantly higher than that of palladium, now the opposite is true! Manufacturers closely monitor metal prices then build converters as economically as possible to still meet emission standards. This is just good business; the problem is that metal price on the day the converter is scrapped is certainly different than the day it was built.



Variable number two is the constantly changing emission standards that must be met. These change considerably based on production date of the vehicle as well as laws governing where the car will be sold. When and where was this car built? How much palladium was used on that day to meet emission standards? No way to know.

Variable number three is how the car was operated. Was it just used to go to church on Sunday or was it used heavily on killer commutes/towing daily? How many miles are on this converter 15,000 or 150,000? Were all the computer sensors operating properly the entire life of the car? Was there a time when a bad oxygen sensor had the car running way lean or rich for days till the problem was fixed? How much precious metals went out the tail pipe?

As you can see guess lists are just that guesses. The fairest way to maximize your return is to sell based on the assay of the actual metal content of the converters you are selling period. This is how it works; at the time of sale we

PRSR STD
 U.S. POSTAGE
PAID
 FIVE MAPLES

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A Guess List Continued from Page 1

lock in (hedge) metal pricing of the anticipated returns. We can also hedge before or after the load arrives if you want to take advantage of a price spike, you decide. We establish up front what percentage the yard gets. These rates are consistent based on the number of converters you sell on that date. The larger the quantity of converters the larger percentage you receive. Smaller lots require nearly as much labor as larger ones; however, the difference is not significant. You are paid 80% of the estimated value up front. Recore then processes your material in house and assays the final product. Since this is all done here you are not subject to long 45-60 day wait times or minimum lot sizes of 1000 pieces or more. Our process usually takes ten days, you then get final payment for every gram of precious metals



you produced, this is where you make up for the fudge factor associated with guess lists. Many of our supplier's say that the 80% they get up front is similar to the total they received with other buyers, then 10 days later they are thrilled with the final payment!

I understand why other buyers have to use price lists: It is the ONLY way they can operate; they don't have in house production facilities or precious metal labs. It is the only way they can be in business. Recore pioneered small lot assay-based converter processing, why not take advantage? Recore does not have guess lists with 10's of thousands of numbers, we have exact value pricing where the seller keeps the fudge!

My Favorite Author By D.J. Harrington



Perhaps, after finishing book #40 by my favorite author, I would find it less desirable than the other 39. Not so! I'm still enamored with his writings and must admit that Max Lucado is still my favorite author with #40, Unshakable Hope. Purchased by my daughter, it was presented for Father's Day. Not only is

this book a keeper, but it has a sweet, encouraging story that will lighten your spirit and awaken an unshakeable hope that is deep inside of you...no matter what you're experiencing today.

The scene was a sunny afternoon in 2008 perfect for a ballgame between 2 women softball teams, both playing a game of their lifetime. Amid the picturesque rocks of the Cascade Mountains, it was a remarkable sight as the Oregon team faced off against the Washington team inside a chain-link fence before hundreds of fans. The tension was fierce as the winner would advance to the division playoffs while the loser would hang up their gloves and head home.

The Western Oregon Wolves were a dependable bunch with consistently strong hitters. However, Sara Tuckolsky was not one. The only reason Sara was playing in the game

was because the 1st string, right fielder had missed a fly ball. As Sara approached home plate, the crowd was sure that with her .153 batting average that Sara wouldn't be able to get anyone across home plate. On that Saturday, Sara's life was about to change. With two runners on base, Sara connected with the pitcher's curve ball and rocketed it over the left field fence.



In her excitement, Sara missed touching first base. Her coach shouted for her to return to touch it. When she turned and started back toward first base, something popped in her knee. Down she went. In excruciating pain, Sara managed to drag herself back to first and pulled her knee to her chest in pain. She asked the first base coach, "What do I do?" The umpire wasn't sure either. He knew if Sara's teammates helped, Sara would be out. Intuitively, Sara knew if she really tried to stand that she would collapse to the ground. Her team couldn't help her. Her leg couldn't support her even if somehow, she could get to home plate. In desperation, the umpires huddled. It was a situation!

And, as the umpires huddled for consensus, Sara groaned . . . and rightfully so. May I make a comparison here? (Remember, Max Lucado is a preacher who also happens to write wonderful books) but I see an illustration in this moment. You and I have lots in common with Sara Tucholsky. We, too, at some point in our lives, have stumbled. Maybe not in softball, but in LIFE. Even with ethics and honesty, we may have done our best only to trip and fall. Sometimes, our finest efforts have left us flat on our backs. Like Sara, we are battered, not by torn ligaments

SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

Recore Trading has the experience, the knowledge, the equipment and the people for buying and processing catalytic converters for maximum return. Selling to us cuts out all of the middlemen and we sell our finished product to an automobile manufacturer. Call us today! Get **MORE** at **RECORE!**



How To Plan A Successful Event Part Two By Mike French



There are different event planning styles; you will need to choose one that's right for you.

Event planning styles

By One Person. Events for small associations or groups usually don't require a lot of people or work to accomplish them.

Sometimes event planning is part of the job description of the group's executive director. It can also be necessary to have only one person planning the event because of budget restrictions. If the director has done the event before, the "dotted line" from previous years can be followed. The problem with this approach, however, is the event can easily become dull and predictable if changes or improvement aren't made.

By Event Committee. Committees can be either good or bad depending on who you have on them. I've seen one or two committee members practically destroy an event because they could not agree or they did not complete what they said they would do. Be sure to select committee members with good track records for working positively with others, who are willing to be accountable to others, and who are known for completing assigned projects correctly and on time. Have someone in charge of the entire committee empowered to make final decisions on projects as needed.

By Event Planner. When you use an event planner, your

event is professionally run and you can spend the time with your staff and attendees enjoying your event rather than worrying about all the details. If you can afford an event planner, this may be the answer for you. There are some things you need to be aware of when you get an event planner. You choose to give control of your event to someone else who may not know your industry like you do. Be sure to read the fine print on any contract you sign with them because not all event planners are the same. Check references!). Your event will be more expensive because the event planner will add their cost on top of the event's hard costs. Some event planners insist on using all their own vendors for things like event signage, outdoor tents, banners, caterers, etc. and they add their surcharges to each one further inflating your event costs. If you do choose to use an event planner, and you like some of the vendors/

suppliers that you've used in the past, be sure to make that a part of the signed agreement you have with them.

What to do after your event

Send out a thank you note to all attendees. Thank them for attending. Tell them positive things like what your final numbers looked like and who the contest winners were. Share a few testimonials and remind them of next year's event theme, location and dates. Give them another chance to sign up for next year's event and enjoy the early bird savings.

Send out a survey

Send a survey to attendees, vendors and sponsors to get their feedback. Send it out by email and also by mail to get the

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The BIG Event



My Favorite Author Continued from Page 2

but by broken hearts, waning spirits, and an unclear vision. All of us in the recycling business understand this very well and that's why you need to attend a trade show like the ones in Indiana, Ohio, and Kentucky on August 16th and 17th. For more info. call, Mary Moberg/Lauria at 763-300-4907. Or for those of you located up in the Northeast, mark your calendar for September 26th and 28th, 2019 in Albany. That show is called ARNE Education and Exposition. To learn more call 800-944-7298. And yes, Car-part.com is helping me get there! You see I think God helps guys like me, and I know lots of good recyclers who have helped each other.

Let's return to our story about Sara who tore an ACL during her home run trot. When we left the story, Sara was lying on the ground, clutching her knee with one hand, and touching first base with the other.

Mallory Holtman, the first baseman for the opposing team said to the umpires, "Hey, can I help her around the bases?" A surprised umpire answered with, "Why would you want to do that?", hesitated, shrugged and said, "Do it!" So, Mallory did. She signaled for the shortstop to help her, and the two opposing players walked toward the opposing player. "We are going to pick you up and carry you around the bases." By this time, tears were streaming down Sara's cheeks. "Thank you", she said. Mallory and her teammate paused long enough at second and then third

to lower Sara's foot while she touched each base. By the time, they headed home, spectators had risen to their feet. Sara's teammates had gathered at home plate, and Sara was smiling like a homecoming queen.

We need to help each other. Being a Christian, I have confidence God will get me home. All of us need to help others in our industry even with an occasional kind word. It might just be what takes someone else to the next base.

See you next time.

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

ONLY AT RECORE TRADING COMPANY!!

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It's a Noisy World – Why Should Anyone Notice You? 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.

I love marketing. And I love trying to help others understand its importance. As with most things I try to teach, I almost always encounter the same headwinds, "Oh, you don't understand; my business is different." It should be a book title! The problems are always the same, and lack of good marketing is always at the top of the list.

Marketing is not just advertising. The world is a busy place and folks have lots of options. I've helped banks, insurance agents, auto dealers, lawyers, restaurants, and many other types of small businesses; all of them need help with marketing and finding customers.

The place to start is with a unique selling proposition. What makes you special? Why should anyone care about you or your products or services? I don't want to hear that you're the best, or that your quality is the highest, or that you have the best employees. Those are tired rhetoric, and even if true, people don't believe in them. Work on it. You have to have something that makes you stand out from others. You must be able to write it and speak it in one or two sentences, tops.

Next, how do people even know you are out there? You can't

spend enough money to get in front of everyone. You need networking and help. Do you send thank you cards to everyone you meet? Not many folks do; even that's a unique selling proposition. DO you have a well done web site? It's imperative today. If you can identify your target market closely enough, do you make sure you stay in front of them? (This is much harder if your market is too big).

Not long ago, I was helping a musician who wanted to get more gigs, audio and production work, and studio work. He said that he working by word of mouth and networking and that in the music business that was the only and best way to handle that because the music business is different. Really? I checked the business count for audio and video production companies, studios and musician agencies. Within an easy commute, there were 481. It's a target rich environment in Nashville.

Now, let's bet how many of those folks have any idea who he is? Or what he has to offer? What would be the downside to a nice handwritten note to each of them? How many of his peers have done that? THAT is a unique selling proposition, because no one else is doing it. He was too modest to talk about himself, so he didn't send the notes. Of the 461 prospects, I bet not more than 20

continued on page 6



How To Plan A Successful Event

best response. Not everyone responds well to electronic forms in the recycler industry so if you send out only by electronic means, or only by mail, you may miss some great feedback. The survey will give you valuable information for planning your next event. If the survey reveals any negatives, such as some unhappy experiences by anyone, get back to them immediately. Thank them for their input and tell them what measures you will put into place to make sure there is no recurrence of the issue. Be sure to ask them what you can do to make them happy and then do it. Perhaps give them free admission, or a discount, to next year's event. Be

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 by selling your cats as precious metals. *Get paid MORE at RECORE.*



Part Two Continued from Page 3

sure to include a place on the survey for them to include their contact information so you can respond to them as necessary. Have a place on the survey for them to write a testimonial. You want testimonials to use in promoting your next event.

Review your event

Do a "postmortem" report of your event. This is like performing an autopsy of your event. You go back through every step and detail of the event to find where things could have been done differently or could be improved. This process should be done immediately after the event while things are fresh in your mind. A good event director or team will be taking notes during the event for things to include during this postmortem process. Keep those postmortem notes handy and refer to them when planning the next event.

Finally, remember that great events don't just happen; they take great people, careful planning and lots of hard work to pull off correctly. Success is truly in knowing and paying attention to the details.

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6 Recore's New Concrete Pad

Exciting times at Recore Trading!! We recently installed a second concrete pad used in the handling of crushed cars here at Recore, adding an additional 6000 sq ft of concrete pad. This will certainly give us more breathing room and enable us to be more efficient. As many of you know as a service to our suppliers Recore buys crushed cars and loans our crusher to our suppliers. Our volume pricing allows us to share with our suppliers pricing they could not otherwise get. The combination of scheduling pick ups at your convenience with prompt payment and great service



From left to right: Peter Frank from Geolnsight, John Pasquale from NH DES, Don Belisle, and Alex Stitt from Geolnsight

make this a win for the yards taking advantage of the program. Of great importance to us at Recore is to recycle in the most environmentally friendly way possible. The cooperation between Recore, NH DES and Geolnsight continues to benefit all of us AND the environment!



Getting started on the concrete pad.



Progress is being made on the concrete pad.



The concrete pad is completed.

It's a Noisy World – Why Should Anyone Notice You? *Continued from Page 4*

have any idea who he is. Had he been willing to think differently, nearly all would know him in a way that would separate him from his more timid, traditional peers.

I teach a seminar on how to establish yourself as an expert and gain a unique selling proposition: Write a book. Who do you know who has done that? You can do a book and have 1,000 copies for less than \$5,000, using what I teach and a ghost writer. Most won't even read the book, but they will be honored that you chose them for an autographed copy.

Are you an expert tailor? "10 Secrets Tailors Know about Getting the Perfect Fit." Are you a blossoming contemporary artist? "Understanding Contemporary Art for a Novice." Maybe you do asphalt work? "Understanding Asphalt Work and How to Get It Done on a Budget." How many businesses will that open the door to, helping you get to bid on repaving their torn up parking lot? You think any other contractor will give them a book?

Now, here's a plan for my musician friend; there are only 471 people to give a book to. Do 10 a week; in a year, you

will be known by most of those prospects and be enjoying lots of work! "10 Trends in the Music Business Today."

Read my articles on prospect and customer acquisition cost, and read 5 good books on marketing, starting with Seth Godin's The Purple Cow. You will be much smarter. But one thing is for sure, without a marketing plan and execution, it won't matter even if you have a unique selling proposition, you're a small fish in a big noisy sea, and the likelihood you will be noticed is remote.

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.

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.



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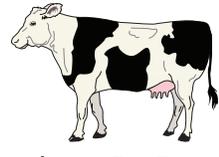
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Laughter is the Best Medicine

The Cowboy and His Herd

A cowboy named Bud was overseeing his herd in a remote mountainous pasture in Alberta when suddenly a brand-new BMW advanced toward him out of a cloud of dust.



The driver, a young man in a Brioni suit, Gucci shoes, RayBan sunglasses and YSL tie, leaned out the window and asked the cowboy, "If I tell you exactly how many cows and calves you have in your herd, Will you give me a calf?"

Bud looks at the man, obviously a yuppie, then looks at his peacefully grazing herd and calmly answers, "Sure, Why not?"

The yuppie parks his car, whips out his Dell notebook computer, connects it to his Cingular RAZR V3 cell phone, and surfs to a NASA page on the Internet, where he calls up a GPS satellite to get an exact fix on his location which he then feeds to another NASA satellite that scans the area in an ultra-high-resolution photo.

The young man then opens the digital photo in Adobe Photoshop and exports it to an image processing facility in Hamburg, Germany.

Within seconds, he receives an email on his Palm Pilot that the image has been processed and the data stored. He then accesses an MS-SQL database through an ODBC connected Excel spreadsheet with email on his Blackberry and, after a few minutes, receives a response.

Finally, he prints out a full-color, 150-page report on his hi-tech, miniaturized HP LaserJet printer, turns to the cowboy and says, "You have exactly 1,586 cows and calves."

"That's right. Well, I guess you can take one of my calves," says Bud.

He watches the young man select one of the animals and looks on with amusement as the young man stuffs it into the trunk of his car.

Then Bud says to the young man, "Hey, if I can tell you exactly what your business is, will you give me back my calf?"

The young man thinks about it for a second and then says, "Okay, why not?"

"You're a Member of Parliament for the Canadian Government", says Bud.

"Wow! That's correct," says the yuppie, "but how did you guess that?"

"No guessing required." answered the cowboy. "You showed up here even though nobody called you; you want to get paid for an answer I already knew, to a question I never asked. You used millions of dollars worth of equipment trying to show me how much smarter than me you are; and you don't know a thing about how working people make a living - or about cows, for that matter.

This is a herd of sheep... now give me back my dog.

News Bulletin

Bill and Doug were having a beer at the neighborhood bar.

"What's the matter?" asked Bill of his buddy. "You look kind of down."

"My wife just told me that my lovemaking is just like a news bulletin."

"Why's that?"

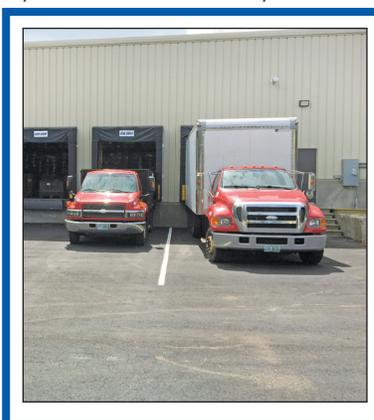
"Because it's brief, unexpected and usually a disaster."

Died and Gone To Heaven

An elderly couple were killed in an accident and found themselves being given a tour of heaven by Saint Peter.

"Here is your oceanside condo, over there are the tennis courts, swimming pool, and two golf courses. If you need any refreshments, just stop by any of the many bars located throughout the area."

"Heck, Gloria," the old man hissed when Saint Peter walked off, "we could have been here ten years ago if you hadn't heard about all that stupid oat bran, wheat germ, and low-fat diets!"



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.

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