

RECORE Trading Newsletter

TRADING
COMPANY, L.L.C.

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

My List Is Best

By Don Belisle, Sr.

As you can imagine, we see all the claims made by converter buyers from across the country and beyond. Most have very extensive lists of code numbers. Some have iPhone apps. Some even have fancy pictures, but the one thing they all have in common is the claim that they pay the most. (No surprise there!) A few

years ago, when all this code number business started, my initial thought was that it would be great if the code number revealed the exact content of the converter because then the shell game would be over. So, I started a new database where I would record the code number, do individual converter assays and then record the information. Great!

We literally assayed thousands of individual converters and what we found was that the precious metal contained in the same code number varied greatly! We wondered how this could be so I reached out to the largest producer of new converters to the OEM car makers and asked why our results varied so much on converters with the same code number. He said that the code number only identifies the specific converter can. The code number only guarantees that converters with the same code will have the identical size and shape because when manufactured, they often vary the precious metal content widely in the same can to meet emission standards of different applications. Well that explains it! Code numbers are not useful in identifying converter content, only size and shape. One has to ask, "Why do many converter buyers use these extensive code lists? Does the buyer with 10,000 numbers pay more than the buyer with 5,000 numbers?" Now I'm not trying to discredit the code buyers because most are doing the best they can with what they have available to them. However, as much as the list buyers tout their methods when they buy, they all have one thing in common when they sell their product. They all sell based on assay. Hmmm.... How



can this be? When they are buying, they claim that code lists are the best way to maximize value. However, when they are selling, they sell by assay! In the old days (ten plus years ago), if you wanted to sell by assay, you needed to gather 2000+ lbs. of material (about 1000 converters), send it to a smelter who would mill, blend, sample and assay your product. Then 30 to 90 days later you would receive your assay-based payment. This was not a workable situation for the vast majority of salvage yards. Most could not produce 1000 converters in a month nor wait 90 days for their money. So, if you wanted to assay and get paid for every gram of material you were out of luck. You had to settle for piece pricing and you took a bit less but still kept the money turning.

Having originally come from the salvage yard industry, I felt for the yards and wanted to give them fair returns for their product and know exactly what was coming in and going out. So, 12 years ago I leaned on my engineering training and developed the process of milling, sampling and assaying of converters in-house and proving assay-based payments of lots as small as 100 pieces. Through the years we have refined and streamlined the process to where we can provide assay-based payments in days rather than weeks! The process is so successful that other companies have copied it and use it to

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PRSR STD
U.S. POSTAGE
PAID
FIVE MAPLES

My List Is Best *Continued from Page 1*

this day. Imitation is the greatest form of flattery, I am told. Now salvage yards can get paid for every gram of precious metals contained in their converters. What we do is give immediate estimated payment on the spot when we get the converters then give the assay-based increase in a few days. Yard owners love it.

Let's Call It the "New Normal"



Do me a favor, please! I am asking all recyclers to refer to this unprecedented time as the "New Normal". I really dislike using the word "abnormal" because what we are going through right now is not abnormal. However, it is the future. Our customer base is telling us that this

is "Amazon Time" because countless Amazon trucks can be seen making deliveries day and night to their homes or businesses.

Webster's dictionary states that the word, "abnormal," means deviating from what is normal, typically in a way that is undesirable or worrying. Some people use other descriptive words to describe what is happening. Uncertain, challenging, and crisis. No matter how you describe it, our tongues can make it worse by speaking it into existence. If we use words like crisis, it will become a crisis. If we say it's challenging, it will be challenging. Some leaders within our industry are speaking positive and constructive words which will in turn change how we deal with everything. Instead of saying, abnormal, let's call it the "New Normal".

My friend, Don Porter, the CEO of United Recyclers Group, always uses the phrase, the "New Normal" in his poignant articles. His last article indicated that more changes are on the horizon when he said, "We also need to realize the next normal may be different than the past normal."

Last week, I attended an online webinar facilitated by Theresa Colbert of Car-Part.com. Her topic was "Selling Parts Online". As usual, Theresa did a great job with that topic because she knows this industry well. In that webinar, Theresa referred to what's happening as "It's Amazon Time."

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.



The process works, the salvage yards are getting paid (quickly) for everything they sell, and most of all it's fair and honest to everyone. Bottom line? The yard gets every penny they deserve.

By D.J. Harrington

She unveiled Amazon's mission to be the most customer-centric company, and their award-winning customer service team is a vital part of achieving that mission. We, as recyclers, need to up our game, making sure our customer service team has a clear understanding of our purpose of preventing and solving problems that will totally delight customers.

All of us know Marty Hollingshead, the owner of Northlake Auto Recyclers from Hammond, Indiana. Marty is also

ARA's Treasurer. Marty and I talk frequently, and both of us refer to the industry's new opportunities as the "New Normal". Marty always reminds us to thank the doctors, nurses, and first responders. He calls those people true heroes.

One group that's a true hero is Car-Part.com. Car-Part has given much to the ARA Relief Program but has also announced COVID-19 Relief Initiatives for their customers, including 10% off Recyclers Services for 3 months as a relief package. During this new normal, it's very helpful and smart to give back to customers. Car-Part.com has great webinars that they share with all recyclers. They also archive those webinars, and they can find them under Products on the Car-Part.com website. Look over the list of topics. Or you may call or text Theresa Colbert at 859-802-2382 or email her at TheresaC@Car-Part.com. Listening to each webinar will be worth your time because I've heard many of those webinars myself.

Talking about webinars, URG also has a plethora of webinars that are archived, including the one I did for URG. I garnered as much out of doing that segment as those who listened to it. Like Car-Part, the URG webinars are open to everyone so you do not have to be a member to benefit from those webinars.

Also, ToolBox magazine has a whole section on webinars and what they call products and services and educational videos. You will hear from industry pros like Andy Latham, Kelly Lawlor from Car-Part.com, Mike French, yours truly, Amanda Zmolek from Copart, Amanda and Kristen from URG, the Profit Team and my favorite, Chad Counts, on "Sales Counters that Pay for Themselves".

The phrase, the "New Normal" covers things like all

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How to Make a Powerful Video Presentation By Mike French



Videos are a popular marketing tool cropping up everywhere. They are easy to produce and a great way to promote business. Use them to welcome folks to your website. Use them to demonstrate products and services. Place them free on YouTube. I made one recently while sitting in my backyard. If I can do it,

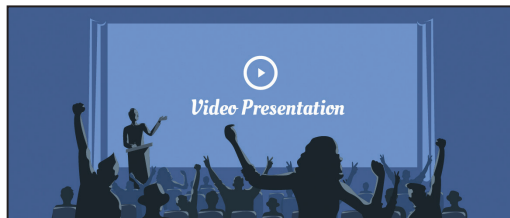
you can too! By the way, there is a new virtual trade show with videos of interest to automotive recyclers. They can be uploaded for free. Visit the site at www.RecyclerShow.com.

Smart phones and video cameras

You can walk around with your smart phone camera on a selfie-stick as many do. Or place it on a tripod camera stand in your office or shop as you speak. If you want better quality than available on your smart phone, you can use a video camera. They produce better quality video than a smartphone or webcam and can be found on Amazon starting at around \$50.

Editing your video

You can edit your video easily with free software that comes with most smart phones. There are also editing apps available from your App Store. Read reviews before you buy. You can add all kinds of bells and whistles to your videos such as: splashy intros, banners, headlines, bullet points, photos, graphic illustrations, video insertions, fade-ins and fade-outs, and sounds. Keep in mind, you only want to enhance your message, not muddy it up or over produce it. There are free videos on YouTube showing you how to edit.



Hire someone

You can hire someone to produce a video for you but be careful! There are lots of bad videos produced by so called self-appointed "experts". Always ask to see some examples of what they have done for others.

Tips for making your video more powerful and effective

1. Personal Appearance - How you look and what you wear in your video sends a subliminal message, both positive or negative. If you are dirty, frumpy, sloppy, or poorly dressed, viewers will decide how you think of them or yourself. Your appearance tells viewers about: your attitude, intelligence, expertise level, opinion of your audience and respect for your audience. They intuitively pick up on whether you like your audience. Do not overdress, but dress in at least business casual. The number one rule

is, be clean and neat. Remember, you never get a second chance to make a good first impression.

2. Speak to just one person. Look into the camera and speak as though you are talking to just one person. You will find people will respond better to your message. This is a tried and proven communication technique used by professional speakers. This was part of the success of old timers like Arthur Godfrey, Bob Hope, Jimmy Durante, and Red Skelton. Carol Burnette said she performed as if she was doing it only for her grandmother.

3. Use good lighting. Keep your presentation from looking dark and foreboding. Have the front of your face and eyes well lit.

4. Clean, uncluttered background. Whether recording in your living room, yard, or office, make sure clutter and other distractions are cleared out of the camera's view.

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Let's Call It the "New Normal"

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recyclers keeping their employees safe by providing masks, gloves, and sanitation stations. All our yards should follow coronavirus guidelines as required and posted on the CDC website. We need to be wiping down "high-touch" areas, such as: desks, doorknobs, phones, keyboards, and literally anything touched frequently by more than 1 person. Maybe, the "New Normal" is using a laser, forehead thermometer to check all employees at the start of the workday. Or, how about setting up hand sanitizers at every workstation so that when employees touch their computers, their hands have already been sanitized? I think we should remind our teams that using a mask protects people from you, not you from people. We should have extra masks available for customers if they want one while they are there at the yard.

Before I end this article, here are a couple more tips. All of us need to update our phone systems so we can easily transfer calls, learn and incorporate new, social media techniques that will generate a quantum leap in our industry to keep the team members and the customers safer. We need to adapt

and adjust to the "New Normal". The yards that believe in digital marketing and listening to customers will be the true winners of the past months and weeks. Stay safe, healthy and be prosperous in this "New Normal".

Until next time.

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

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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+16.50	-0.13	+1.00	-77.00	+0.00

Is Bigger Really Better? 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.

Chapter two of my book *How to Salvage Millions from Your Small Business* discusses this month's topic. Bigger can be better, but many times it simply isn't. First, you have to make several decisions:

- Do you really want to be bigger, with the commensurate

problems?

- Are you willing to tolerate more mediocrity that will inevitably come from having more employees?

- Can you, and are you willing to, hire employees who have the skills that you may not have, like accounting, that will be necessary to get you to the next level?

- Do you have what you deem to be the appropriate mix of personal and business time, and will being bigger affect that mix?

- Will your facility and credit lines (or internally generated capital)

accommodate the growth?

Many say that getting bigger will allow greater synergies that will translate into greater sales and profits. Don't believe it. Although it is possible, it's elusive at best.

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How to Make a Powerful Video Presentation *Continued from Page 3*

5. Avoid background noise and distractions. Barking dogs, children, noisy traffic, people talking, and even the wind blowing, will take your viewer's attention away from your presentation.

6. Keep the camera focused on your face and eyes at all times. No side angles! Talk directly to the camera as though you are talking eyeball-to-eyeball to someone. Don't shift your eyes elsewhere. Zooming in to speakers at different angles is distracting to viewers and interrupts the personal connection. If you hire someone to record your presentation, don't let them record you from different angles and zoom in and out a lot. Insist that all camera shots be focused on your face. Any zooming in and out should focus on your face, with your eyes continuing to look into the camera. When they zoom out, they should zoom to your full body with your eyes still looking forward into the camera to keep your eye connection with the viewer from being broken.

7. Don't be glued to your notes. Even if you are presenting an educational or training seminar, don't look at your notes too much. Professional speakers are careful about this. Looking down at your laptop or notepad too much

breaks the viewer focus on you and your message. If you must refer to your notes because of outline or bullet points, do it without it being a distraction. Have notes or bullet points appear on the viewer's screen at the same time you're reading them. Edit this into your presentation. Or print these points on a white board or easel tablet. Or have your notes on a teleprompter or monitor screen near the camera. This way, you can look into the camera and see your notes at the same time. Always keep your eyes forward toward the camera. It takes a little practice to keep from breaking your eye contact with the viewer.

8. Music. Don't add music to your video if you don't own the rights to it. You may run into copyright issues. There are lots of music providers available online for a fee. But background music can be annoying to viewers and distract from your message. Most of the time it is best to go without it.

9. Keep it simple. With all the new video making technology, it's very easy to make your video presentation look overdone and like a commercial. People will stop watching if they think they are being "sold" to. Remember, it is about a personal message from you to them! Keep it simple, with the focus on you and your message.

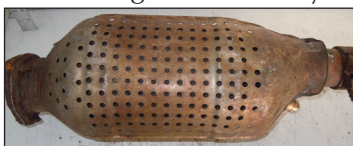
10. Include a Call to Action

When a viewer watches your video, what do you want them to do? Encourage them to call you, sign up for a newsletter or blog, or visit your website.

Now go make great videos. If your video content is appropriate for the auto recycling industry, post them for free at: www.recyclershow.com/submissions.

CALL US TODAY TO INCREASE YOUR BOTTOM LINE

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



**Have A Happy
and Safe 4th of July!!**

Discouragement vs Imagination By Chad Counselman



Discouragement is the starvation of imagination. Does discouragement lead to a lack of imagination OR does the lack of imagination result in discouragement. Either way, we MUST remain imaginative during these times.



As a matter of fact, our industry actually grows during downturns in the economy. Once the Lockdown of 2020 ends, we will see an economy that will slowly return to normal - over a two-year period. But, during that recovery period, people will be very hesitant to spend major amounts of money. We will see a prolonged dip in new car sales which will generate a major upswing in the utilization of Recycled Original Equipment (ROE) parts in the mechanical repair process. We are also

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Since its inception, the Automotive Recycling Industry has survived every economic downturn in the history of man.

Is Bigger Really Better? Continued from Page 4

Getting bigger at one location is much better than acquiring another facility.

My recycling friends used to ask me how I could manage 6 locations and 140 employees, when they couldn't seem to keep up with one location. The key, at least for me, was in maintaining good operating metrics and surrounding myself with really good people. If you aren't currently gathering the metrics and studying monthly financial statements that accurately reflect true monthly income and cash flows, don't even consider getting any bigger. (Many operators have accountants who don't know how to treat cost of goods and other special recycling issues to give an accurate period correct income statement.) The same friends said they couldn't hire 20 good people, much less 140. If you have weak employees, it's your fault. You either made bad hires, continued to tolerate them, and/or haven't provided the proper training, structure, discipline, and leadership needed. Start being accountable for weak employees; you are the only one who can change this pattern.

I personally know and consult many small yards, with \$50k to \$125k in monthly sales, which are making 20+% net profit. On one million in sales, they will make \$250,000 this year in profit. They are doing great and don't want to lose profits by getting bigger. It's not uncommon to see net margins below 10% in larger operations, even below 5%. But, 5-10% of a big number can be many more dollars than 20% of a small number. You will have to decide if it's worth it.

A wise friend once told me, "If inventory plays a big role in your business and being bigger doesn't reduce the inventory cost, there is no incentive to be bigger." Clearly, there is a time at which this is important, and you reach a point of diminishing return. A lot of factors drive such a point, but really big, like millions per month, could easily be past that point. An operation spending millions per month on inventory is probably paying just as much as the yard buying 40 cars per month; so fifty cents of every dollar earned is spent the same way for each operation. That only leaves 50 cents to carve out a profit and a competitive edge.

The desire to get bigger is endemic to all of us, generally

speaking. Boaters have "one footitis", and recyclers always want later model salvage.

Do what's right for you; don't get bigger just for the sake of getting bigger and don't get bigger just because your competitor is bigger. Choose your customer niche, understand your core competencies. Read my prior articles or How to Salvage Millions from Your Small Business on these topics and execute against a well-made plan.

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.

His upcoming and last book is titled 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.

To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, rons@MrMissionPossible.com, 5940 Eden, Haltom City, TX 76117.

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!



Discouragement vs Imagination *Continued from Page 5*

hearing that insurance companies have concerns about the New OEM supply chain being affected for months and months following the Lockdown of 2020. They, the insurers, are now looking to increase the utilization of ROE parts in collision repairs through changes pushed down from them to the repairer.

That sounds like a Win-Win for ROE parts! The question now becomes: Are you ready to meet the demand of these increased sales? Spend some time now, rethinking some of your processes and policies. Use your imagination to create processes that are more streamlined, more efficient, and may give you a higher ROI.

Let's think through some of your processes:

1. Buying

- Are you buying the right car every time? Is it time to invest in a tool to help you buy better?
- Is it time to delegate buying to someone other than yourself?

2. Inventorying

- Are you inventorying the correct parts? Should you start to inventory a different number of parts? Evaluate demand trends and brokering trends to spot part types that you may be letting slip by you into the crusher.
- Are you pricing your parts correctly? You are not running a museum. Price to sell. Cash flow occurs when inventory turns increase. Make the parts move at the correct pace by pricing them correctly. Use some slow time to reprice stale inventory.

3. Sales

- Are you motivating your sales team correctly? Is it time to evaluate your commission pay system?

4. Deliveries

- Are you wasting money on excessive delivery routes? Is it time to look at revamping your deliveries completely?
- Is there a chance that a cooperative delivery relationship with another recycler could reduce your delivery expenses?

5. Brokering

- What is your in-stock lookup ratio? 40%-50%? Are you saying 'no' to 50% to 60% of all requests because you are not brokering or are under-brokering?
- Increase your sales by filling in the gaps within your inventory by brokering those parts from fellow recyclers. It's time to change your mindset on this, if you are not currently brokering.

6. Trading Groups

- Is it time for you to step up and join a trading group? When I owned my yard, my top 14 customers were other recyclers.

I'm sure I could list another 6 ideas if I tried, but the point here is simple: Use this time to evaluate your operation. Can you implement changes during these slow times that will properly prepare you for a spike in demand in the coming months?

If I can help any of you with strategy development or you just want to bounce around some ideas, you can reach me at Chad@WiseCounselGroup.com.

Chad Counselman
Melbourne, Australia
3-Time Inc 5000 Winner



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Laughter is the Best Medicine

The Woman and the Pharmacist

A woman walks into a drugstore and asks the pharmacist if he sells size extra large condoms. He replies, "Yes we do. Would you like to buy some?" She responds, "No sir, but do you mind if I wait around here until someone does?"

XL
EXTRA
LARGE

The Midget and the Farmer

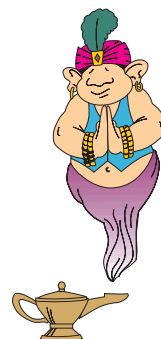
A midget with a lisp goes to a farmer to buy a horse. He looks over the horse to inspect it, and says to the farmer, "I'd like to sthee its teeth." So the farmer picks him up to give him a view of the teeth. Then, the midget says, "I'd like to sthee its ears." Again, the farmer picks him up to view the horses ears. Then the midget says, "I'd like to sthee its twat." "Excuse me?" says the farmer. The midget says, "I'd like to sthee its twat." So the farmer picks him up and shoves his head up the horse's twat. The midget's legs are flailing violently, and he's screaming in there, so the farmer pulls him out and puts him down. The midget looks at the farmer and says, "I think I'll rephrase that, I'd like to sthee it run."



The 12 Inch Pianist

A man walks into a bar and sees a pianist, who is only one foot tall, playing the piano. He talks to the bartender and says, "That's amazing! Where did you find a 12-inch pianist?" The bartender replies, "Oh, I have a genie in the back room who

grants wishes. Give it a try if you want." The man goes to the genie and says, "Oh genie, I wish I had a 100 million bucks." The genie nods his head and a few seconds later there's a puff of smoke and 100 million ducks fly over the man's head. The man goes back to the bartender and complains, "I wished for 100 million bucks, not 100 million ducks!" And the bartender says, "Do you really think I wished for a 12-inch pianist?"



Bus Stop Bench

Three ladies were on a bus stop bench. One of the ladies looks at the other and asks her if she is Native American, she says, "Yes, I'm Arapaho." "Is that so?" says the first, "It just happens that I'm a Navajo." The third lady looks at both of them and says, "I'm a Dallas hoe."



Grandfather Sitting On the Porch

A man is walking down the street, when he notices that his grandfather is sitting on the porch in a rocking chair, with nothing on from the waist down. "Grandpa, what are you doing?" the man exclaims. The old man looks off in the distance and does not answer his grandson. "Grandpa, what are you doing sitting out here with nothing on below the waist?" he asks again. The old man slyly looks at him and says, "Well, last week I sat out here with no shirt on, and I got a stiff neck. This was your Grandma's idea!"



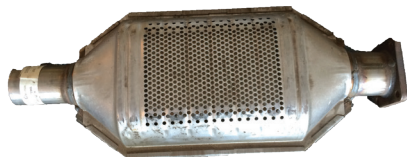
Bubba and Leroy

Bubba and Leroy were sitting on the front porch of a trailer house. Leroy says "Bubba, you and me are bestest buddies. If you was gone huntin and I had sex with your wife and she had my baby, would that make us Kin Folk?" Bubba replied "I don't know Leroy, but it would dang shore make us even"



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 the money in the equipment to make sure you maximize your profits. You deserve this and nothing less!



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