

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.

The Optimist in Me

By Don Belisle, Sr.

Yes, this virus has been devastating to our lives and I feel deeply for those who have lost people close to them. The disruption to our lives has been something beyond anything we could have imagined happening in this country. In this time of recovery, most of the salvage yard recyclers have

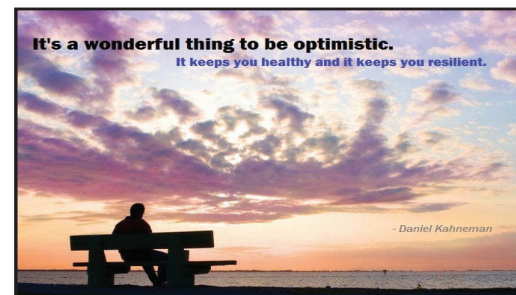
remained open; however, the ways in which they conduct business has changed dramatically. Throughout this ordeal, it has been heartening to watch the vastly different ways yard owners have persevered with a "have to keep the doors open at all costs" attitude. I applaud their tenacity!

For those of us who come out on the other side, let's turn lemons into lemonade. Before this virus started, the single biggest problem facing our industry was getting and keeping good employees. For those who have taken advantage of the Paycheck Protection Plan, you are able to keep your employees at full pay for two and a half months through this difficult time. As I wrote about last month, a deeply challenging situation would be getting through this crisis, having business come back and not having the employees to make it work. This is the perfect time to get to those things you have been putting off for a while. You now have the time and hopefully the help to get things done and you are keeping your key people employed at your business.

Some of the things we are seeing:

Maintenance on equipment being brought up to date - those loaders ramp trucks and forklifts are being brought back to good and dependable condition. Sprucing up buildings and fences. Those leaning fences and damaged overhead doors are getting the attention they have been screaming for. Cleaning and organizing areas of the yard that have fallen by the wayside. Those piles of this or that, that you have celebrated a few birthdays are now being addressed. Those sections of the yard that needed reorganizing are now neat and clean. Shelved inventory organization and clearing out the stuff that has been there way too long and taking up valuable shelf space. Crushing out all the cars without sellable parts

that are taking up space, freeing up space in their yards for new profitable inventory in the future. And on and on! If we at Recore can help in any way, we would love to.



Happenings at Recore

At our facility we are doing a lot of the same things. We are doing everything possible to retain our valuable employees. We are also very excited about an all new converter processing line we are installing during this time of lower than normal product volume. About ten years ago I developed the first processing line in the country with the ability to do converter lots as small as 100 pieces and provide accurate assay results to the supplier. This gave the salvage yard the ability to get the best possible return for their converters. This is exactly how the largest converter people in the world sell their converters and now the yards can, too. It eliminated the shell game of grading and pie in

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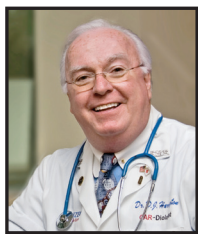
The Optimist in Me *Continued from Page 1*

the sky price lists. Since then our system has been imitated and copied. For the last 5 years I have been working on a new approach that will increase returns for our partner/suppliers and for us. I am thrilled to say this system is being installed now! This new system is revolutionary and completely new to the industry. It is completely contained and eliminates the chance of any portion of the converter to escape. This results in complete and accurate results. Escaping dust and other components can result in significant losses. The dust is the most precious metal rich part of the converter by far, and the toughest to control. Our new system virtually eliminates the chance for any dust to escape. Compare this to the old method of open shears and barbaric attempts to collect the

valuable dust through convoluted ducts and hoses. This new closed system is also significantly less labor intense as one person tosses the whole converters in the inlet of the line and the rest is all done automatically and completely contained.

The sample then goes to our inhouse lab, the results are identified and paid for. This will certainly shorten turnaround times by a great deal and get the money back to the yard that much quicker! This project has taken a great deal of time and planning to make happen. We are very excited and know our suppliers will enjoy the quicker turn arounds and the improved results.

Are You a Butterfly? *By D.J. Harrington*



Life, as we have known it, has come to a screeching halt because of an invisible threat. We can't see it! But we surely can see the effects of what it's done. Thousands

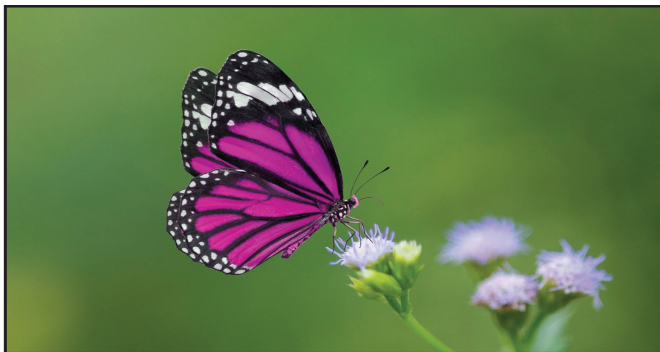
of people have been infected and thousands

have lost their battle against it. As if they haven't already been involved enough in what we do, our state and local authorities have said that we must change the way we live and interact with others. As human beings who thrive on socializing with families, friends, neighbors, church members, and co-workers, they've asked us to listen and follow their guidelines. Businesses, churches, schools, and events have been closed or cancelled.

As I walk my dog, the usual, steady stream of cars once heard on the road is quite minimal and almost eerie at night. There's danger and opportunity happening at the same time. No doubt, like you, I'm wondering if things will ever get back to normal. As I watched a family of three walk past my house, I saw it. A beautiful butterfly flew past the window, and I was reminded of the tragic story of one butterfly.

The butterfly is a powerful symbol of change. More importantly, for self-transformation, the butterfly begins as a

meager caterpillar, pushing the front half of its body forward while the back end follows. The caterpillar embarks on an incredible journey, where through the process of metamorphosis, it transforms into a butterfly.



Seeing that butterfly reminded me of a story I've told many times at different conventions across this great land. It's a story about a young boy who finds a caterpillar in his backyard. Excited about his find, he asks his mom if he can keep it, and she says yes, if he takes care of it. She gives him a jar, which he promptly fills with a branch

and lots of leaves. One branch and starts

The boy checks on the cocoon a couple time a day, watching it carefully for any sign of change. Then one day, he sees a tiny crack through this small opening, he can see the caterpillar struggling to get out. This young boy watches, anxious to see the butterfly emerge, but became impatient and found a pair of scissors. He cut the hole bigger, helping the butterfly to come out easier. The problem is that the butterfly doesn't look exactly like a butterfly. Its body is swollen, and its wings are shriveled. The boy waits, thinking it will transform, but it stays the same. Now crying, the boy takes the jar to his mom, not really understanding why it did not transform into the butterfly like he thought it would.

His mother then explained that the butterfly needed to push through the cocoon on its own. Physiologically, the struggle forces the fluid out of the body, into the wings, nourishing them to make the wings stronger. By cutting the hole in the cocoon, the young boy took away the important struggle the butterfly needed to emerge correctly.

Right now, all of us are in a metaphorical cocoon, safe and

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.



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Why and How to Advertise During a National Crisis By Mike French



When the COVID-19 pandemic hit, it was no longer business as usual for a vast majority of businesses. Automotive Recyclers reacted in different ways, depending on their location and their state's emergency restrictions. Some completely shut down and sent their employees home. Others kept running

with a skeleton crew. There were many unknowns to navigate through. No one knew how long restrictions would last or what they needed to do to adequately prepare for an extension of restrictions. Everyone was thrown into survival mode. A part of survival was to immediately cut back on all unnecessary expenses. That included things like advertising. As an advertising agency, our phones almost stopped ringing. Many advertising projects which were in process, were immediately placed on hold.

What to do

• Do not stop advertising completely

If you do, it could be a costly mistake. It will look like your business has dropped off the face of the planet. This would put you "out of sight, out of mind!" Studies show that businesses who continue to advertise, and even step it up during crisis periods and downturns, end up with the lion's share of the business. Even during crisis periods, people still need auto parts. They will order from somewhere and it may as well be from you. Remember, consumers are more sensitive during these times about saving money and it's a great advantage you have to offer them. Tell them, "With recycled parts, you will save 40% to 60% off the cost of buying new!"

Use free, or almost free, marketing methods



• **Email** - It is a fast and easy way to stay in contact with your customers. You can begin by saying something like: "Dear (name), the next few weeks or months will be challenging. There is a light at the end of this tunnel. Our team is here and willing to assist you in any way possible. Call us. Let us help you start paving a road to success!"

• **Phone** - Call your top customers and ask how they are doing. Ask if they need anything. Even though this sounds too simple, it is highly effective. It has great impact. Studies show that business owners who call their customers increase their company's income 20% to 30% without having to get new customers.

• **News release** - This method is powerful and free. Newspapers are always looking for interesting stories to fill space in the business section. Use releases to announce changes and plans for serving your consumers better. Be sure to stress your commitment to the environment. Think outside the

box. Come up with ways to help consumers obtain parts easily and announce those ways in a news release. A couple of examples may be: Have people phone in their orders, pay by credit card, and you will bring their orders to their car or truck, so they don't have to come inside your business. Or, just step up your delivery methods to include delivery to homes.

• **Social media**: Write a blog using Facebook, LinkedIn and Twitter. You can instantly post photos of incoming inventory and other things you want to show.

• **Postcards**: As things start roaring back, a postcard, a letter or a flyer, can put your business back on the road to success. Direct mail has the highest response rate – higher than email, paid search, online display and social media combined. This marketing method has survived the

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Are You a Butterfly? Continued from Page 2

secure in our homes or apartments. Within our cocoon, we face our own struggles, whether loss of income, stress, depression, or sickness. Through struggle comes strength, and with challenges comes change. That line came from my daughter just last night.

My wife told me that living with me in this big house is like being in a cocoon, and I need to stop feeding my fear of the future, doubts, or regrets. She also told me to think about the opportunities that lie ahead because the thinking that got us here is not the same thinking that is going to get us where we need to go.

Even though I started saying this quote years ago to companies that I trained, it still applies today. "You can't do today's business with yesterday's thinking and hope to be ahead tomorrow." Americans probably won't do business again like we used to because the marketplace has changed, and we need to change with it. This pandemic is forcing us to

change our lives like we've never done before. Let's be like the butterfly, making changes as they come so we can take off. Our attitude and activity will make all the difference in the world as to how we emerge from this threat.

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

COMMITMENT

Recore Trading Company is committed to and welcomes the opportunity to earn your business. Whether you have 10 catalytic converters, 100 or 1,000's, you can sell your cats to us cutting out all of the middlemen. Customer satisfaction is our utmost concern and we promise you prompt, courteous and friendly service based on our core values—honesty, trust and dependability. You work hard and you deserve to maximize your profits so don't settle for anything less; **GIVE US A CALL TODAY!**



My Business Is Down – What Do I Do? 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 continue to hear from folks who say their business is tougher than it has ever been. I always chuckle when I hear from a recycler that business in his area is off, after I've just spoken with another recycler in the same area who is having record sales and/or profits. How can this be?



First, it is tougher. I am not in denial. Cost of goods is continuing to rise, and I think if you are buying the same way you were a year ago, it has likely increased 5%. Some folks have made changes in their buying, but most haven't. And, sadly, because folks haven't cut their expenses, a similar % of their profit has gone away.

Most affected are those who are buying 5 year and newer vehicles, especially if the average cost is more than \$2200 or so per vehicle.

The reality is that gross margins have declined for many reasons. It won't do me any good to go over the reasons because we can't change most of those factors. At conventions, I often hear a lot of discussion about increased costs but no discussion about solutions.

Here is the solution. You simply have to understand what is selling. You must know which parts to inventory and

pull and how to price your parts competitively. Also, maintaining your margins on the BEST parts must be protected. Pinnacle will make screen recommendations on holding prices and report on how well your salespersons follow those recommendations. AutoInfo and Hollander will provide you with some information in these areas, albeit not automatically. You need a good level of confidence in your pricing; don't cut prices when it isn't warranted but slash them when appropriate. In the past, we made these decisions off the seat of our pants, but that just doesn't work anymore.

You MUST have your buyers go over the cars carefully and reconcile the potential purchases with your demand.

Pinnacle does these functions automatically, but even with AutoInfo and Hollander, you can get some answers, although it is tedious and time consuming.

You simply must sit down and review your buying practices. Recyclers who are using the tools are protecting and even lowering their costs, while increasing turns and cash flow.



Don't kid yourself- while you are wringing your hands, one (or more) of your competitors HAS figured it out, and they are slowly getting traction and market share at your expense.

Stop fretting and beating yourself up or complaining about how the politics or tariffs and other factors are the real culprit. The real culprit is sitting in your chair.

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

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Why and How to Advertise During a National Crisis *Continued from Page 3*

test of time. It is still effective in reaching your customers and prospects. Sending a post card is a great way to get a message or offer into a customer's hands quickly. Announce your business hours, delivery schedule, and staff contact information. Let them know how you plan to serve them better.

WE'LL GO THE EXTRA MILE!

Because Recore Trading Company treats others how we want to be treated, we are known for our prompt, courteous and friendly service with immediate cash payment. And most of our customers are not only our suppliers, they are our neighbors and have become long lasting friends.



It is all about staying in contact

The main thing to remember is, stay in contact with your customers and let them know you are available to help them. When the economy finally recovers, they will be remembering you.

Mike French is an author, speaker, publisher, consultant, and owner of a successful business. Since 1982, Mike French and Company has offered 400,000 different promotional products, graphic design, all kinds of printing, direct mail services (lists and fulfillment), and publishes an industry trade magazine for automotive recyclers: "The Auto Recycler's ToolBox Magazine".
Contact: 1-800-238-3934 – mike@mikefrench.com

My Story

By Chad Counselman



Rumors travel faster than the speed of sound. I thought I would devote one full blog to share my full story with everyone with a hope of dispelling many rumors that are incorrect about what is going on with me.

I am a third-generation recycler that grew up in a family business. I have an older sister, Tammy, and a younger brother, James

that also grew up in the same family business. My parents, Ed & Pat, allowed each of us to work in the business as much as we wanted. My actual work for the family business started in 1993 when my dad bought the largest competing salvage yard to our existing yard (that was founded in 1966). The 'new' yard was about 6 miles from our original site and I began working there in the summer and after classes got out - I was attending the University of Mobile to get a degree in Business Management and Accounting. I worked part time for three years while in school and became the full-time manager of the site in 1996, when I graduated from college.

In 2001, my dad bought the largest competitor that we still had in the area. This turned us into a 3-site operation that was linked together through EDEN Exchange and phone calls from yard to yard. We quickly worked to consolidate the systems into one server and one phone system - which revolutionized how we did business - not to mention that it spurred our sales radically.

In 2008, my brother, James, and I formed Counselman Automotive Recycling, LLC as 50-50 partners and we bought the inventory and assets of each of the three sites that dad owned. We closed down the original site and consolidated the entire workforce into the two remaining sites. With 30 employees across two sites and 30 cars dismantled per week, we were doing good.

From 2008 to 2019, we grew the business to 75 employees across 2 production sites, 4 distribution centers, and 5 sales offices. At the same time, I founded the Alabama Automotive Recyclers Association in order to fight for the rights of recyclers in Alabama. My work within Alabama led to an offer to serve as a Regional Director of the Automotive Recyclers Association, which is the international association of our industry. After two years as a Regional Director of ARA, I was asked to join the Executive Committee as the Secretary. After 3 years on the Executive Committee, I became the President of the association in October, 2019.

Around the same time, I started a conversation with my brother about the possibility of me selling my half of the business to him so that I could pursue other opportunities within the industry. The two of us agreed on a buy-out plan just before Thanksgiving, 2019. We inked the deal on December 31, 2019 where I sold my half to him yet I remained on as an employee of the operation for two years so that I could complete my tenure with ARA.

My thought at the time: "I am retired and will devote 100% of my time to ARA work - until my term as President ends in November, 2020." I was WRONG. It is HARD to

go from running a 75-employee operation to leading one conference call per week. I got BORED and started looking for something to do. Several opportunities popped up, but nothing seemed to be the right fit for me. My passion is to help recyclers - either through strategy development, business coaching, or education. My goal is to prevent small yards from failing and to help large yards grow. Then it happened - the right opportunity popped up. I received an offer to educate yards about recalls, help them become compliant related to recalls, and have an opportunity to help them fulfill their growth goals. This is the perfect job for me - I will get to visit recycler's facilities and have the chance to serve as a catalyst to help spur imagination and planning. And the icing on the cake - the job is in Australia! After a weekend of prayer and lengthy discussion with my wife and daughter, we agreed that this was it - a job that I would enjoy yet would challenge me.

It is with great excitement that I agreed to join Chris Daglis and his team at All Auto Recalls in Melbourne, Australia.

In an effort to remain above reproach within the eyes of the membership of ARA, I agreed to resign my position as President and Board Member of ARA so that I could focus on my efforts in Australia. Therefore, I resigned from ARA at the exact time that I accepted the offer from Chris.

My goal now is to educate the Australian Recyclers about recalls, help them become compliant with laws related to recalls, and to help the Australian Automotive Recycling Industry as a whole.

Here is my new contact info:

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Chad Counselman
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EXPERIENCE

As buyers and processors of catalytic converters and a leader within the industry, Recore Trading is celebrating over 29 years in the business. We have specialized in catalytic converters since the very beginning of catalytic converter recycling!!



My Business Is Down – What Do I Do? *Continued from Page 4*

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..

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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 you sold us. Doing everything in house cuts out all of the middlemen and we sell our product to an automobile manufacturer.



OUR DOCK IS OPEN MONDAY THROUGH FRIDAY

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Laughter is the Best Medicine

What Was That For?

A woman came up behind her husband while he was enjoying his morning coffee and slapped him on the back of the head. "I found a piece of paper in your pants pocket with the name 'Marylou' written on it," she said, furious. "You had better have an explanation." "Calm down, honey," the man replied. "Remember last week when I was at the dog track? That was the name of the dog I bet on. "The next morning, his wife snuck up on him and smacked him again." What was that for?" he complained. "Your dog called last night."



What's Wrong With Me?

A woman was very distraught at the fact that she had not had a date or any sex in quite some time. She was afraid she might have something wrong with her, so she decided to seek the medical expertise of a sex therapist. Her doctor recommended that she see a well-known Chinese sex therapist, Dr. Chang, so she went to see him. Upon entering the examination room, Dr. Chang said, "OK, take off all your clothes." The woman did as she was told. "Now, get down and crawl really, really fast to other side of room." Again, the woman did as she was instructed. Dr. Chang then said, "OK, now crawl really, really fast back to me." So she did. Dr. Chang shook his head slowly and said, "Your problem very bad. You have Ed Zachary Disease. Worse case I ever see. That why you not have sex or dates." Worried,



the woman asked anxiously, "Oh my God, Dr. Chang, what is Ed Zachary Disease?" Dr. Chang looked the woman in the eye and replied, "Ed Zachary Disease is when your face look Ed Zachary like your ass

Biology 101

Mr. White, the biology professor, at a posh suburban girl's school, asked during class, "Miss Smith, would you name the organ in the human body, which under the appropriate conditions, expands to six times its normal size, and define the conditions." Miss Smith gasped, then said snottily, "Mr. White, I don't think that is a proper question to ask me. I assure you that my parents will hear of this." With that, she sat down red-faced. Unperturbed, Mr. White called on Miss Jones, and asked the same question. Miss Jones, with complete composure replied, "The pupil of the eye, in dim light." "Correct," said Mr. White. "Now, Miss Smith, I have three things to say to you: one, you have not studied your lessons. Two, you have a dirty mind. And three, you will someday be faced with a dreadful disappointment."



The Sheik and His Harem

Three guys were on a trip to Saudi Arabia. One day, they stumbled into a harem tent filled with over 100 beautiful women. They started getting friendly with all the women, when suddenly the Sheik came in. "I am the master of all these women. No one else can touch them except me. You three men must pay for what you have done today.



You will be punished in a way corresponding to your profession." The sheik turns to the first man and asks him what he does for a living. "I'm a cop", says the first man. "Then we will shoot your penis off!", said the sheik. He then turned to the second man and asked him what he did for a living. "I'm a fireman", said the second man. "Then we will burn your penis off!", said the sheik.

Finally, he asked the last man, "And you, what do you do for a living?" And the third man answered, with a sly grin, "I'm a lollipop salesman!"

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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Vermont
Auto
Recyclers
Association



MEMBER



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