

# RECORE Trading Company, L.L.C.

# Newsletter

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[www.recoretrading.com](http://www.recoretrading.com)



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

## The Future is Bright

By **Don Belisle, Sr.**

According to worldwide precious metal analysts, the future for recycled palladium is very good. If you sell scrap catalytic converters from gas burning vehicles, you are a key cog in the palladium market wheel. Recycled palladium is recognized as a significant worldwide growth market.

Over the past two decades, auto manufacturers have greatly increased the palladium content of converters they've installed on cars. In the converters we see coming through the door at Recore, their content is now two to three times as much palladium as platinum. All indicators predict this trend to continue. And the price of the metal indicates the same - palladium is up 83% since mid-August last year! Market forecasters predict a one million ounce shortage in the coming year. Some analysts



predict that based on current usage rate and inventories, we will run out of the metal in as little as one year! Currently recyclers produce about half of what the mines bring to market. Russia and South Africa are by far the largest producers of virgin metal from the ground. Neither country

has plans in place to increase production. About 80% of all palladium goes into the building of converters where a chemical reaction occurs changing hydro carbons and carbon monoxide into carbon dioxide and water vapor. The rest of the metal goes to jewelry and electronic markets. If all goes at the current rate, 2019 will be the eighth consecutive year that production falls short of demand. You can see that the 3-4 grams recovered from each converter will be in high demand for the foreseeable future.

The future of platinum has an upside as well. Platinum is the primary metal used in diesel burning internal combustion engines. As emission standards tighten up on diesels worldwide, predictions are that demand will

increase here as well. Platinum has another demand coming at it in the near future. The fuel cell vehicles that are in their infancy now will become a much larger percentage of the market in the not too distant future. Fuel cell vehicles require significant amounts of platinum in their on-board converters to effect the conversion of hydrogen to electricity. The major hurdle fuel cell vehicle production faces now is the availability of hydrogen. You don't see a "hydrogen" pump at your local gas station. Experts are working on efficient ways to distribute the (low cost) hydrogen to a corner near you. One of the most promising ideas is mixing it with natural gas and distributing through the "in place infrastructure" system to the masses. Once this is worked out, look for fuels to really take off.

### What Recore is Seeing

As we all know the price of crushed cars (ferrous metals) is way down and has been there for awhile. It is an oddity of sorts that both domestic and export markets are both in the doldrums simultaneously. This is not normally the case; however, the worldwide corrections that have been needed for years will take time to sort out. We are not in a "normal" world market. The experts are all over the place about when the price will bounce and the truth is that no one knows. It could be next month, next year,

*continued on page 2*

PRSR STD  
 U.S. POSTAGE  
**PAID**  
 FIVE MAPLES

## The Future is Bright *Continued from Page 1*

or next decade. We must adjust and continue to move forward because what other choice do we have?



The bright spot in auto recycling is the sale of catalytic converters. With the prices through the roof we are glad to see recyclers producing great volumes of product, thus contributing greatly

to keeping them in the black. Our converter production line here at Recore is processing more material than ever before. More and more suppliers every month are taking advantage of Recore's "Get Paid for Every Gram" process.

### Help!

With the overall economy doing so well here in the US, literally everyone who wants to work is working. Everyone I talk to in the industry tells the same story - "We are desperate for help!" Like others, we at Recore have been trying to fill 2-3 positions for several months now, without success. We are blessed with great help now but we need a few more. It is more important than ever to take good care of the people you have as you try to find new employees.

## Live Your Life and Forget Your Age *By D.J. Harrington*



On May 7<sup>th</sup>, 2019, stem cells were injected into my right leg. I had been living with severe pain for 2 to 3 years and consulted with 11 doctors from various ends of the healthcare market in the last 16 months. To my chagrin, I've seen more doctors than some people see in a lifetime.

Here's the reason I want to write about this. I might be in my later years, but **I am not ready to retire**. While on the sidelines, I've watched some people go to their grave without their song being sung. Most of the people that will come to the Tri-State Summit & Expo in Indianapolis on August 16<sup>th</sup> and 17<sup>th</sup>, 2019 will say, "Boy, DJ has lost some weight." True! And I'm quite proud of my accomplishment. With stem cells that daily Stella I've enjoyed is no more. So, when we get together at the Hilton in Indianapolis Hotel and Suites, there will be no beer that night for DJ. However, on a special occasion, I can have 6 ounces of red wine. So, if you live in Indiana, Ohio, or Kentucky, make sure you are there. You might catch Ole DJ enjoying a red libation.

By the time September rolls around, I will be in great shape for the New York Show where all the ARANY people are along with PRP-NE. This new concept is ARNE. This great event will be held in Albany, New York at the capital Cerner and Renaissance Hotel. The dates are September 26<sup>th</sup> - 28<sup>th</sup>. Go to [www.arne.pro](http://www.arne.pro) or call 1.800.944.7278 for more details.

Every day, I live one day at a time. Having events to speak at keeps me going. Because of my age, I seem to have more time and sometimes more inclination to help other people. I love spending time with my grandchildren and try to see them as frequently as possible because they light-up my day.



Your later years can be very pleasant and productive times if you can capture the serenity that comes from just being yourself. From my past few years' experience with my health I know how a person should react. If you think poor health or you proclaim poor health, that is what you are going to have. If, on the other hand you see yourself upbeat, energetic, regardless of age, you'll have a better prospective on life and you'll feel better. I stopped looking over my shoulder years ago. Some people live in the past and never escape it. As I tell my friends, it is good to have pleasant memories, and it is okay to go back to them. My life has a bunch of sweet memories, but I don't stay there. I try to remember good projects in my life that can affect my day. Like the "Eye Can". Remember the last four letters of the word, American is I - C A N. God has really been good to me.

Yes, I am planning a great 2020 right now, and so should you. The world changes, and the internet changes every 90 days. In turn other things change. You need to be flexible, ready to change when needed and accept new ways of marketing. That's a helpful tip from a mature individual, an expert marketer. I have a friend within the recycling industry who has a steel-trap mind...all right... it snapped shut years ago. Try not to be like that friend. Remember, hold onto your "tried and true" values. If they have truth, they are ageless.

For those of you who live in Indiana, Ohio, and Kentucky,

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### CATALYTIC CONVERTER EXPERTISE



#### Recore Trading

Company has been in the catalytic converter business since the very beginning of catalytic converter recycling. With over 28 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.

# Poor Boy Advertising Methods Part 1

By Mike French



When hard times hit some business owners wonder if they should stop advertising to save money. If they do, they can save money for a while. But if they stop advertising for very long, they will probably be in trouble; or even go out of business! History is filled with marketing success stories about those

who gained market shares by continuing to advertise when others stopped. Research has shown that companies who continue to advertise when there is a business slow down, gain market shares when their competition hesitates. When a business hesitates, instead of continuing to compete aggressively as they normally would, they give the business that continues to advertise a definite advantage.

Actually, a slow economy is a great time to sell the savings and advantages of using recycled and aftermarket parts. Also, you may be happy to know there are many advertising methods available that aren't expensive. I call these "poor boy" advertising methods. Frankly, even though they are free or low cost, they work very well and should be a part of every company's marketing plan. Regardless of economic conditions, it makes good business sense to use these methods. Here are a few of them:

## Little or no-cost advertising methods

**Phone Your Customers** to increase your company income by 20% to 30% without having to get new customers. Studies have shown all you need to do to accomplish this amazing increase is to call all your existing customers and say, "Hello, I'm (name & company here) and I'm calling to see if you need anything." You will catch some people at their point of need and they will place an order on the spot. Others, because you called them, will remember you the next time they need what you have. Divide your customer list among your sales staff and have them each call a few numbers at the beginning of each day. A sales person, by calling five each day, can reach 100 customers a month!

**Phone Top Prospects** Even though this sounds almost too simple, it does work. You just pick up the phone and call the owners of companies you want to do business with.



I'm not talking about using telemarketers. YOU give them a personal call. The call should be from one company owner to another company owner. It's not done too often so it will make a huge impact! When you get them on the phone, you say something like, "Bill, this is Bob over at Bob's Auto Parts, and I'm just giving you a call to say hello and introduce myself to you." This works because people like to do business with people they know.

**Use Bounce Back Offers.** They give you a second chance, at little or no cost, to make another sale to a customer who's just purchased something from you. You have to make a delivery and/or send a statement to them anyway, so your new offer gets a free ride to them. Selling to them again is pretty easy because they've just purchased something from you and are now predisposed to buy from you again. You can offer just about anything that is valuable to the customer. You can offer seasonal items such as snow tires, chains, or recycled antifreeze. You can offer overstocked items at discounted prices, special purchases, selected items you have on sale, or anything else you know your market place is interested in such as windshield wipers or tools. The possibilities are endless. You regularly see bounce back offers as inserts in your credit card statements. They bring results. Include bounce back offers with your shipments. Pack one in every box. Send them along with your delivery driver. He can hand them directly to the customer when he makes a delivery to them. Your bookkeeper can also insert one in every billing statement.

**Send Post Cards** This is an easy way to get an offer into the mail quickly and cheaply. Perhaps you want to show a list of your new arrivals to a select group of customers or prospects. You can produce them in house on your office printer. Buy some 8 1/2 x 11 card stock paper at your office supply store, print them four-up to a side, and cut them apart with a paper cutter. You can put on labels, a postcard stamp and drop them directly into the mail. What's nice about this method is that you don't have to print and mail them all at once. You can buy a prospect list or use your existing customer list and then address and mail a few every day.

**Up-Sell Programs do work.** Studies show that most people will respond positively to an up-sell opportunity that is up

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## Live Your Life and Forget Your Age *Continued from Page 2*

I will see you soon. All the recyclers up North should make plans to be in Albany on September 26<sup>th</sup> – 28<sup>th</sup>. No matter your age, "*If you don't give up on life, life won't give up on you!*" For those of you that pray, keep me in your prayers for a complete healing of my right leg.

See you next time!

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

### 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.



# On Your Mark, Get Ready, Don't Go! 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 get a few calls a month from "I want to be an entrepreneur, and this is my business idea".

My investor friends tell me that the world is full of great ideas, and the world is awash with money to fund them. There are very few people that can connect the ideas and the money and find success. Actually, it's by far and away the most important ingredient, being able to make things happen and connect the dots.

Now back to that budding entrepreneur. Just the thought of being an entrepreneur is exciting. And it's reasonably easy to come up with an idea for a business, or copy someone else's. But in most cases, the person I'm talking to is woefully unprepared. Usually they are looking for an investment, and excited to share their idea. How do I know they are unprepared? I asked them to define their customer. I usually get a blank stare or a lame attempt to answer. I ask them for their business plan. How many widgets? Price? expenses? Just a simple p&l for the first 2 years. How about a marketing plan? A distribution plan? How much money will they need? Now some of these items may indeed require help to create, and I encourage everyone to find a consultant to help backfill their weaknesses. I always use a consultant before I start a business.

The moral to the story is that if you want to be an entrepreneur, spend your energy getting the skills you need to have even a shot at being successful. If you went to college, great, you learned some things, but likely



need much more. Read. A lot. Your speed and volume will depend on how much you want it. A book a month will get you pretty prepared in a few years. 24 books, on leadership, marketing, business plans, sales, finance, metrics, getting loans, to name just a few of the topics. Look at best sellers in these categories, you will be close. I think it's more about marketing than most things, but that's just me. Good products die all the time with bad marketing, mediocre products make it with good marketing.

Good luck, I know you can do it if you want to. If you can't get through 24 books (or more), then your odds of success are lowered dramatically. I'm over 60, and still reading and learning every day.

## **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

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## Poor Boy Advertising Methods Part 1

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to 20% above the original purchase price of the item the purchaser is buying without them giving it much thought. Small amounts added to a number of sales per day can really add up. Let's say you are able to add one \$5 purchase to each purchase of \$25. In one day, that amounts to \$125.00 extra dollars or \$625.00 in a five day work week

or \$2,500.00 in a four week month, and a whopping \$32,500 for the fifty-two weeks in the year. Not bad! So, where do you begin? Logically, the first up-sell offer would be an addition of warranty protection on applicable items. Then there are product tie-in opportunities. For instance, if the customer buys an engine, ask them if they need grease, oil or other fluids to go with it. Does the customer need gaskets, belts or special tools to make the installation? The key is to always ask if there's anything else the customer needs. An up-sell is NOT a cold-sell! Attitude is everything when up-selling. It should be a part of your great customer service. If they don't buy it from you, they'll have to make a trip elsewhere to get it.

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### WHAT ARE YOU WAITING FOR GIVE US A CALL TODAY!

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!



# 76th Annual Automotive Recyclers Association Convention and Exposition

**By Jessica Andrews**

The upcoming 76th Annual Automotive Recyclers Association Convention and Exposition is where the industry's leading professional automotive recyclers gather from around the globe. Taking place October 10-12, 2019 in Charlotte, North Carolina this premier event provides substantive educational and training seminars, exciting networking opportunities, and access to world class vendors and suppliers. With the fast pace of change within our industry, what better place to be!

ARA's volunteer leaders and professional staff have designed six unique tracks of training and professional development: management, sales, self-service, production, technology, and international. Maximize your results by bringing several members of your team to participate in multiple educational tracks and



gain as much information as possible. "There truly is something for everyone," says ARA Executive Director Sandy Blalock. "Our Annual Convention Educational Programming Committee has spent the past few months combing through ideas, potential speakers and feedback from last year's Convention to put together a really strong educational program for our members. This truly will be information and expertise you will only hear at the ARA Convention."

Speakers include some of the most progressive automotive recyclers in the business and issue area experts, delving into topics such as telematics, how to survive a ransomware attack, reducing the fire risk profile of your business, and quality control expectations from body shops. Certification trainings on forklift safety and airbag shipping will be offered as well as an opportunity to learn more about ARA's new Mentoring Program, which is wrapping up its first year.

Two days of Exposition offers one-of-a-kind opportunities to learn of new products and services tailored to the automotive recycling industry, with new and returning vendors signed up to participate. See demos of the newest products hitting the market, designed specifically for the automotive recycling industry. Receive personalized attention from new and current service providers. Leverage

the collective buying power of your fellow recyclers to negotiate the best deal for your business. Take advantage of exclusive discounts and promotions simply by being an ARA member!



Plenty of time is allocated for networking with your colleagues – which is when the gears really begin to click. "Regular attendees of ARA's Annual Convention indicate that they benefit the most through connecting face-to-face with old friends, meeting new people and sharing ideas and practices – in other words, "learning from fellow recyclers" and "getting outside of your box", says ARA Meeting Planner Kim Glasscock. Don't miss out on networking opportunities such as the Ladies of Automotive Recycling Association (LARA) annual luncheon and meeting, a FLARES reception designed for future leaders of the industry, networking night at the popular NASCAR Hall of Fame, and the annual Awards Gala where the best and the brightest of ARA's diverse membership are recognized – complete with a *Top Gun* theme this year! "Don't forget to bring your aviator glasses!" says Glasscock.

Register now at via the ARA website ([www.a-r-a.org](http://www.a-r-a.org)) and be sure to reserve your room at the host hotel, the Westin Charlotte, where the ARA room block of \$209/night is available until September 16, 2019. See you in Charlotte!

Jessica Andrews is Director of State Government Affairs and Senior Director of Association Operations at ARA. She can be reached at [jessica@a-r-a.org](mailto:jessica@a-r-a.org) or 571-208-0428.

## GET PAID FOR YOUR CATALYTIC CONVERTERS LIKE THE BIG GUYS DO!!

We pioneered small lot assay based converter processing so our suppliers could get paid the same as those processing 1,000's of cats. With our exclusive in-house process, you get paid for every gram of precious metals. No waiting on your money and much higher returns=WIN/WIN!! CALL US TODAY WITH ANY QUESTIONS OR CONCERNs, WE'RE HERE TO ANSWER YOUR QUESTIONS!



# Get Ready, Don't Go! *Continued from Page 4*

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.

## HELP WANTED Marketing/Customer Support Person

Established in 1989, Recore Trading Company specializes in the buying and processing of catalytic converters. We also buy aluminum rims, batteries, radiators, flattened car bodies and other automotive scrap. We are seeking to hire a highly motivated person who is looking for a career, not just a job at a fast-paced innovative industry leader.

The right person will have the ability to make cold calls and establish relationships with customers via the phone. This full-time position is a combination of sales, marketing and customer service with some office/clerk responsibilities. If you are a positive, energetic person who loves to close the sale, then you are the right candidate.

Most importantly, we are willing to train the right person who has the enthusiasm, attitude and drive to start a new career at a great company with a family feel.

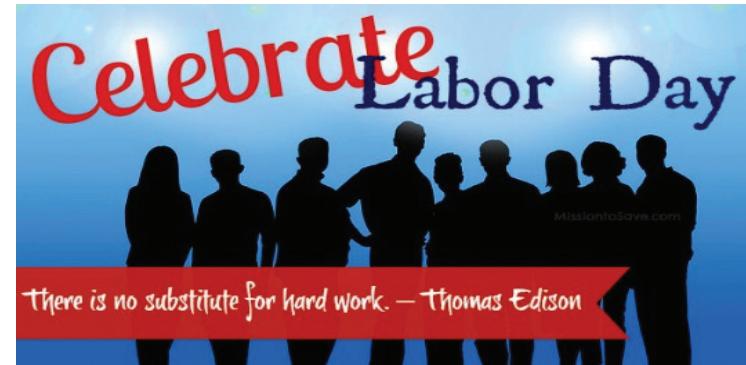
We offer excellent pay and benefits. Please submit your resume with cover letter to don@recoretrading.com or fax to 603-437-1313. Call Don at 603-437-3000.

## MARKET WATCH EMAIL ALERTS!

As the ferrous and nonferrous markets change, we will keep

Spot Prices Aug 12, 2019 at 09:25 New York Time				
<a href="http://www.kitco.com">www.kitco.com</a> Please Press Reload or Refresh to Update				
▲ GOLD	▼ SILVER	▼ PLATINUM	▲ PALLADIUM	◆ RHODIUM
1500.50 +4.30	16.90 -0.03	854.00 -4.00	1408.00 +9.00	3440.00 +0.00

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](mailto:sales@recoretrading.com).



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## Laughter is the Best Medicine

### Having a Smoke!



Jane and Arlene are outside their nursing home, having a drink and a smoke, when it starts to rain. Jane pulls out a condom, cuts off the end, puts it over her cigarette, and continues smoking. Arlene: What in the hell is that? Jane: A condom. This way my cigarette doesn't get wet.

Arlene: Where did you get it?

Jane: You can get them at any pharmacy.

The next day, Arlene hobbles herself into the local pharmacy and announces to the pharmacist that she wants a box of condoms.

The pharmacist, obviously embarrassed, looks at her kind of strangely (she is, after all, over 80 years of age), but very delicately asks what size, texture, brand of condom she prefers. 'Doesn't matter Sonny, as long as it fits on a Camel.'

The pharmacist fainted.

### Light a Candle

Mrs. Donovan was walking down O'Connell Street in Dublin when she met up with Father Flaherty.

The Father said, 'Good mornin' to ye! Aren't ye Mrs. Donovan and didn't I marry ye and yer husband two years ago?'

She replied, 'Aye, that ye did, Father.'

The Father asked, 'And be there any wee little ones yet?'

She replied, 'No, not yet, Father.'

The Father said, 'Well now, I'm going to Rome next week and

### ROLL OFF CONTAINER AND PICK UP SERVICE

Recore Trading Company offers roll off container and pick up service throughout the Northeast for all automotive scrap they purchase. They provide prompt, courteous service with immediate cash payment by some of the best people within the industry.



I'll light a fertility candle for ye and yer husband.'

She replied, 'Oh, thank ye, Father...'

They then parted ways..

Some years later they met again.

The Father asked, 'Well now, Mrs. Donovan, how are ye these days?'

She replied, 'Oh, very well, Father!'

The Father asked, 'And tell me, have ye any wee ones yet?'

She replied, 'Oh yes, Father!

Two sets of twins and six singles, ten in all!'

The Father said, 'That's wonderful! And how is yer loving husband doing?'

She replied, He's gone to Rome to blow out yer feckin' candle!!

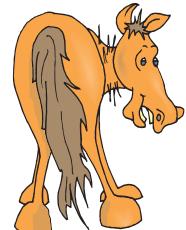
### The Auction

Little Johnny attended a horse auction with his father. He watched as his father moved from horse to horse, running his hands up and down the horse's legs, rump and chest.

After a few minutes, Johnny asked, "Dad, why are you doing that?"

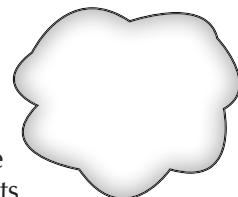
His father replied, "Because when I'm buying horses, I have to make sure that they are healthy and in good shape before I buy."

Johnny looking worried said, "Dad I think the UPS guy wants to buy Mom."



### Cigarettes and Tampons

A man walks into a pharmacy and is wondering up and down the aisles. A sales clerk notices him and asks if she can help him. He tells her he is looking for a box of tampons for his wife. She directs him to the correct aisle. A few minutes later he deposits a huge bag of cotton balls and a ball of string on the counter. The clerk says, "sir I thought you were looking for tampons for your wife." He says, "see it's like this. Yesterday I sent my wife to the store to get me a carton of cigarettes and she comes back with a tin of tobacco and some rolling papers, cause it's sooo-ooo-oo-ooo much cheaper. So I figured if I have to roll my own.....so does she!"



#### PROUD MEMBERS OF:



Vermont  
Auto  
Recyclers  
Association



MEMBER



**WE WELCOME YOUR COMMENTS** Please know that any article or information in our newsletter is the expressed opinion of the writer. If you are enjoying our newsletter, we'd love to hear from you and if for any reason you are not, just let us know, and we will remove you from the mailing list. Contact us at [sales@recoretrading.com](mailto:sales@recoretrading.com).

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