

# RECORE *Newsletter*

## TRADING COMPANY, L.L.C.

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

## We've Got a Fight On Our Hands

By Don Belisle, Sr.

Last year the auto manufacturers started to promote legislation that would serve them greatly and at the same time would put an end to the recycled auto parts business. In a few states they tested passing legislation requiring that the only "approved"

parts a repairer could use in the repair of automobiles built by them would be new replacement parts supplied by them. The motive behind this legislation is absolutely clear - more profit for them at the expense of us. It is unbelievable to think that a recycled part built on the same assembly line right alongside the vehicle being repaired would somehow not be approved! It is ridiculous to claim that the recycled part is any less safe (or any other made up claim) than the car which it was built next to and is now being repaired. Who knows what other reasons they plan to use in their efforts to push this legislation going forward? They were able to pass this legislation in RI, but were defeated in NH. In NH, ATRA NH and the ARA with the help of a few recyclers put together an effort to represent us and defeat the bill, but it was not easy. This year the Auto Alliance on OEM repair procedures plans to introduce similar legislation in twenty+ states.



wherever they are presented. ARA and the other allies are in the formation stage now preparing our opposition and there is a summit planned for January 8th where focus will be on "impending legislative attack". I plan on being there along with Bruce Crawford (executive director ATRA NH). To quote Chad Counselman our ARA president, "This is as real as it gets." When the time comes, you may be asked to do something to fight these

ARA is getting ready for this fight. They are working with the Auto Care Association and a list of other allies to try to defeat these efforts

bills and preserve your business. It cannot be overstated how important it will be to help defeat this totally unfair legislation. Whether its calling or writing your state reps or attending a bill discussion meeting, we must do what needs to be done. Our survival literally depends on beating these new bills! This is not a time to let the other guy do it.

### Living in a Bubble

Recently Rebecca, one of our marketing and supplier support people, related to me a discussion she had with a potential new supplier. She had contacted a salvage yard owner to explain the benefits of having their catalytic converters refined and bought by Recore. The salvage yard owner said "I'm not selling anything right now because all the markets are down!" Becca tried to explain that converters are at an all-time high and that we realize all the other markets are down but that converters are not. She explained that palladium was at an all-time high and converter related precious metals are up 40% this year. The owner would not budge. He insisted that all markets were down and he was not selling. I'm sure the owner thought Becca's claims were just a trick to get him to sell but nothing could be further from the truth! In the end, the converters are owned by the yard and he

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

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## We've Got a Fight On Our Hands

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has complete control of if, when, and to whom he wants to sell. I understand and support that 100%. However, it is somewhat frustrating to tell someone a truth that will help them when he does not believe you. All we can do is run it up the flagpole. Not everyone has to salute!

### Happy New Year

My sincerest wishes are that everyone have a happy and prosperous New Year! The past year has been tough on

recyclers. May you be that strong recycler who survives and thrives. As we all know, change is inevitable so let's embrace it and use it to our advantage. I am so pleased when I see a supplier beating the odds and being very successful. Yes, there will be fewer of us five years from now but I'm convinced the survivors will be very profitable leaders of the industry and community. Which will you be?

## Leadership Secrets that Santa Claus Believes In By D.J. Harrington



I recently received a book as a Christmas gift from Mike James of James Environmental and eComply. Every year without fail, Mike uses a book at his annual employee retreat. In the past, he used the book, Who Moved My Cheese. Phenomenal book. This year he chose a book by Eric Harvey, Leadership Secrets of

Santa Claus. If you think you have a long, "to do" list each year, imagine what it's like for Santa Claus. Santa's "to-do" list is enormous. Santa must keep up with constantly, changing demands of new innovative toys, run a cheerful and productive workshop, joggle employees, equipment, facilities, resources, and production. That's not to mention reading all those letters from hopeful children while making the big delivery all in one night. No wonder he has white hair and a beard. Let's briefly discuss some of the incredible, down-to-earth information that Santa reveals in this book.



By following Santa's easy-to-follow coaching principles, you'll create a happier workplace. The book is a quirky, easy way to remember the foundations of great management. I cannot mention all 10 principles in this article but prefer to focus on one of them. The first 6 Principles are: 1st Principle is Build a Wonderful Workshop. 2nd is Choose

Your Reindeer Wisely, 3rd Make a List and Check it Twice, 4th is Listen to the Elves, 5th is Share the Milk and Cookies, and 6th is Give Them Gifts that Last a Lifetime. All good tips. Now back to Santa Claus' principles of leadership.

Santa Claus says, *"Hire tough, so you can manage easy!"* You've heard their names: Dancer and Dasher. Prancer and Vixen, Comet and Cupid, Donner, and Blitzen. Do you know the LEAST FAMOUS REINDEER of all? If you said, "Rudolph", then you're wrong. It's Misfit! Why? Misfit's not here anymore. Unfortunately, Santa had to let him go.....decades ago.

Santa recounts what happened after he hired Misfit, *"I certainly learned a lot from a whole "misfit" experience. It all started when I was faced with hiring a new reindeer to fill a vacant position. Now, I know that pulling the sled is a very important job. Ask the reindeers. They'll tell you. But I was busy, very busy recruiting and hiring new pullers was just one of a score of things I had on my cookie plater. And besides, bringing on a new staff of reindeer can be chaotic and tiring work. It's not what makes me jolly. So, I took an easy route. I did a courtesy resume review, conducted a quick proforma interview, and grabbed the first antler-warm body that appeared halfway decent."*

Wary that he had hired Misfit, Santa explained, *"Misfit was probably named right. After putting his best hoof forward, the problem began. He showed up late and then began displaying a less than desirable attitude."* Santa continued, *"When I called him on it, more and more, he*

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### PRECIOUS METALS KNOWLEDGE

Recore Trading Company has spent years analyzing 1,000's of cats in our 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. With so many NEW catalytic converters, getting paid based on return of the precious metals is the only clear, transparent way to **maximize your profits.**



**Our customers are responding to the Platinum Group Metals market (Palladium is at an all-time high) and Recore Trading's pricing. Lots and lots of catalytic converters coming in every day. There is no better time to sell your converters to Recore Trading than now!**

## Kind Words By Mike French



Kind words given freely is still the best practice, both personally and in business!

Sales staff, who answer phones all day long, can become hardened and insensitive to the fact that there is a live human being on the other end of the line. Not only that, but in this modern

age of impersonal automated buying and selling, people in general are becoming used to not speaking with real people. If they do have to speak with someone, it's usually after something has gone wrong. When they get someone on the phone, whose job it is to speak with unhappy people all day long, it's usually not a positive experience for either of them. Unfortunately, people are getting colder and colder. They are also trained by negative social media interactions that have become today's normal. This reality is everywhere you look. People are glued to their electronic devices and aren't speaking with one another. People are forgetting how to speak kindly to one another. It's becoming a lost art form; and that's sad! In personal life and in business deals, speaking to people with kindness has power to make a positive impact. The following story (I don't know who the original author is) illustrates how this is true.

### How kind words made a difference

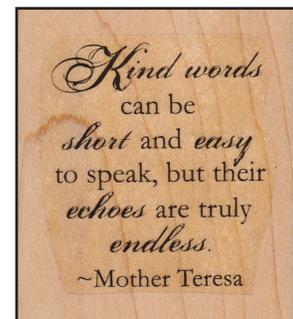
One day a school teacher asked her students to list the names of the other students in the room on two sheets of paper, leaving a space between each name. Then she told them to think of the nicest thing they could say about each of their classmates and write it down. It took the remainder of the class period to finish their assignment. As the students left the room, each one handed in the papers. That Saturday,

the teacher wrote down the name of each student on a separate sheet of paper and listed what everyone else had said about them. On Monday, she gave each student their list. Before long, the entire class was smiling. "Really?" she heard whispered. "I never knew I meant anything to anyone!" and, "I didn't know others liked me so much," were most of the comments. No one ever mentioned those papers in class again.

The teacher never knew if they discussed them after class or with their parents; but it didn't matter. The exercise had accomplished its purpose. The students were happy with themselves and one another. That group of students moved on.

Several years later, one of the students was killed in a military mission in another country and his teacher attended the funeral of that special student. The church was packed with his friends. One by one those who loved him took a last walk by the coffin. The teacher was the last to do so. As she stood there, one of the soldiers who acted as pallbearer came up to her. "Were you Mark's math teacher?" he asked. She nodded: "Yes." He said: "Mark talked about you a lot."

After the funeral, most of Mark's former classmates went together to a luncheon. Mark's mother and father were there, obviously waiting to speak with his teacher. "We want to show you something," his father said, taking a



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## Leadership Secrets that Santa Claus Believes In Continued from Page 2

*carried less and less of his share of the load. That made the sleigh pull more to the right, forcing the left side crew to work harder for us to stay straight. The harder they worked, the more irritated they became and making it harder for me to keep the reins in check. I ended up spending way more time watching "Misfit" re-re-retraining him, counseling him and handling complaints from other reindeer and elves about him."*

Santa was at wits-end. "Pretty soon Misfit was bringing the whole team down and their productivity was going down with them. All of that happened because of one "misfit" reindeer. All of that because I cut corners and allowed joining the team to be way too easy. That was then."

At times, all of us have had to make employee changes, but here's what Santa did. "Now I do things differently. Through the "Misfit" experience, I've come to realize that #1, because it's employees who ultimately make our mission happen that Staffing is my single most important responsibility. #2 the time I spent hiring the right way is nothing compared to the time I will have to spend dealing with the wrong reindeer."

Take a hiring lesson from Santa. Invest in doing it right up

front. Everyone, especially you, will be happier down the road. Santa Claus' leadership principles really make sense, especially for 2020. Thank you, Mike James for sending me my copy. For those reading this article, my prescription for 2020 is get your vision right. Start focusing on the right concerns in your business. Start with this book. I wish you the very best for the New Year and see you next time.

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### MARKET WATCH EMAIL ALERTS!

As the ferrous and nonferrous markets change, we will keep

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

# Get Rich Slowly: It Doesn't Happen by Accident By Ron Sturgeon



It's easy to say, but harder to execute. Twenty years have passed since I wrote my first consulting article, but I see it over and over: folks who are trying to get rich fast. If you are young and are reading this article, you really do have a lot of time, but you need to stay focused. Find something you love to do, and then focus on it. Don't become distracted or bored. Just keep shooting the gun.

The other important part of getting rich slowly is to live within your means and be thinking about how to invest so that you can achieve your financial goals. People often ask me, "What are the biggest hurdles to success I've seen are in the automotive industry?"

Two come to mind.

One – Failure to invest in something other than their business. Just a little here and there, and in a decade, you won't believe what you will have. Folks call me and ask what they should do with the \$25,000 they just got unexpectedly. They usually put it in the stock market, which I guess is safe, but you're never going to make over 5% or so a year over a long period. Instead, I advise them to buy a rental house. Do you know that if you were to buy two rental houses a year for 20 years,



in 30 years you would be worth about \$10 million dollars? That's a nice retirement plan!

Two – Being distracted, by anything. The biggest distraction I see in the automotive world is racing. If you love racing and want to have an expensive hobby that will drain you for your entire life, racing is it. I won't judge you for choosing racing as a hobby, UNLESS you gripe about not having enough money. For many people in the automotive industry, racing is enticing enough that it will keep you distracted from executing on number one above or from doing most anything else that you could have used the time, energy and money on.

Start your thinking about getting rich slowly by reading my book, *Getting to Yes with Your Banker*, because you will need credit. You can't get really rich without leverage. You can't do it while trying to be debt free. You need other people's money helping you! I am working on what will likely be my last book, *Homeless to \$100 Million*. I've been giving business advice for years, but have never advised on how to build wealth, with an actionable road map. The mantra of the book is to build wealth, not income, because they are not the same.

## 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 wisdom and advice gleaned from an enviable business career that started when he opened a VW repair business as a homeless 17-year-old and culminated in the sale of several businesses he built to Fortune 500 companies.

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## Kind Words *Continued from Page 3*

wallet out of his pocket. "They found this on Mark when he was killed. We thought you might recognize it." Opening the billfold, he carefully removed two worn pieces of notebook paper that had obviously been taped, folded and refolded many times. The teacher knew without looking that the papers were the ones on which she had listed all the good things each of Mark's classmates had said about him. "Thank you so much for doing that," Mark's mother said. "As you can see, Mark treasured it." All of Mark's former classmates started to gather around. Charlie smiled rather sheepishly and said, "I still have my list. It's in the top drawer of my desk at home." Chuck's wife said, "Chuck asked me to put his in our wedding album." "I have mine too," Marilyn said. "It's in my diary." Then Vicki, another

classmate, reached into her pocketbook, took out her wallet and showed her worn and frazzled list to the group. "I carry this with me at all times," Vicki said, "I think we all saved our lists." The teacher sat down and cried - for Mark and for all his friends who would never see him again.

## Insightful quotes

The following are some quotes I have found that offer great advice on what to say or not say to others:

Think twice before you speak, because your words and influence will plant the seed of either success or failure in the mind of another – Napoleon Hill

When I get ready to talk to people, I spend two thirds of the time thinking what they want to hear and one third thinking about what I want to say. – Abraham Lincoln

Think before you speak. Is it true, helpful, inspiring, necessary, kind? – Alan Redpath

How we speak to others is probably how they'll speak back to us in return. So, from even a selfish viewpoint, we probably want to keep our tone friendly and kind. It's good for you personally, as well as is in business!

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## 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. **We have the expertise to sort your cats into categories of similar precious metal content to maximize return.** Then de-cann and process them in house, analyze in our lab and pay you for every gram of precious metals your cats contained. Doing everything in house cuts out all of the middlemen and we sell our product to an automobile manufacturer.



# Get Rich Slowly: It Doesn't Happen by Accident

*Continued from Page 4*

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.



*Rebecca Skowrya from Recore Trading displays some of the auction items.*

## SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

As buyers and processors of catalytic converters and a leader within the industry, Recore Trading has specialized in catalytic converters since the very beginning of cat recycling. Maximize your profits at Recore Trading by selling your cats based on the return of the precious metals they contain. Our customers consistently see significantly higher returns for their product. **Get paid MORE at RECORE!**



## For Sale



**Max-Pak Vertical  
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## Annual ATRA NH Christmas Party and Auction

On Wednesday December 4th 2019, ATRA NH held their annual Christmas party and auction at the Puritan Backroom in Manchester NH. Mike Little, ATRA of NH's official auctioneer once again donated his time getting members to open their wallets for the auction items.

It was a nice evening with a lot of laughs among friends in the industry. It was exciting to see some yards from Massachusetts, Rhode Island and New York make the trek to NH to join in the festivities.

## HELP WANTED

Because of our expansion and growth, we are looking for some good people to fill newly created positions for:

- Sales/Marketing
- Catalytic converter buyers
- Warehouse workers
- CDL/A semi truck driver

We are a family owned and operated company and a fast-paced innovative industry leader. If you have the right enthusiasm, attitude and drive, we want you to join our team. We treat all employees with dignity and respect and most of our people have been with us for a minimum of 8 years.

Please submit your resume with cover letter to [don@recoretrading.com](mailto:don@recoretrading.com) or fax to 603-437-1313.

**Or call Jon at 603-437-3000.**

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## It's Time You Sold Your Catalytic Converters as **PRECIOUS METALS**

Maximize your profits by getting paid for every gram of precious metals your catalytic converters contain. Our exclusive ability to group like metal bearing cats together, then de-can, mill, sample and lab analyze all in house any size lot, is a proven winner.



Recore Trading has been in the precious metals business since the beginning of catalytic converter recycling. With everything being done in house, we are your direct connection to higher returns on converters – period.

We pioneered small lot assay based converter processing so our customers could get paid the same as those processing 1,000's of cats. So give us a call today, no waiting for your money and much, much higher returns =WIN/WIN!!

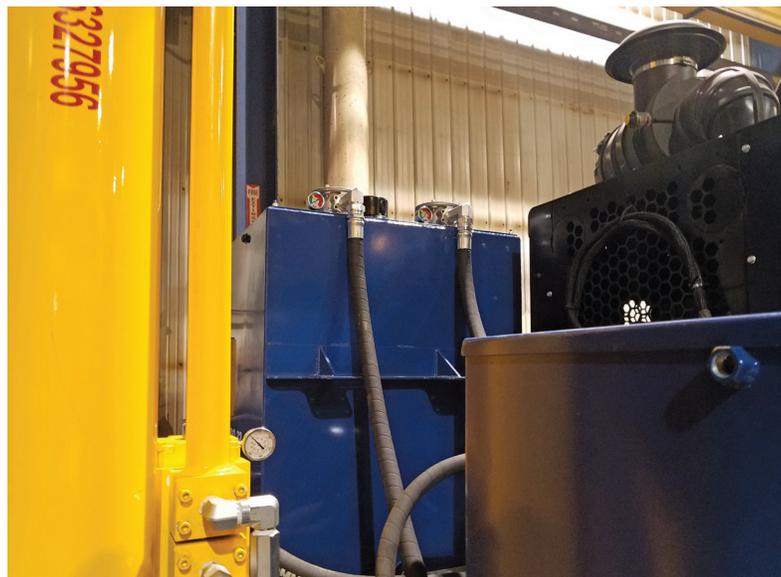
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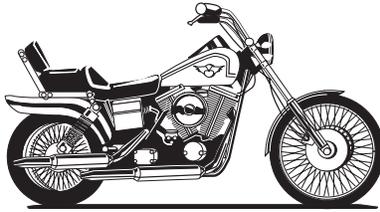
## Laughter is the Best Medicine

A guy walks out of the restroom...

Girl says: "Sir your garage door is open,

Guy asks: "Did you see my Harley?"

Girl says: "No, I saw a mini bike with two flat tires."



Two rednecks, Clarence and Claude, who lived on opposite sides of the river had been feuding for years. Finally, they built a bridge across it. The day it was completed, Claude stormed out of the house. His wife said "Where you goin'?" He said, "I'm gonna kick that son of a

bitch Clarence's ass!" He gets halfway across the bridge and starts running back. His wife says, "why did you run back?" He replied, "well, I got halfway across and I saw a sign on the bridge that said; clarence, 14'6", he's way too big for me to screw with!"

Roger is a hard worker, and he spends most of his nights bowling or playing volleyball. One weekend, his wife decides that he needs to relax a little and take a break from sports, so she takes him to a strip club. The doorman at the club spots them and says "Hey Roger! How are you tonight?" His wife, surprised, asks her husband if he has been here before. "No, no. He's just one of the guys I bowl with." They are seated, and the waitress approaches, sees Roger and says "Nice to see you, Roger. A gin and tonic as usual?" His wife's eyes widen. "You must come here a lot!" "No, no" says Roger "I just know her from volleyball." Then a stripper walks up to the table. She throws her arms around Roger and says "Roger! A table dance as usual?" His wife, fuming, collects her things and storms out of the bar. Roger follows her and spots her getting into a cab, so he jumps into the passenger seat. His wife looks at him, seething with fury and flips out on Roger. Just then, the cabby leans over and says "Sure looks like you picked up a wild one tonight, Roger!"



### ROLL OFF CONTAINER AND PICK UP SERVICE

This service is available throughout the Northeast and beyond for all the automotive scrap Recore Trading purchases. We offer prompt, courteous service, immediate cash payment and **our truck drivers are some of the best within the industry.**



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